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**FAIC**

**NEWS**

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VOLUME 3 | ISSUE 2 | NOVEMBER 2019



**GST Rate Revised**

for caterers to **5%** from 18%



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# PRESIDENT MESSAGE

My Dear Friends,

On this auspicious week of Diwali, I wish our readers and my dear colleagues a happy and prosperous year ahead! This five-day festival begins with Dhanteras and ends with Bhai Duj.

There's always something warm and bright, about this time of the year, when everything has a special glow, and hearts are full of cheer, it gives me immense pleasure to start the issue with the most awaited news of the long pending demand being accepted by the Government of India for the catering Industry, on slashing the GST rate from 18% to 5%.

This reduction of 13% will give a new life and boost to the catering industry throughout the country. I personally thank the GST Council for this path breaking move which will benefit both the catering industry as well as the clients. With the wedding season coming up this move will encourage more and more caterers to come under the GST net, who until now were apprehensive to apply for GST numbers and preferred taking up less work deliberately to avoid coming under the GST net.

It also a remarkable step that India would phase out single-use plastics by 2022, as Prime Minister Shri Narendra Modi announced at the Sabarmati river front in Ahmedabad on the 2nd of October.

With these positive events taking place, I look forward to an extremely successful year for the Catering Industry and many more accomplishments in future. Our current issue will highlight the events and discuss the milestones in details with many more useful information. I hope you enjoy reading it.

Warm Wishes

**Narendra Somani**

President, Federation of All India Caterers (FAIC)

# संपादकीय

प्रिय मित्रों,

सब से पहले, आप सभी को दीवाली की हार्दिक बधाइयाँ और शुभकामनाएँ।

बीता महीना घटनाओं से भरा रहा। कई घटनाएँ हैं जो साझा करने लायक हैं।

सबसे पहले, सबसे सुखद समाचार, अर्थात्, हमारे आउटडोर कैटरिंग पर GST 18% से घटाकर 5% कर दिया गया है...! हां, यह हम सभी के लिए लंबे समय से प्रतीक्षित खबर थी, और जीएसटी लागू होने के बाद से हम इसके लिए लड़ रहे थे। जीएसटी परिषद के अधिकारियों के साथ कई प्रयासों, पत्राचार, संघार, बैठकों और वाद-विवाद के बाद, हम - "फेडरेशन ऑफ ऑल इंडिया कैटरर्स", उन्हें यह समझाने में सफल रहे कि केवल 5% जीएसटी की दर ही हमारे उद्योग के लिए तार्किक और उचित है। यह हमारी एकता और संघ की ताकत है, और यह बड़ी बात है कि हमारी एकता की शक्ति को शासकों द्वारा मान्यता दी गई है। इसका श्रेय आप सभी को जाता है, जो हमारे सम्मानित सदस्य हैं। अब, चूंकि सरकार ने हमारा पक्ष लिया है, इसलिए हमारा कर्तव्य है कि हम कानूनों का पालन करें और सभी टेक्ष का उचित और समय पर भुगतान करें, और कर-धोरी का समर्थन नहीं करेंगे। इससे हमारे राष्ट्र और हमें, दोनों को लाभ होगा। इसलिए, कृपया अपने आप को 5% GST के तहत पंजीकृत करें और तुरंत इसके मानदंडों का पालन करना शुरू करें।

एक और घटना जिसे मैं आपके साथ साझा करना चाहूंगा, हमारी एन्युअल जनरल मीटिंग जो 21 सितंबर, 2019 को हैदराबाद में आयोजित की गई थी। एजीएम को "फेडरेशन ऑफ तेलंगाना कैटरर्स एसोसिएशन" द्वारा होस्ट किया गया था। एजीएम के साथ-साथ, बहुत सारे कार्यक्रम थे जो बहुत अच्छे और प्रभावी ढंग से आयोजित किए गए और निष्पादित किए गए। बड़ी संख्या में हमारे सदस्यों ने इनमें भाग लिया, और वे इस बात से सहमत होंगे, कि उन्होंने एक सही निर्णय लिया था। कुछ कार्यक्रम ऐसे थे जिन्होंने हमारे पेशे के कुछ सिद्धांतों पर बहुत अच्छा ज्ञान प्रदान किया था। मनोरंजन के लिए भी कई कार्यक्रम हुए। जीएसटी में कटौती की घोषणा को भी भव्य तरीके से मनाया गया।

