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Food Festivals

Livelihood development

Livelihood enhancement of the members have been considered as a logical supplement of the thrift and credit programme that could generate income, lead to better performance in thrift, and bring about an overall improvement in lives of poor people. The Mission gives priority on the concept of Local Economic Development (LED) - local production, catering to local consumption to increase the economic activity within the local areas for livelihood development. In order to facilitate this concept, the involvement of the community are ensured, appropriate analysis of the market demand is carried out and products are developed accordingly

The livelihood promotion of the community has been achieved through numerous interventions, which facilitate income generation for the members.

Micro Enterprises activity

Even though the concept of livelihoods or micro enterprises is not new to self-help group (SHG) movements, Kudumbashree gave micro enterprises a new definition and developed a unique strategy for setting them up. Due attention has also been paid to promoting enterprises in both the rural and urban areas of the state. The present strategy of Kudumbashree is that entrepreneurship should increase the per capita income of beneficiaries so that it leads to an improvement in their living standards. The first peculiarity of Kudumbashree enterprises is that a wide variety can be seen among them. Second, enterprises can be seen that are involved in different sectors such as production, service and wage employment. Third, every enterprise has developed to meet a local demand, a social demand or some other local opportunity that has evolved in the development process. The needs of other government departments, social needs and also the economic needs of the poor are taken care of in the enterprise development process. Fourth, it is all Local Economic Development and the needs/ demands of the local community, participation of the society in meeting these needs/demands, and utilization of locally available



resources such as natural, human and financial resources are incorporated in every project wherever possible. Finally, comes the role of convergence. The integration of various departments, LSGs, the Kudumbashree network and private partners are encouraged wherever possible

In essence, every enterprise started under Kudumbashree takes into account the demands of the local community,

the availability of local resources, market feasibility and, most importantly, the conversion of social needs into business opportunities, with a preference on convergence. This unique strategy of exploring and exploiting every opportunity that leads to LED benefits a large number of people. Put differently, the strategy is bringing about a convergence of funds alongside the support of various departments, research organizations and agencies. These enterprises, by meeting the needs of society or government departments, offer livelihood opportunities to thousands of people, and an assured market for products or services.

History & Brief Introduction

Café Kudumbashree is an umbrella brand under which several canteen/catering units promoted by Kudumbashree operate throughout Kerala. The tagline is 'Athithi Devo Bhava' meaning 'the guest is like a God' and pitched on the USP of ethnicity, purity and of being Keralite. The Café Kudumbashree brand concept was pioneered by the Thrissur district mission in 2009-10 in order to improve the conditions of canteen/ catering units operated by Kudumbashree members. A management and marketing group called AIFRHM (Adebha Institute for Food Research and Hospitality Management), a yuvashree enterprise was formed to aid this process. The team that has hotel management professionals who provide both technical as well as marketing support to create Kudumbashree canteens and restaurants. The restaurants are branded under a common brand called 'Cafe Kudumbashree' and standardized foods and services are provided. Handholding support to units is given for quality, management diversification of products, new recipes, best practices in the industry, better resource utilization, catering to customer needs. Café Kudumbashree units have a strong presence in food festivals/fairs, catering for various occasions and canteens. Novel concepts like food court and amenity centres are also coming up. The brand represents 'quality, pure food served with care by women.' The groups receive tremendous support from the local community and the enterprise has helped many women to upgrade their social status through the revenue streams they earn through these units.

Café Kudumbashree units are one of the perfect models of Kudumbashree micro enterprises. The idea sprouted and idealized with the characteristic of the keralite economy being mainly consumerist and prominent contributing industry being service related, along with the huge potential of hotel and catering sector. This enterprising model had the right mix of the ability to promote group enterprises, tap the innate culinary skills of women of Kerala to develop the core competency of the brand of being "cooked with mothers' care", numerous opportunities for proper utilization of convergence possibilities, the greater idea of tapping local economics by running canteen facilities



of institutions which also opened ways before the mission to suitably place the units who phased to maturity by undertaking catering exposures. The idealistic aspect of this enterprise is that, it is a completely scalable model across states, economies and situations.

The concept

The objective of Café Kudumbashree project is to create high standard business models in the field of hospitality or serving food by raising the standards of catering and restaurant enterprises through specialized training, technology and management support and further to bring such individually commissioned projects under one umbrella.

The primary motto of 'Café Kudumbashree' is to provide traditional, homely and healthy food to common man outside his house. The café Kudumbashree has already marked its signature in providing fresh cooked traditional food. It is also a social initiative run through Kerala's prestigious Kudumbashree units.

