

# DALHOUSIE STREET FOOD FESTIVAL

a CSR Initiative by The Bengal Chamber Festival on 22<sup>nd</sup> February, 2020

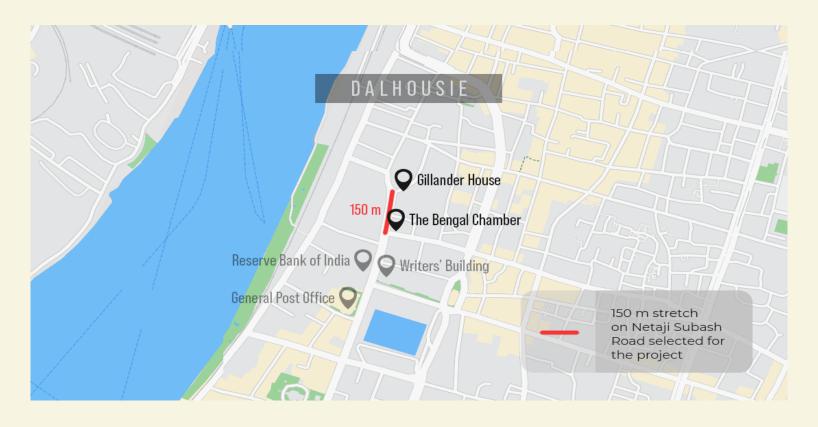
- APISH PARAR KHABAR-

### **BACKGROUND**

The Bengal Chamber of Commerce and Industry has taken up a **CSR initiative** where it will be working on:

- Heritage Preservation and Restoration of the Dalhousie Area which is home to several Grade A Heritage Buildings, among which Royal Exchange - The Bengal Chamber premises, Gillander House, Duncan House, Royal Insurance Building, Mackinnon Mackenzie, General Post Office and Writers' Building are some of the notable establishments.
- Livelihood development of the street food vendors of the locality by introducing the concepts of sanitation, environment, food safety, health, hygiene, culinary skills, branding and marketing skills, entrepreneurship and women empowerment among others through educative workshops and training sessions

# PROJECT LOCATION



The chosen area for the project is a **150 meter stretch on Netaji Subhas Road** starting from The Bengal Chamber building at one end (6. No.) to Gillander House at another end (8. No.)

# **OBJECTIVES**

- Positively impact the livelihoods of the street food vendors through a year-long project that would include regular workshops and training sessions for the food vendors in the selected area of the project.
- Promote heritage and food tourism in the Dalhousie area, which has a number of heritage properties, including The Royal Exchange the premises of The Bengal Chamber of Commerce and Industry.
- Organize a street food festival (including an Award Ceremony for the best vendor and a Heritage Walk) for the street food vendors named "Apish Parar Khabar" on 22nd February 2020 (7.00 p.m. to midnight) at the earmarked location.

## PROJECT RATIONALE

- Unsafe food health standards and improper waste management is prevalent in the region. The vendors involve in improper dishwashing practices and waste management practices which has been detrimental to the allure and the grandeur of this historically significant area. The baneful cooking practices also adversely affects the health of the corporate population as they find themselves heavily dependent on the street food.
- The current condition of the street showcases an unorganised sector of vendors.
   The vendors have not been exposed to the possibilities of positively transforming their business into microenterprises and to the benefits of organising.
- Coal is the primary fuel for cooking for most of the vendors on the street.
   Closing in on 2020, replacing coal with cleaner sources of energy such as liquid petroleum gas or LPG is the need of the hour. The extensive use of plastics imposes a serious threat to the heritage establishments of the region as it serves as a catalyst to the spreading of fire.

## THEMATIC AREA

- **Schedule VII, Clause v:** Restoration and preservation of an area covered or surrounded by heritage buildings
- Schedule VII, Clause ii: Promoting education
- Schedule VII, Clause i: Sanitation including health and hygiene
- Schedule, Clause iii: Promoting gender equality
- Schedule, Clause iv: Enduring environmental sustainability

## PREVAILING CONDITIONS



Unhygienic cooking conditions at the area



Roadside unhygienic dish washing bays in the area



Current condition of waste management In the area

# PROJECT BENEFICIARIES

Type of Beneficiaries	Age Group
All food vendors and their employees in the selected location	18 – 65 years

### PROGRAM PLAN

### **5 TRAINING WORKSHOPS**

- Workshop 1 Food health –Fire Safety Hygiene
- **Workshop 2** Entrepreneurship Skills Promoting Soft Skills Other Requisites (Pan card, Bank account)
- Workshop 3 Sensitization on gender inequality
- Workshop 4 Dry and Wet waste management Environment Safeguarding Practices - Pollution Control
- Workshop 5 Culinary Skills Branding and Marketing

### PROGRAM PLAN

#### FINAL EVENT - STREET FOOD FESTIVAL

- Around 40 Food Stalls
- Inauguration of the Food Festival through a Heritage Walk comprising prominent citizens, Consular Corps, Senior Representatives from Corporates, Members of Media and Film Fraternity, Family Members of the Street Food Vendors. The Walk shall begin from Town Hall.
- Open Air Musical Concerts
- Cookery Shows by the vendors and their spouses helmed by celebrity chefs
- Live Cooking Demonstrations
- Food Talks
- Food Quiz
- An Award Ceremony to recognise the best food vendors and the most innovative street food options
- **Exhibition visit to the Calcutta Gallery** at The Bengal Chamber Premises and other pop-up exhibitions displaying the heritage of the "Apish Para"

# **MILESTONES**

Objectives	Timeline
Initial discussion amongst Government and Corporate Stakeholders and baseline data collection	By 14.01.2020
5 workshops for vendor empowerment	Within 20.01.2019 - 20.02.2020
Organizing a health checkup for the vendors	By 02.02.2020
Put up stalls for branding and adoption and other CSR activities	By 20.02.2020
Final Event – Street Food Festival	On 22.02.2020
Post Food Festival Activities - Training and Sensitizing the vendors, Monitoring the vendors in terms of implementation process.	Post 22.02.2020 (on yearly basis)