अंत में उल्लेख है, हमारे "नैशनल कैटरिंग डे" का उत्सव। 26 सितंबर को, पूरे देश के कैटरर संघों ने इसे पूरे जोश और खुशी के साथ मनाया। अभी तो यह सिर्फ दूसरा "कैटरिंग डे" था, लेकिन सभी कैटरर्स एसोसिएशन ने इसे एक पारंपरिक त्योहार की तरह पूरे हर्ष और उल्लास के साथ मनाया। मुझे यकीन है कि इसने समाज पर बहुत अच्छा प्रभाव डाला है और इस पर सभी का ध्यान गया है। नासिक कैटरर्स एसोसिएशन, जालना कैटरिंग एसोसिएशन, कैटरर्स एसोसिएशन ऑफ गोवा, केरल कैटरर्स एसोसिएशन, मुंबई कैटरर्स एसोसिएशन और ऑल गुजरात कैटरर्स एसोसिएशन ने इसे बहुत बड़े पैमाने पर मनाया है। इस संस्करण में उत्सव पर कई रिपोर्ट प्रकाशित की गई हैं। मुझे यकीन है कि कैटरिंग डे का जश्न अगले साल और अधिक शानदार होगा।

दोस्तों, हमारा अगला कन्वेंशन एण्ड एक्सविशन 2020 करीब आ रहा है। अब तिथि और स्थल घोषित कर दिए गए हैं। तो इसमें भाग लेने के लिए तैयार रहें और सुरत-गुजरात आने के लिए 4, 5 और 6 सितंबर, 2020 को कन्वेंशन के लिए लॉक करें।

दोस्तों, अब का समय हमारे काम के मौसम का समय है। मुझे यकीन है कि आप सभी इसके लिए बहुत अच्छी तरह तैयार हैं, और बेहतर भविष्य के लिए अपने काम पर 100% ध्यान देंगे। कृपया ध्यान रखें, कि हमें समृद्ध होने के लिए ईमानदार, निष्पक्ष और एकजुट होने की आवश्यकता है। बेईमानी या अनुचित नीतियों की ओर रुख न करें और अपने सह-पेशेवरों के साथ अनावश्यक प्रतिस्पर्धा में खुद को शामिल न करें और अपने लाभ, प्रतिष्ठा और गर्व को नुकसान पहुंचाने से बचें।

अब के लिए बस इतना ही, आप से फिर जल्द मिलने की उम्मीद है। अभी के लिए अलविदा।

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## २०१९ के विवाह मुहूर्त

जनवरी	१७, १८, १९, २२, २३, २४, २५, २६, २७, २८, २९ और ३१
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# होटल शुल्क पर जीएसटी काउंसिल ने दर घटाया, आउटडोर कैटरिंग उद्योग को मिली राहत

जीएसटी काउंसिल ने हॉस्पिटलिटि सेक्टर को बढ़ावा देते हुए होटल टैरिफ और आउटडोर कैटरिंग सेवा पर जीएसटी दर कम करने का फैसला किया।

जीएसटी काउंसिल ने शुक्रवार को अपनी बैठक में होटल उद्योग पर लगाए गए दर को कम करने पर सहमति व्यक्त की है। वित्त मंत्री निर्मला सीतारमण के नेतृत्व में काउंसिल ने होटलों के शुल्क के आधार पर होटलों पर कर की दर 18 से 0 प्रतिशत तक करने का फैसला किया है। इसके साथ ही होटल उद्योग को जीएसटी के तहत उच्चतम दर 28 प्रतिशत के टैक्स स्लैब से हटा दिया गया है।

जीएसटी काउंसिल की बैठक के

बाद वित्त मंत्री ने बताया कि बैठक में पर्यटन को बढ़ावा देने के लिए कई फैसले लिए गए। उन्होंने बताया कि काउंसिल ने 7,500 रुपये किराये वाले होटलों के लिए पहले के 28 प्रतिशत कर की जगह 18 प्रतिशत टैक्स लगाने का फैसला किया है। 1,000 रुपये से 7,500 रुपये के किराये वाले होटलों को 12 फीसदी की दर से जीएसटी चुकाना होगा। साथ ही उन्होंने बताया कि 1,000 रुपये से कम शुल्क लेने वाले होटलों को जीएसटी के तहत करों का भुगतान करने से छूट देने का फैसला लिया गया है।

आउटडोर कैटरिंग इंडस्ट्रीयूशन के लिए जीएसटी दर को पहले के 18

प्रतिशत से घटाकर 5 प्रतिशत कर दिया गया है, लेकिन इन्हें इनपुट टैक्स क्रेडिट का लाभ उठाने का विकल्प नहीं होगा। यह दर सभी प्रकार की कैटरिंग सेवा के लिए अनिवार्य होगा। हालांकि, एक ही प्रतिष्ठान के अंदर कैटरिंग सेवा पर 18 प्रतिशत जीएसटी दर लागू रहेगा और यह इनपुट टैक्स क्रेडिट लाभ के साथ होगा। इसके अतिरिक्त, जीएसटी काउंसिल ने कथित तौर पर कैफीनयुक्त पेय पदार्थों पर टैक्स दर को 18 प्रतिशत से बढ़ाकर 28 प्रतिशत करने का फैसला किया है। इस तरह के पेय पदार्थों पर अतिरिक्त 12 प्रतिशत उपकर भी लगाने का फैसला लिया गया है।