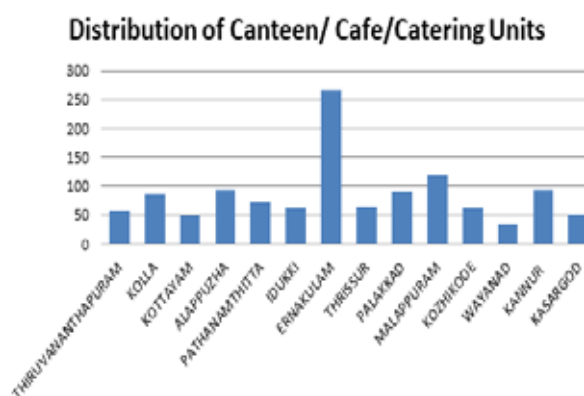


Figure 1. Showing the distribution of Café Kudumbashree units as per ME Survey 2017-18.

Café Kudumbashree – the umbrella brand

Café Kudumbashree is the sub brand of Kudumbashree in the café and catering sector, aiming at revolutionising the hospitality sector in the state and also to tap the local

economic resources to provide gainful employment and entrepreneurial opportunities to women from Kudumbashree families. Café Kudumbashree specialties in ethnic Kerala cuisines and can be considered as the single brand that could bring the entire keralite ethnic cuisines under one roof. The brand was developed to standardise the food and services provided through hotel, restaurant, canteen and food courts. Café Kudumbashree brand is built to accommodate the various segments of hospitality sector that the mission ventures into.

1. Café Kudumbashree Restaurants- Restaurants managed by Kudumbashree women to provide affordable yet quality food to customers. The women placed as Café Kudumbashree restaurant units would have completed skill development training, attained cooking exposure through catering orders and should have completed refresher training and Performance improvement training. Most of the canteens/hotels of seating capacity less than 40 come under this category.

2. Cafeshree Restaurants - Restaurants which follow high quality standard and international guidelines. These restaurants involve heavy capital requirements, modern bulk cooking equipments, computerized billing and Kitchen order token management software embed ERP system and would have seating capacity of above 40 persons.

3. Mini Café & Central Kitchen – This program aims at providing healthy & hygienic food at an economic price in crowded cities. The food production is centralized in a relatively remote location with the city limits and food is supplied to Mini Cafes situated in city's crowded areas at regular intervals. The concept is suited to aid the take away orders of the city customers. There is also Mini Café operating individually providing tea/snacks etc.

4. Café Kudumbashree Catering – Trained Kudumbashree women would be placed as catering units to meet the local demand. The unit which does not have any basic infrastructure to run a restaurant and having inconvenience in attending regular work in a prescheduled manner will ultimately function as catering units. The training supports include skill based training on catering

for Wedding receptions, Business meets, family occasions etc.

5. Café Kudumbashree Food festivals – Facilitation of platform to conduct state/district level food festivals for women entrepreneurs by promoting traditional and regional food, promoting the brand and provide them with on the job training.

6. Café Kudumbashree canteens - Units functioning in government or other institutions and will operated by following the rules of associated with such institution. Here the quality and capacity of the unit depends on their working environment but Kudumbashree ensures the hygiene and service quality.

Enterprise Development

The District Mission and the training team assess the interest of the applicants through an interview and General Orientation Training. They are further required to attend an Entrepreneurship Development Programme, organized by the district mission. After this, there is skill training (residential or otherwise) of 8-13 days conducted by training team on various recipes, quality standards, hospitality restaurant management and interaction with customers.

The broad topics covered include:

- a. Communication with customers
- b. Accounting and Book-keeping
- c. Techniques of bulk cooking and preparation of traditional cuisines
- d. Maintenance of cleanliness and hygiene
- e. Group Behaviour
- f. Crisis Management
- g. Use of Occupational Safety gear
- h. Waste Management
- i. Food production & service
- j. Food safety standards
- k. Service standards
- l. Housekeeping
- m. Procurement and budgeting standard
- n. Purchase and inventory management



Pricing and Branding

Café Kudumbashree units are known to be affordable but not cheap. Providing food at very low prices may result in inadequate compensation to the entrepreneurs, and a compromise on quality. It should not be priced outrageously also so as to exclude the average customer from quality food. Pricing is done in consultation with several stakeholders. Executive committees comprising of people from the District mission, entrepreneurs and Panchayat help units set and revise prices. Periodic external benchmarking to understand similar prices of food products in the neighbourhood is also undertaken

The three main pillars of branding are

- For the health conscious: Food served in the Café is nutritious and provides a balanced diet. It doesn't contain unnecessary quantities of unhealthy material like excess oil or sugar.
- For safe food: Food served in the Café is prepared from safe ingredients and prepared in a hygienic

environment. No chemical taste enhancers are used.

