



## 'India on your plate' became a grant success Sales of Rs 1 crore recorded from food court



**S. HARIKISHORE I A S**

Executive Director  
Kudumbashree

Hope you will recollect the 'Making an Impact' Article - 67, in which details about our 'India Food Court' @ India Gate Lawns, Delhi was elaborated. 'India food court' was organised as a part of 'Ajeevika SARAS Mela', and Kudumbashree managed and coordinated this food festival with the concept of 'India on your plate'. The Ajeevika Mela and the food festival was from 10th October, and it came to an end day before yesterday (23/10/19).

We are very happy to inform you all that the sales recorded from the food court had crossed more than Rs 1 crore!! Rs 1,00,97,620 was the total sales volume of our food court in the last 14 days. Yes, team work of 23 enterprise units created a real wonder!

Kudumbashree coordinated the 'India Food Court' aiming at bringing different flavours of India under one umbrella. Our another target was to provide 'hands on training' to the 'first generation' of selected rural entrepreneurs

engaged in catering business. Once trained, they will mould the next generation of entrepreneurs (from their respective states). We also wished to equip the entrepreneurs with knowledge and self confidence so that in future they can take part in big trade fairs to earn more income. We are proud to let you all know that, we could achieve all these aims to a great extent. Appreciations to all entrepreneurs who worked hard and also to the Kudumbashree NRO team and the AIFRHM (Adebha Institute of Food Research and Hospitality Management) team who worked hard and provided motivation and leadership to achieve this success.

Ministry of Rural Development had honoured Kudumbashree Mission with special recognition for our efforts in extending the technical support to curate the food court at Aajeevika Mela. Our team accepted this honour with great pride. Also, there were prizes for participants. Cafe unit from Kerala bagged the first prize for the best stall in the food court. Cafe units from Goa and Bihar came in the second and third place respectively. Food service units from Attappady and Transgender Juice unit from Ernakulam received special recognition for the efforts towards social inclusion and economic empowerment. These accolades bring in great joy to us.

In this article, we are including two videos on 'India Food Court'. Also link to a documentary prepared by Rajyasabha TV on the food festival is also given.

1. Video 1 - Teaser: <https://www.youtube.com/watch?v=d6kGWA-Z6lM>

2: Video 2 - On the experience shared by transgender micro enterprise unit members on India Food Court : <https://www.youtube.com/watch?v=NU2hCb-jflo>

3. Documentary by Rajyasabha TV - <https://www.youtube.com/watch?v=zVUUSTIYfw4&feature=youtu.be>

I invite you all to watch these videos to get a 'first hand experience' of our 'India Food Court'.

Other than this, two books were also released by us. A recipe book titled 'Flavours from Rural Heartland' and a coffee table book titled 'From Homemakers to Taste makers- Story of her Deli'. This book is on woman entrepreneurs in food service.

These two books that we published as part of the 'India on your Plate' food court are available for you to read through the link: <http://bit.ly/KudumbashreeTasteMakers>, <http://bit.ly/KudumbashreeFlavours>

I invite all to make a virtual tour of our 'India food court' through these videos, and you all can read the books to know more about the taste of india.