बिजनेस टुडे से इनपुट्स के साथ

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FAIC Magazine is printed, published and edited by Exhibition India Twenty Twenty on behalf of Federation of All India Caterers and printed at Sonu Printer, B-180, Okhla Industrial Area, Phase - I, New Delhi - 110020 and published at Exhibition India Twenty Twenty M.D.-57, First Floor, Pitampura, Delhi - 110 034

Publisher: Exhibition India Twenty Twenty  
Email: exhibitionindia2020@gmail.com  
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# GST COUNCIL LOWERS TAX RATE ON HOTEL TARIFFS; GIVES RELIEF TO OUTDOOR CATERING

**T**he GST Council decided to lower GST rates on hotel tariff and outdoor catering, giving a boost to the hospitality sector.

The GST Council has agreed to lower tax rates imposed on the hotel industry during its meeting on Friday. Led by Finance Minister Nirmala Sitharaman, the all-powerful council decided to tax hotels on rates varying from 18 to zero per cent, depending on their tariffs. With this, the hotel industry has been removed from the 28 per cent tax slab, the highest under the GST regime.

Several decisions have been taken to

boost tourism, said the Finance Minister after the GST Council. The panel has decided to tax hotels with room tariff of Rs 7,500 and above at 18 per cent instead of the earlier 28 per cent. Hotels with tariffs in the range of Rs 1,000 to Rs 7,500 will have to pay GST at a rate of 12 per cent. Lastly, hotels with tariffs below Rs 1,000 have been exempted from



paying taxes under the GST regime

In outdoor catering in institutions with daily tariff of Rs 7,500 or more, GST has been reduced to 5 per cent from the earlier 18 per cent but without the option to avail input tax credit. The rate shall be mandatory for all kinds of catering. Meanwhile, indoor catering in premises in similar establishments shall remain at 18 per cent with input tax credit.

Additionally, the GST Council has reportedly decided to increase the tax rate for caffeinated drinks to 28 per cent from 18 per cent. An additional 12 per cent cess would also be imposed on such beverages.

*With Inputs from Business Today*

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# APPOINTMENTS

## **Sarovar Hotels appoints Ajoy Balkrishna as Regional Director- North**



Ajoy has been with the Sarovar Hotels since last 11 years. In his new role, he will be responsible for overseeing the planning and implementation of all Sarovar's hotels in North India. Ajoy's last assignment was as General Manager to Grand Sarovar Premiere and Residency Sarovar Portico, Mumbai.

## **Four Points by Sheraton Hotel & Serviced Apartments, Pune appoints Anup Mathu as Director of Sales**



In his current role as Director of sales, Anup will be responsible for re-positioning, strategic development and revenue growth of the hotel.

## **Four Seasons Hotel Bengaluru appoints Hardik Shah as Director of Food & Beverage**



Hardik has been with Four Seasons Hotel since the last 9 years. Hardik will see operations of the entire Food & Beverage division of Four Seasons in the Garden City of Bengaluru.

## **Jaipur Marriott Hotel appoints Rahul Maini as General Manager**



Rahul has 20 years of experience in the Hotel industry and in his new role he will be responsible to provide leadership and strategic planning to all departments of the hotel.

## **The Leela Mumbai appoints Anand Athavale as Director of Sales and Marketing**

Anand with his 14 years experience will be responsible for planning and implementing of the hotel's sales and marketing strategy, maximizing hotel's



strategy.

revenues, exploring business opportunities through events, setting annual budgets, forecasting, analyzing revenue reports and

## **Tania Thomas joins Sheraton Grand Bengaluru Whitefield Hotel and Convention Center as Marketing and Communications Manager**



Tania with her vast experience in Communication industry will contribute to strategizing, branding and positioning of the Hotel.

## **Manuj Sahney is appointed as Food & Beverage Director at JW Marriot Kolkata.**



He is responsible for supervising the kitchen management team, food planning, ensuring quality standards, process improvements and staff resourcing amongst others. In his earlier stints, he has worked with Crowne Plaza New Delhi, Leela Ambience Gurugram and the Oberoi Hotels.

## **Aniket Kulkarni is appointed by Fairfield by Marriott Pune Kharadi as their Hotel Manager.**



Aniket has been with Marriott International for the last 14 years and is adept and well-acquainted in the industrial know-how.

He will be responsible for curating strategic initiatives that will lead the hotel to continue guest-focused approach and consolidate its leadership position.