- For socially committed people: By patronizing the Café, ordinary people are given a chance to empower women from the lower segments of the society facing adversities.

Quality Checking Mechanism

Kudumbashree developed Standard Operating Procedures for Café units, for assessing its quality. All the units are ascertained that they stick on to certain bench marking and are categorized on the quality of service and amenities provided. Periodical checking from the side of concerned district missions plays a vital role in quality improvement. Café Management Team or Micro Enterprise Consultants are deployed as QCM by District Missions.

Digitalizing the brand

Kudumbashree Mission is in the process of developing web-enabled Management Information System, to enable effective monitoring and the implementation of activities which involves geo tagging of café units.

Café Kudumbashree food festivals

Timeline – the legacy of Kudumbashree food festivals

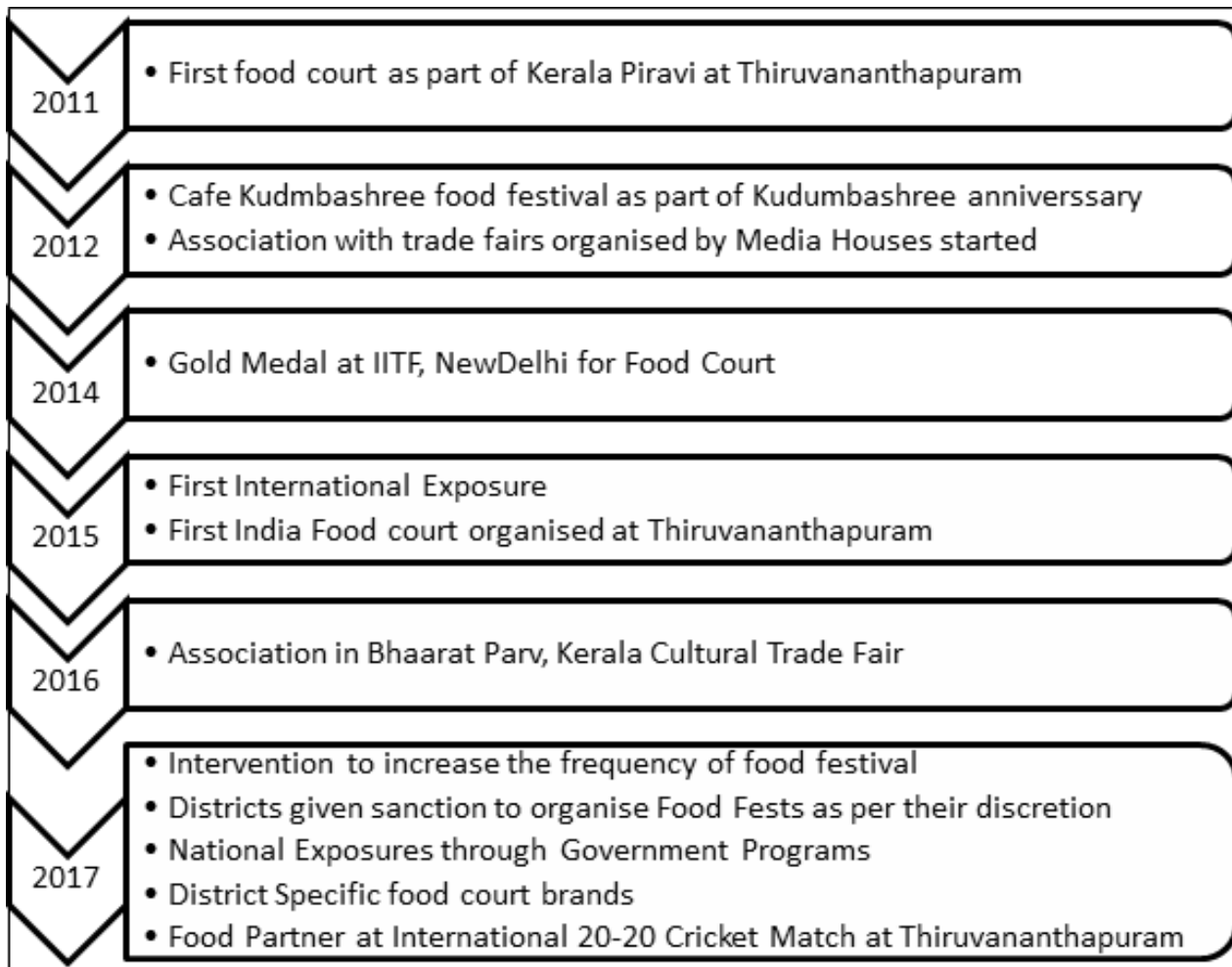


Figure 2. The timeline of Kudumbashree food festivals

The first large scale food festival was conducted on behalf of Kerala Piravi Celebrations at Chandrashekaran Nair stadium, Thiruvananthapuram in 2011. Café Kudumbashree food festival also became a part of International Theater fest and became a part of Global International hospitality industry. In 2011, Thrissur, Palakad, kannur, Kozhikode conducted training programme for 40 units that completed one year of operation and conducted food festival as part of capacity building. Café Kudumbashree food court was organized during Kudumbashree's 13th anniversary at Putharikandam Maidanam, Thiruvananthapuram in 2012 by involving 15 units. 2012 also marked the first association of Kudumbashree with a media house in a trade cum commercial fair. Café Kudumbashree food court was organized as part of Ananthapuri Festival hosted by Malayala Manorama at Chandrashekaran Nair Stadium. In 2013, food festivals in 5 places (Ernakulam, Thiruvananthapuram, Thodupuzha, Idukki and New delhi) were conducted involving 75 units. In 2013, Café Kudumbashree food court was setup in India International Trade Fair, Pragati Maidan and received the prize for best food court. In 2014, Café Kudumbashree also bagged the second prize in India Food court for best food court. Café Kudumbashree food festivals got its first international outing in 2015. Café Kudumbashree food festival was hosted at Dubai in a Trade expo organized by Malayala Manorama. 10 Café units were flown to Dubai for the food festival. From 2015, Café Kudumbashree food festivals were hosted at Delhi, Mumbai, and Bangalore in association with Kerala Cultural and Trade Fair hosted by Information and Public Relations Department of Government of Kerala. In 2015 itself, Kudumbashree organized India Food Court by including café units from other states and from Kerala at Thiruvananthapuram in association with Mathrubhoomi. Kudumbashree was selected by Ministry of Tourism in 2016 to exhibit the ethnic cuisines of Kerala as part of Bhaarat Parv organized in connection with Republic day Celebrations at NewDelhi. Kudumbashree got three exposures in Bhaarat Parv in the subsequent years. 2017-18 saw a spree of café Kudumbashree food festivals. It was in this year Kudumbashree earmarked funds for district missions for the exclusive conduct of Kudumbashree food festivals. 73 Kudumbashree food courts were hosted at Districts. 2017 also witnessed the rise of District specific food festival brands of Kudumbashree. In 2018, Kudumbashree setup the second international food court at Sharjah Expo Centre in association with the event hosted by Gulf Madyamam.

The “what” Factor

Café Kudumbashree food festivals are basically a training cum marketing intervention aimed at development of café Kudumbashree units to facilitate them increased revenues and performance improvement training on the go along with providing tasty yet healthy food for the customers. The

intervention strategy taken up by Kudumbashree mission in the year was with a view to evolve food festivals as a market intervention strategy of Kudumbashree district missions for café units and thereby improve the participation of all units in the district. Food Festivals are designed such that 3 or more units come together to setup their food counters offering different kinds of lip smacking ethnic dishes to the common platter for the customer to prefer. Kudumbashree Food Fests organized as part of seasonal celebrations mainly showcase traditional food products from all over the State. The variety of products from snacks to biriyani and juices to payasam will titillate any foodie. The quirky names of dishes offered at these Food Fests are sure to tease any one's imagination even as the mouthwatering smell permeates the air. Food Fests offer a platform to enterprising women as well as to offer the public, a taste of homely unadulterated food. Kudumbashree also join hands with major trade exhibitions, in and around the country in a view to promote Café Kudumbashree, the food and hospitality brand of Kudumbashree that caters the ethnic cuisine of Keralite taste.

District Missions facilitate district level food festivals. The district mission will bear the facilitation and infrastructure expenditure to conduct the food fest. The 20% of the sales turnover is collected from the participating café units as training facilitation fees and will be utilized to conduct more number of food fests at the district level.

The “WHY” Factor

The inception of the concept of food fest was result of a series of thought processes. Café Kudumbashree as brand was initiated in 2009-10, but the training and placement of café units started even before that. Café units were trained and placed to run either hotels, canteens or was placed as catering units catering to the local demand. There was need of developing a common protocol of operation for these hotels, improvement of their service delivery and performance improvement. Identifying the scalability of the enterprise model and opportunities available, to generate more visibility for these units, also to aid more market penetration and generate more income the idea of a food festival was coined. The aim was to bring different café units under one roof for a period of several days, host a literal festival of tastes in its healthy and homely form, thereby



attract more eyes to Café Kudumbashree units and assist them earning more revenue, newer market opportunities by facilitating an expo of the culinary skills and ability of Kudumbashree women