## **Vipul Mishra is appointed by Hilton Mumbai International Airport as their Commercial Director.**

Vipul comes with an outstanding experience of 14 years working with varied hotels in India and abroad. He will be responsible to help the brand to



maintain a trajectory of growth for the hotel and oversee the development of talents in Sales and Marketing.

## **Tridib Ghosh is appointed by The Orchid Hotels as Vice President, Sales & Marketing in Mumbai.**

With over 25 years of experience in the hospitality industry, he aims at driving revenues, contribute towards brand



development and marketing initiatives of Orchid Hotels. Prior to this, he has worked as a Vice President - Sales & Marketing with Pride Group of Hotels. He started his career with Kenilworth Hotels, Kolkata followed with Tulip Star Hotels and so on.

## **Maria Taylor is appointed by Amadeus as Head of Commercial, Asia-Pacific for the Hospitality business unit excluding the Indian subcontinent and China.**

Maria was previously responsible for Asia-Pacific sales at TravelClick, which Amadeus acquired in October 2018. In this role,



Maria supervised the expansion of the in-region team to more than 100 employees and opened new sales territories in the Philippines, Vietnam, Malaysia and New Zealand.

## **Yaman Rai Appointed as F&B Manager at Courtyard by Marriott and Fairfield by Marriott Bengaluru Outer Ring Road**

Bringing over 9 years of experience in the restaurant and hospitality industry to the role, Rai started his career as



a Hotel Operation Trainee at Grand Mercure Bengaluru and then moved to ibis, before joining Novotel Bengaluru Techpark as a Team Leader.



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# विश्व कैटरर्स दिवस पर अन्नदान और रक्तदान

जालना कैटरर्स एसोसिएशन ने 27 सितंबर को विश्व कैटरर्स दिवस पर कई सामाजिक कार्यक्रमों का आयोजन किया। इस मौके पर कैटरर्स एसोसिएशन के सचिव पुरुषोत्तम जयपुरिया ने कहा कि कैटरर्स बंधु हर साल इस तरह के कार्यक्रम चलाते हैं। उन्होंने कहा कि हमारा उद्देश्य कैटरर्स व्यवसाय के साथ ही समाज सेवा का कार्य करना भी है। एसोसिएशन की एकजुटता का इसी से पता चलता है कि सरकार को जीएसटी 18 प्रतिशत से घटाकर 5 प्रतिशत करना पड़ा। इस अवसर पर जालना जिला महिला अस्पताल में लायंस क्लब जीपीआरएस के सहयोग से जरूरतमंदों को मुफ्त अन्नदान किया गया। इसके लिए अलकेश अग्रवाल, विजय अग्रवाल राहुल मित्तल ने अथक परिश्रम किया। इस अवसर पर मधुपुर बैक्केट हॉल में कैटरर्स समाज बंधुओं द्वारा रक्तदान शिविर का आयोजन किया गया। इस शिविर के लिए गोविंद मंत्री, गोपाल ज्वर, संजय पैठणकर ने काफी परिश्रम किया। इन दिनों शहर में मच्छरों की संख्या बढ़ गई है और उसकी वजह से डेंगू जैसी बीमारियों के फैलने की आशंका है। इसे देखते हुए शहर के विभिन्न इलाकों में मशीन से दवाई का छिड़काव किया गया। इसके लिए पुरुषोत्तम जयपुरिया, पांडुरंग पाते कर, विष्णु खंडेलवाल ने परिश्रम किया। इसके अलावा इस अवसर पर कैटरर्स के लिए कई मनोरंजनात्मक कार्यक्रमों का भी आयोजन हुआ। इस कार्यक्रम में वरिष्ठ कैटरर्स

सभासदों का सम्मान किया गया। कार्यक्रम में हेमलता जयपुरिया, सुरेश अग्रवाल, उत्तमचंद्र लाहोटी, मधुकर देशपांडे, सतीश अग्रवाल, महेमलावर और रमेशलाल झंवर को सम्मानित किया गया। कार्यक्रम में एसोसिएशन के अध्यक्ष सुरेश मगरे, सचिव पुरुषोत्तम जयपुरिया, सतीश अग्रवाल, रमेशलाल झंवर, नटवरलाल व्यास, रत्नाकर कंधार, सुरेश अग्रवाल, श्रीकृष्ण महलवार, अर्जुन चौधरी, नीतेश अग्रवाल, संदीप चांड, गोविंद