Café Kudumbashree through these years have grown to a strong brand with specific USPs which none can match. Only Café Kudumbashree food courts can bring the ethnic cuisines of Kerala across her longitudes and latitudes with the touch, taste and feel of being homely. Kudumbashree views these food courts as method of performance improvement training imparted as 'On the Job' for the units. Units while participating in the Café Kudumbashree food court they gain hands own learning in Bulk Cooking, Customer facilitation and management, book keeping, food presentation and cooking hygiene. The food courts present opportunity for the entrepreneur to interact with the customer, manage customer queries, do the book keeping, manage food processing and cooking in bulk quantities, change menu options according to customer demand, engage in purchase directly from local markets. Ultimately they could learn the best practices of fellow units, to cohesively work together and to compete in a healthy business environment . Kudumbashree deploys Catering skill training faculties from AIFRHM to manage, supervise and overview the functioning of the units in the food court. With their close supervision in food production, service delivery, customer management and procurement, the café units gain performance improvement learning 'by doing'.

The "HOW" Factor

Café Kudumbashree food festival was initiated in the year 2011, with a vision to achieve broader objectives from performance improvement to income generation. The festival was organized at Chandrashekar Nair Stadium, Thiruvananthapuram along the celebrations Kerala piravi. The success of this intervention resulted in the second food festival to be conducted as part of the 13th Anniversary Celebration of Kudumbashree at Putharikandam Maidanam at Thiruvananthapuram. Learning from the success of these food festivals and immense response by the public, the media and the government, the mission planned this program to be an annual event to be hosted in the same period every year. The next year, when mission initiated the processes of the conduct of the event, the venue was

pre-booked by Malayala Manorama – a media house for the conduct of their consumer trade fair. After a series of discussions between the mission and the media house for a probable solution to come out of this conflicting interest, the media house put up a proposal for mutually associating with each other over the event and proposed a solution of conjointly conducting the event by paying some infrastructure cost to the former. The mission agreed for participation as it could cut the event cost by one-fifth and eyeing out for the increased publicity that the media house agreed to deliver for the food festival. The media house also intended to leverage the goodwill of Kudumbashree, its success and also the corporate social responsibility mileage factor it could claim. The event was a huge success clocking around half a crore sales turnover for Kudumbashree units. The rest, the growth of café Kudumbashree branded food festivals and the increased demand for Kudumbashree food courts along side of consumer festivals is history.

Kudumbashree Food Fests offer a platform to enterprising women as well as offer the public a taste of homely unadulterated food. Kudumbashree by joining hands with major trade exhibitions, in and around the country organize food fests, in a view to promote Café Kudumbashree, the food and hospitality brand of Kudumbashree, which caters the ethnic cuisine of Keralite taste. Café Kudumbashree has reached its epitome of being the best food festival brand offering quality, tasty, ethnic varieties of Keralite food at affordable prices for the public. The norm of setting up café Kudumbashree food courts associated with fairs and festivals conducted at different levels i.e. from block level fairs to international level fairs facilitated brand visibility that have put out any prospects of competition.

Kudumbashree's marketing initiatives is always strategically structured to provide appropriate venue for its entrepreneurs to market their products to support their livelihood needs. In the year 2017-18, the mandate of district level food festivals are implemented based on this strategy, such that to provide safe to eat, ethnic dishes of Kerala for the public and provide hands own training for entrepreneurs on facilitating services also generating income. Catering units are given work orders for food delivery at all mission office during programs, events and training.



District	No. of Fests conducted	No. of Units participated	Expenditure	Total Sales
Thiruvananthapuram	7	46	801026	1959416
Kollam	7	30	504047	1429566
Pathanamthitta	4	20	571677	944508
Alappuzha	6	18	577574	1580132
Kottayam	6	24	609932	1835633
Idukki	4	18	655251	842858
Ernakulam	7	58	1610500	5196073
Thrissur	10	53	1480190	3544031
Palakkad	5	53	763000	1230570
Malappuram	7	56	678330	1491721
Kozhikode	2	10	585723	1351480
Wayanad	3	10	270434	222975
Kannur	1	8	478057	705841
Kasaragod	4	21	331120	1281882
Total	73	425	9916861	23616686

Table 1. The status of food festivals conducted in the state in the year 2017-18

The results as represented in the table are promising. The cumulative sales surpassed the 2 Crore mark. Each district was provided with 5 Lakhs each to conduct at least 3 food festivals each, by utilizing the district specific opportunities. Considering the characteristic of Ernakulam being the commercial capital of Kerala and also with the request of the district, it was given an additional earmarked fund of 10 lakhs in addition to the common pool to conduct more food festivals. The story of thrissur was different, in the last fiscal year; Kudumbashree district mission thrissur was able to conduct 10 food festivals with the funds. They were able to tap many opportunities of facilitating food courts along with government programs and cultural events with no major investment in infrastructure development. The crowd at these events made the food festivals a huge success in terms numbers and sales. The sales commission whose quantum was high, which the mission pooled in from the units was utilized to fund additional food festivals.

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Dis-trict	Thiru-vanan-thapu-ram	Kollam	Pathana-mthitta	Alap-puzha	Kotta-yam	Idukki	Er-naku-lam	Thris-sur	Palak-kad	Malap-puram	Wayand	Kozhi-kode	Kan-nur	Kasar-god
Num-ber of Café Units	17	86	14	39	11	20	35	14	35	26	14	9	25	11

Table:2. Number of Café units across Districts

The data as reported from the district mission states that there are 356 catering units functioning across Kerala and 34 new units have been formed since April 2018 to July the same year.

Case Study

'A One' Kudumbashree catering unit is a registered café Kudumbashree unit functioning at Melukaavumattom, Kottayam District. It's a group enterprise run by Jalaja, Pushpalatha, Laly and their crew. The unit members have been functioning as a catering unit for years. With the assistance from panchayaths, the mission was able to place them at Melukaavumattom to run a canteen to offer quality food at nominal rates for people. They gained their experience by participating in food festivals conducted by the mission at various places. Their Kottayam style recipes' are still on demand at café Kudumbashree food courts. The case is no different in the case of 'five star' catering unit Alappuzha lead by Smt. Jayakumari, the 'Souparnika' Catering unit of Kozhikode and 'Prateeksha' unit of Kannur. (There are more to the list) When it comes to Kudumbashree food court, the ethnics of Alappuzha taste of sea food platter and Unique Malabar Ifthar snacks, sweets and Biriyani, Thalassheri dum Biriyani - the participation of Five star, Souparnika and Pratheeksha counts additional attraction. Café units of such experience are also added as participating units to ensure cross learning, facilitating the new units with the basics of cooking etiquette. Often adapting to the rigorous schedule of food festivals is a herculean tasks for new units. The live food court often beats the 14 hours mark of straight functioning. The large volume of crowd coming in would pose a serious demand of these newbies' stamina and temper. It is at this point where the experience of these units counts in. they could not only bring most sought after cuisines to the platter that could champion one's taste buds and be a highlight of the food court but also fulfill the concept of facilitating learning by aiding the new units in customer management and presenting them with the expo of food court etiquettes. There repeated presence is a testimonial of revenues that food festivals generate.

Case Study – Branded food festivals

Ummante Vadakini, the district level food festival brand supported by Malappuram district mission purported out the planned activity of conducting food festivals at district level to support Café Kudumbashree units. Ummante Vadakini, a brand name resonating the idea of homeliness, ethnicity, taste and variety of the dishes of malappuram cuisine, houses a variety of products from snacks to biriyani and juices to payasam that would titillate any foodie. The quirky names of dishes offered at Ummante Vadakini are sure to tease one's imagination even as mouthwatering smell permeates the air.

Ummante Vadakini food festivals have been conducted



on a monthly basis across the various blocks of Malappuram District. Ummante Vadakini is hosted for a duration of three to six consecutive days, where the event is opened for public from 4 PM to 10 PM. 6 Café units of Malppuram are the regular participants of Ummante Vadakini. Ramzan Café Unit, Makkaraparamba (specialized in juices and payasams), We One Café Unit, Chelembra (Malabar snacks and tea), Aryas Café unit, Nilambur (Malabar dum biriyani), Teenas Café Unit, Thazhekkod (Jack fruit items), Rajashree Café unit, Edappal (Chicken varieties), Newstar Café unit, Malappuram (Ethnic Malabar dishes) bring all the varieties and taste to Ummante Vadakini Foodfests.

Close associations was developed among these groups by working together as a team in Ummante Vadakini food fests organized by District mission. Collectively they identify the vast opportunity the catering and food service sector offers inside the local limits of Malappuram District. These café units now jointly organizes Ummante Vadakini food fests without the support of Kudumbashree district Mission at fests of local importance and does catering orders for private functions.