मंत्री, विजय गुप्ता, कैलास शर्मा, वरद मोहता, अलकेश अग्रवाल, संजय पैठणकर, विष्णु खंडेलवाल, गोपाल झंवर, योगेश अग्रवाल, राहुल व्यास, अलकेश सोमाणी, पंकज शेंदरकर, सुनील राजपूत, संजय नायक, राहुल मित्तल, सुनील लाहोटी, किरण महलवार, शैलेश पातेकर, किरण शामल, ओम पातेकर, उत्तमचंद्र लाहोटी, उमेश अग्रवाल सहित संख्या में लोग उपस्थित थे।

## कैटरिंग का व्यवसाय करना यह सौभाग्य की बात है...

मित्तों सही में हम सभी कैटरर्स बंधु सौभाग्यशाली हैं जो कैटरिंग जैसे पुण्य व्यवसाय से संबंधित हैं दोस्तों कैटरिंग व्यवसाय एक ऐसा कार्य है जिसमें हम अपनी उपजीविका कमाने हेतु कार्य करते हुए समाज व देश सेवा भी करते हैं अर्थात् स्वार्थ और परमार्थ दोनों का आनंद इस व्यवसाय के कारण हमें मिलता है कहते हैं भोजन किसी भी कार्यक्रम की आत्मा होती है और मां अन्नपूर्णा के आशीर्वाद से यदि किसी भी कार्यक्रम में खानपान की सुंदर और स्वादिष्ट व्यवस्था हो जाए तो निश्चित रूप से वह कार्यक्रम में चार चांद लग जाते हैं और यही काम हम कैटरर्स बंधुओं के द्वारा होता है जो हर कार्यक्रम में अपनी संपूर्ण मेहनत कल्पनाशीलता लगाकर अपने ग्राहक के लिए अच्छे से अच्छी सर्विस देने की कोशिश करता है। हम कैटरर्स बंधु एक तरफ तो आयोजनकर्ता की सभी जिम्मेदारी अपने ऊपर लेते हैं एवं उसके कार्यक्रम में रंगत लाने का काम करते हैं साथ में दूसरी ओर देश के लिए रोजगार उपलब्ध कराते हैं कितने ही घर कैटरिंग व्यवसाय के कारण चलते हैं आज हमारा व्यवसाय अनऑर्गेनाइज सेक्टर से एक सुव्यवस्थित ऑर्गेनाइज सेक्टर की ओर तब्दील हो रहा है हमारी आने वाली पीढ़ी अच्छी शिक्षा के साथ नए सपने और नई कल्पनाएं लेकर इस व्यवसाय से जुड़ रही है जो निश्चित रूप से आने वाले समय में हमारे कैटरिंग व्यवसाय को एक नई ऊंचाइयों पर लेकर जाएगा हर घर की जरूरत हर कार्यक्रम की जरूरत कैटरिंग व्यवसाय पूरा करता है तो आइए सच्ची लगन और निष्ठा से अपने व्यवसाय को करते हुए समाज सेवा का भी आनंद ले पुनश्च सभी सम व्यवसाई बंधुओं को दीपावली के पावन पर्व की एवं आने वाले सीजन की ढेर सारी शुभकामनाएं, पुरुषोत्तम जयपुरिया - सचिव, कैटरर्स एसोसिएशन, जालना



# केटरिंग असोसिएशन, नाशिकद्वारा दुसरा जागतिक केटरर्स डे संपन्न।

नासिक : केटरर्स असोसिएशन, नासिक इस संस्थाकी तरफसे २६ सितंबरको जागतिक केटरर्स डे उत्साह और उमंग के साथ शानदार आयोजनमें मनाया गया। इस अवसरपर नासिक केटरर्स असोसिएशनद्वारा विभिन्न कार्यक्रमों का आयोजन किया गया था। उसमेंसे एक था नासिक महापालिका अंतर्गत आनेवाले पाच प्रभागोंके घंटागाडी एवं स्वच्छता कर्मियोंका खास सत्कार करते हुए उनके प्रति कृतज्ञता व्यक्त करना। केटरिंग असोसिएशनके पंकज पाटील तथा अनिल जोशी और अन्य गणमान्य व्यक्तीओं के हस्तकमलोंसे २५ घंटागाडी-स्वच्छता कर्मचारियोंका शाल एवं श्रीफल देकर सत्कार किया गया। साथही में नासिक के स्वातंत्र्यसेनानीयों का भी उचित सन्मान उनके परिवारजनों के साथ किया गया। उसके बाद केनसिंगटन क्लब, चांदशी यहाँपर संस्था की तरफसे वृक्षारोपन का कार्यक्रम उमंग और उत्साह के साथ संपन्न हुआ। लगभग १०० के करीब विभिन्न प्रजाती के वृक्षों के पौधे लगाये गए। सबसे महत्वपूर्ण बात इसमे यह है की, संस्था से संबंधित सभी पदाधिकारियों ने इसमें से हर एक पौधे को बड़ा वृक्ष बनने तक पुरी जिम्मेदारी अपनेआप लेकर एक आदर्श उदाहरण सामने रखा है। उसके बाद दिलासा आधारश्रममें फलाहार का आनंद वृद्धोजनों को देकर कुछ लम्हे यादगार बनाये गये। साथही साथ रॉबिनहुड आर्मी संस्थाके पदाधिकारियोंका