Basic concepts of Kudumbashree Food courts Management – Operational areas

Kudumbashree engages training team members or the district mission staff in various core areas of Food court functioning with the monitoring of the district mission over the following key areas.

i) Venue and Event Management

The venue and event management wing of the organizing committee of the food court will take care the areas like thematic Designing of food court, stall wise set up and decoration ensuring basic infrastructure inside food court like chair, table, electricity, resting rooms, drinking water, etc. and also Promotion work of food court. This will be done in liaison with the event organizer if the food court is organized in association with any agency.

ii) Finance Management

The personnel engaged in this aspect of the food court shall complete the activities of Printing of coupon, Orientation for Billing staff on coupon counter management, Daily coupon counting and distribution to counters, followed by consolidation of the unsold and returned coupons from these counters, by the end of the day sales and Daily distribution of cash to enterprise teams, Maintenance of account,

iii) Purchase Management

The purchase department functionaries shall ensure ready availability of safety and hygiene equipments, Purchase of stationery for training purpose, for financial record keeping, etc. First aid kit and other Medical necessities made available as and when required. Identification of local markets and vendors who could replenish the items of daily consumption. Assisting the café units to procure raw materials at convenience and stock replenishment in timely manner

iv) Service and Waste Management

Ensure a clean atmosphere for customers by coordinating with the cleaning and serving team staff. Ensure timely supply of water and ensure right use of water, without wastage

And;

v) Overall food stall monitoring

Operational areas of Café Management Team

The Café Management team of Kudumbashree, AIFRHM or any other Café Facilitation team that is engaged in catering skill training of Kudumbashree has its major role in the management of the Food business in the Food Court. The faculties/staff shall manage the café production, marketing and related health and hygienic factors inside the kitchen. Cafe Management team is positioned to monitor the sectors of food management in the food court and ensure quality, hygiene and appropriate cooking protocols are followed by units. Cafe Management team shall focus on these following areas of food court management.

1. Production

The personnel engaged in the production component shall convene the meeting of the leaders of the participating units to finalize the Food Menu for each stall, Pricing for each food item. They also help entrepreneurs learn new product preparation; introduce innovations and varieties in food. Sales promotion through improving food presentation and shall check on adulteration related practices

2. Hygiene and health

The café management team shall ensure timely intake of drinking water and food by participants, ensure medical facilities in case of necessity, ensure a clean environment, proper waste segregation, collection and disposal etc

3. Cleaning and Service

The management team also shall monitor the cleaning and service teams to ensure timely cleaning of tables, collection of plates and glass passing to washing section, all tables made ready with drinking water, ensure Water in hand wash area etc

4. Purchase

The faculty will guide the entrepreneurs in local purchase, ensuring tie-ups with local markets and vendors and facilitate bulk procurement of common raw materials.

5. Service Delivery

The faculty will ensure the unit members use basic food preparations apparels and hygiene cloths while preparations and during delivery. They will also ensure the unit members hygienically handles food at all points of preparation and delivery. The faculty will also assist the entrepreneurs during customer complaint reprisal and facilitation.

Feedback sessions

Feedback sessions are convened on a daily basis either at the start of the days' work or at the end the day at the food court. The meeting will comprise of representatives of the mission, café management team and one to two members from each participating team. This facilitates a platform



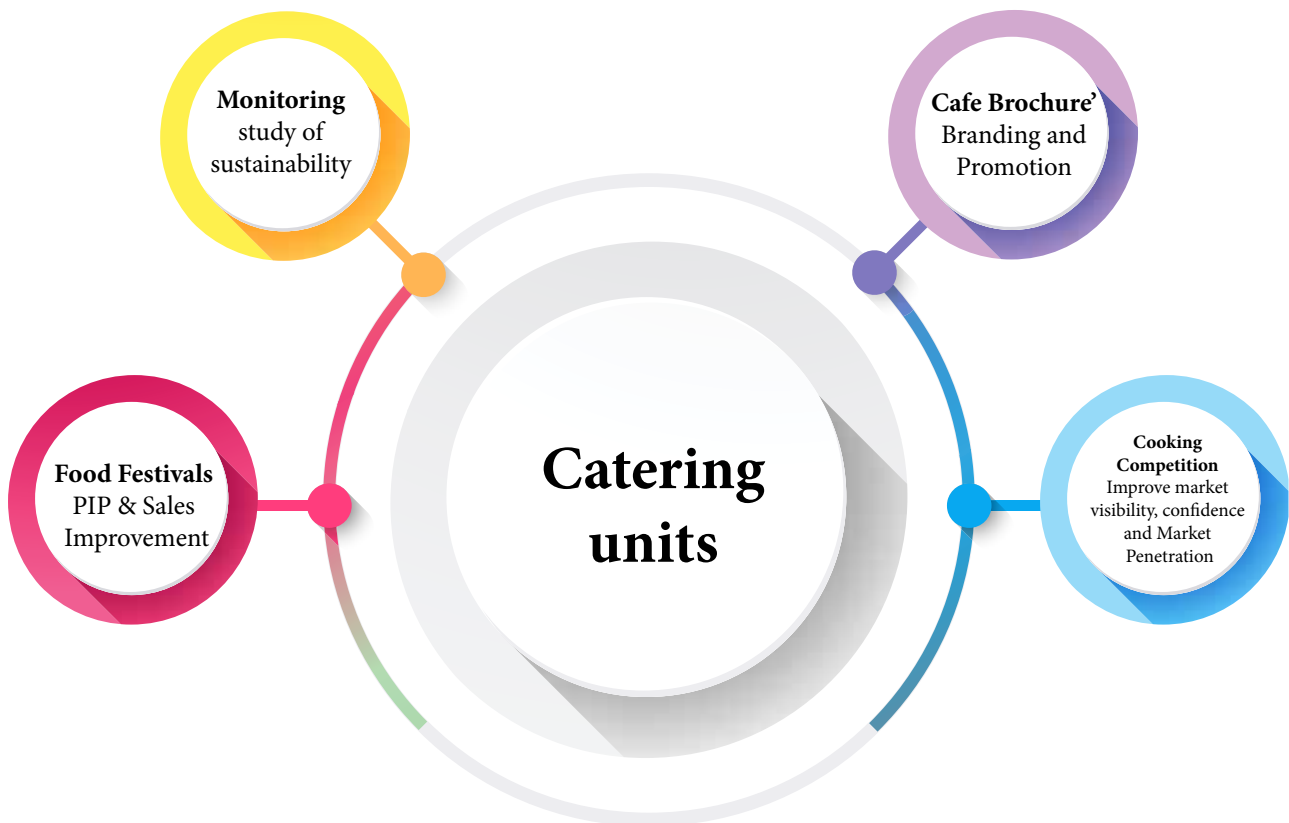
where all the café related problems of the entrepreneurs are addressed in the gathering. All the major information and instructions are being disbursed through this platform. Daily feedback sessions during night after the closure of stall, approx at 11 pm, it is assured that no mistakes will be repeated again in the next day. The weaker performing stalls are identified and reasons are analyzed to come up with practical solution. The plan of the next day will also be drafted during the meeting. The trend of the crowd will be analyzed and the quantity of food to be prepared will be planned for. This will also aid the entrepreneurs to calculate the amount of raw-materials to be procured for the next day. The management team will also ensure that there are no leftovers and no food stored for the use in the next day.

Billing, Cleaning and Service Team

The cash coupon system necessitates the management of coupons by personnel with finance or accounting background to do the daily financial transactions carried out in the food court. In most cases, the task forces are identified from the pool of existing MECs working in district Mission. The requirements for a clean atmosphere and fast serving is met with the support of the staff deployed, recruited through the CDS for the particular event for the cleaning and serving purpose at the food court

Way forward

Catering units of Kudumbashree needed handholding, monitoring, performance improvement training to facilitate their sustainability. Food Festivals aided the mission to provide them with support that generate revenues and learning by doing.



- **Catering unit Mapping and Sales Monitoring**

The mission is in the process of mapping the quantum of work orders received, revenue generated and mapping the potential sectors across which successful catering units gets their steady operational revenue. The end result would be a study report about the sustainability of Kudumbashree catering units and identification of ailing units to hand hold them to the growth curve.

- **Cooking Competition**

As new step to bring more visibility and acceptability to Café Kudumbashree catering units, the mission is planning to conduct Cooking Competition. The mission will conduct district level cooking competition for units during August / September. The catering units will be asked to prepare ethnic cuisines of their specialty and another dish with stipulated raw materials majorly would be Kudumbashree products. The best two from each district would compete at state level which would be held during the month of September. The state level event will be juried by experts, renowned experts and professionals of the field. The event would facilitate the best three with attractive prices and the cuisines of

the finalist at the state level will be rolled out as recipe book. The entries at the district level food competition would be streamlined by accepting and scrutinizing recipes of the units. The mission aims at developing the professionalism and to promote cooking etiquettes be state of the art. The event would also bring in lot of public attention which would in turn evolve as catering orders.

- **Café Brochures**

Brochures for catering unit are also important and September 2018 would be eventful that the mission would roll out Café Brochures specific to each unit. The café brochure will be designed by marketing program managers of each district according to their creative spirits. This activity is intended to create first hand information guide, which is a base for all marketing efforts. Brochures would also aid to identify the appropriate pitch at which Kudumbashree shall present their units.

- **Food Festivals**

This financial year is characterized by the projected number of food festivals intended to be conducted statewide to be at least 80 by ensuring participation of more than 300 units of Kudumbashree. Each district is endowed with 10 lakhs each to conduct at least 5 food festivals at district level. This year, the mission intends to create 3 Crores of additional revenue to Kudumbashree catering units through food festivals.