सत्कार किया गया।

केटरिंग डे के इस अवसरपर केटरिंग असोसिएशन, नासिक के तरफसे एक खास चर्चासत्र का भी आयोजन किया गया था। राका नर्सरीमें संपन्न हुए इस चर्चासत्रमें संस्था के अध्यक्ष मा. श्री उत्तमराव गाढवे, और अनिल जोशी, पंकज पाटील, स्वप्रिल शिंदे इन्होंने भी मार्गदर्शन किया। केटरिंग व्यावसायिकों की विभिन्न समस्यायों के साथ ही साथ ग्राहक वर्ग की बढ़ती अपेक्षाएं इसका भी तथा केंद्र शासनद्वारा लगाए गये जीएसटी के बारेमें भी गहराईसे विचार-विमर्श किया गया। विविध मान्यवरोंने अपने खयाल व्यक्त किए। इस अवसरपर केटरिंग असोसिएशन के पदाधिकारी, नितीन सोनार, संदिप सोनार, अमर वाणी, वैभव नातू, सागर गाढवे तथा नासिक विभाग के अध्यक्ष उत्तमराव गाढवे उपस्थित थे।

**उत्तमराव गाढवे - अध्यक्ष, केटरिंग असोसिएशन, नाशिक.**

Contact : +91 98230 21734



जागतिक केटरर्स डे के अवसरपर केटरिंग असोसिएशन, नाशिक (CAN) की तरफसे ज्येष्ठ स्वातंत्र्यसेनानी को उचित सन्मान किया गया।



जागतिक केटरर्स डे के अवसरपर केटरिंग असोसिएशन, नाशिक (CAN) की तरफसे घंटागाडी स्वच्छता कर्मचारियों का शाल एवं श्रीफल देकर सत्कार किया गया।



जागतिक केटरर्स डे के अवसरपर केटरिंग असोसिएशन, नाशिक (CAN) की तरफसे दिलासा आधारश्रममें फलहार दिया गया।



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### WAH TAJ!! TWO INDIAN HOTELS ENTER GLOBAL TOP 10 LIST

Here's a piece of news to be felt proud upon! Two Taj Palace hotels in India have made to the list of the 'best hotels in the world' category. The Taj Lake Palace in Udaipur was ranked No.3 followed by Rambagh Palace in Jaipur got at No. 7 spot in Condé Nast Traveler Readers' Choice Awards 2019.

Both of the properties are managed by Indian Hotels Company Ltd. (IHCL) of the Tata Group and were the only two Indian hospitality brands to find their place within top 10 best hotels. What's more? Alila Fort Bishangarh in Jaipur secured No. 11 position the global list.

As many as 17 hotels were featured in the category of 'Best Hotels in the world' during the Readers' Choice Awards 2019 UK & USA by Condé Nast Traveller. Over 6 lakh readers while giving their ratings and comments had selected their favourite travel brands. Interestingly, 7 Taj hotels featured in five categories.

Offering the best hospitality to travellers, the awe-inspiring Taj Lake Palace represents the royal era through its magnificent properties and exclusive services. The Royal Gangaur Cocktail and Dinner Experience atop a boat and a royal session on Jiva Spa boat are some of the features that make the hotel distinct.



### MORE HANDS JOIN #LOGOUT CAMPAIGN

More than two months after food delivery giant Zomato got embroiled into a controversy with National Restaurant Association of India (NRAI) along with thousands of restaurants across the country through their #LogOut campaign jointly protesting against the heavy offers and discounts provided by food aggregators, the row seems unlikely to end. With Federation of Hotel & Restaurant Associations of India (FHRAI) – the apex body of hotel and restaurant industry - also joining thousands of protesting restaurant bodies, the tiff has just got worsened.

The #LogOut campaign which was started by NRAI in August 2019 with initially 300 restaurants logging out of Zomato's membership-driven Gold on dine-in program (the main reason behind the conflict), has gained momentum with over 3,000 restaurants logged out from Zomato Gold so far. The protest is just getting stronger with more hotels and restaurant associations extending their support against the policies applied by the food aggregator.

The hotel and restaurant bodies have been demanding that the food aggregators must stop extending heavy discounts to appease customers. Through the protest, the associations comprising several hotels and restaurants want to send a 'strong message' to food aggregators that they must ensure the benefits for restaurants and must consult them before extending any heavy discounts. The protesting bodies also have been persistent on their demands for Zomato to tweak its paid Gold program.



### NOW MADE IN INDIA ROBOTS TO SERVE YOU

In an attempt to offer an innovative dining experience, a restaurant in Odisha's capital city Bhubaneswar has deployed two indigenously developed robots to serve food to its customers.

Claiming to be the first eatery of its kind in eastern India, the restaurant 'Robo Chef' opened its doors to its customers in October where the two robots named 'Champa' and 'Chameli' have been tasked to take orders from their customers.

At this smart restaurant, the two humanoids – developed at a Jaipur-based startup - will be rolling on the floor to take orders and serve food to the customers. With each costing Rs. 5.5 lakh, the two humanoid robots need a human touch and can work up to 8 hours after being completely charged. The two function as per command and can speak any language including Odia.

What's more? The two robots even have a voice-operated system to welcome the customers to the eatery and they can lift the dishes upto 20 kilograms. Isn't this a unique concept to add creativity to your dining experience?

### SINGAPORE CATERER FINED FOR FILTHY KITCHEN

A caterer in Singapore was fined \$5,000 after the Singapore Food Agency found several lapses in his unhygienic premises. The sole proprietor of AG (Global) Events Catering, Adrian Lim Teck Lien was fined for breaching regulations on food storage and maintenance including cockroach and houseflies infestations in the kitchen of the premises. During a routine inspection by the SFA in June this year, the caterer's kitchen was found to be filthy, with improper thawing of raw meat and water leakage from a poorly maintained chiller and exposed food contamination from the water dripping from the ceiling into the cooked food.

According to the reports, the AG (Global) Events Catering had provided catering services for several big events, including the Standard Chartered Marathon in 2013 and the arrival ceremony of the giant pandas Jiajia and Kai Kai in 2012. There were 5 other violations relating to improper storage of food and poor maintenance of premises mentioned in the statement released by SFA.

# GUIDE TO THE IMPACT OF GST ON FOOD AND CATERING INDUSTRY

**W**ith the growth of the great Indian middle class, growing awareness of western lifestyles, more women joining the workforce, and higher income has contributed significantly towards the growth of the restaurant industry

According to the National Restaurant Association of India's report the current size of the Indian food service industry is Rs 2,47,680 crore and is projected to grow to Rs 4,08,040 crore at the rate of 11% in the coming years.

The GST Council has also decided to slash the rate on outdoor catering to 5% from 18%. However, no input tax credit (ITC) will be available to them.

Lets try to understand the current GST Scenario with the slash from 18% to 5%, what does the scenario looks like :

## GST on Food Services

- The following are the key rates applicable to GST on food services\*:
- 5% GST on food services provided by restaurants (both air-conditioned and non a/c).
- 5% GST on restaurant services including room service and takeaway provided by restaurants located within a hotel featuring room tariff less than Rs. 7,500.
- 5% GST on any food/drink (non-alcoholic) served at cafeteria/canteen/mess operating on contract basis in office, industrial unit, school, college, hostel, etc.
- 5% GST on meals/food services provided by Indian Railways/IRCTC or their licensees both onboard trains and on platforms.
- 18% GST on restaurant services including room service and takeaway provided by restaurants located within a hotel featuring room tariff over Rs. 7,500.
- 18% GST on food services including delivery of food provided by a restaurant/ food joint located within premises of a club, guest house, etc.
- 18% GST applicable to all outdoor catering services provided.

\*The list is indicative and rates are

subject to periodic change.

## GST on Food Items

The following are the key GST Rates applicable to some common food items\*:

- Nil GST on fresh and chilled vegetables including potatoes, onions, garlic, leek etc.
- NIL GST on non-container packed dried leguminous vegetables(shelled) whether skinned/split or not
- Nil GST on fresh grapes, fresh/dried coconut, fresh/dried bananas/plantain, fresh apples, fresh pears, etc.
- Nil GST on meat (not in container whether fresh or chilled)
- Nil GST on birds' eggs in shell (fresh/cooked/preserved)
- Nil GST on unsweetened milk (pasteurised/unpasteurised), cream, etc.
- Nil GST on container packed vegetables (uncooked/steamed/boiled)
- Nil GST on vegetables preserved using brine/other means unsuitable for immediate human consumption
- 5% GST on meat packed in container bearing registered trademark/brand name
- 5% GST on birds' eggs not in shell/egg yolks boiled or cooked by steaming
- 5% GST on dried leguminous vegetables packed in container bearing registered brand name (skinned/split or not)
- 5% GST on ginger (excluding fresh ginger), turmeric (excluding fresh turmeric), thyme, curry leaves, bay leaves, etc.
- 5% GST on food such as meal/powder

## GST Rates (with effect from 01.10.2019)

S No	Type of Restaurants	GST Rate
1	Railways/IRCTC	5% without ITC
2	Standalone restaurants	5% without ITC
3	Standalone outdoor catering services	5% without ITC
4	Restaurants within hotels (Where room tariff is less than Rs 7,500)	5% without ITC
5	Normal/composite outdoor catering within hotels (Where room tariff is less than Rs 7,500)	5% without ITC
6	Restaurants within hotels* (Where room tariff is more than or equal to Rs 7,500)	18% with ITC
7	Normal/composite outdoor catering within hotels* (Where room tariff is more than or equal to Rs 7,500)	18% with ITC

Learn the details of the amount that you pay and for eating and staying in a Hotel Happy GSTing!!!

of dried leguminous vegetables

- 12% GST on vegetables, fruits, nuts and edible plant parts preserved using sugar
- 12% GST on vegetables, fruits, nuts and edible plant parts that are preserved/prepared using vinegar/acetic acid.
- 18% GST on food preparations such as those prepared using flour, malt extract, etc. containing cocoa less than 40% of total weight.
- 18% GST on chocolate and other cocoa products

\*The list is indicative and rates are subject to periodic change.

## Understand the bill you pay

While eating out we hardly pay attention to our food bill of restaurants and most of us are not even aware of the components included in it.

If you check your food bill from the pre-GST fine-dine experience, you'll find Service Tax, Service Charge, VAT being over the amount of the Food.

First, let us understand the ingredients of the bill:

**VAT:** This is the tax charged on the portion of food of your bill.

**Service tax:** This is the tax charged on the services provided by the restaurant.

**Service Charge:** This is a charge applied by the restaurants and not by the government. **THIS IS NOT A TAX.** This is just the income of the restaurant and not a tax which goes to Government,

However with new ammendments this is what we may expect :

# ऑल गुजरात कैटरर्स एसोसिएशन(AGCA) के द्वारा कैटरिंग-डे बड़े धाम धूम से मनाया गया

हम हर साल 26 सितंबर को "कैटरिंग डे" मनाते हैं। पूरे भारत के सभी कैटरर्स इस दिन को कुछ धार्मिक, सामाजिक, चैरिटी या मनोरंजन कार्यक्रमों को स्वतंत्र रूप से या छोटे समूहों में मनाते हैं।

पिछले साल के विपरीत, इस साल "ऑल गुजरात कैटरर्स एसोसिएशन" (AGCA) ने इसे सामूहिक रूप से राज्य स्तर पर मनाने का फैसला किया।

अंबाजी में "ऑल गुजरात कैटरर्स एसोसिएशन" की एजीएम में, यह प्रस्तावित किया गया था और जल्द ही उस समय मौजूद 900 से अधिक प्रतिनिधियों द्वारा स्वीकार किया गया था। "आनंद डिस्ट्रिक्ट कैटरर्स एसोसिएशन" (ADCA) ने तुरन्त ही "कैटरिंग डे" के आयोजन को प्रायोजित करने के लिए अपना नाम नामित किया। AGCA की प्रबंध समिति से एक समान सहमति के साथ, ADCA को मौके पर ही मंजूरी दे दी गई।

"कैटरिंग डे" पूरे उत्साह और जोश के साथ मनाया गया। पूरे गुजरात से, आनंद में 500 से अधिक पंजीकरण थे। "आनंद जिला कैटरर्स एसोसिएशन" (ADCA) ने सुबह से लेकर देर रात तक कई अलग-अलग कार्यक्रमों की व्यवस्था की थी। रक्त दान शिविर और व्यसन-मुक्ति शिविर सुबह 9 बजे से शुरू किए गए थे। इसके बाद, बड़ी संख्या में सदस्यों ने वृक्षारोपण कार्यक्रम में भाग लिया। वृक्षारोपण का कार्यक्रम केवल वृक्षारोपण तक ही सीमित नहीं था, बल्कि उनके पूर्ण विकसित होने तक उचित देखभाल करने का भी था। सदस्यों के लिए

पंजीकरण और उपहार वितरण दोपहर के भोजन के समय तक समानता से चल रहा था। एशिया के सबसे बड़े दूध संयंत्र-अमूल डेरी की भी यात्रा की योजना बनाई गई थी और सदस्यों की सुविधा के लिए परिवहन की उचित व्यवस्था की गई थी। मंच कार्यक्रम दोपहर 3 बजे से शुरू होने वाला था और इसलिए दोपहर का भोजन और अमूल डेरी का दौरा तब तक संपन्न हो चुका था। हमेशा की तरह, गणेश स्तुति और राष्ट्रीय गान के साथ मंच कार्यक्रम शुरू किया गया। "फेडरेशन ऑफ ऑल इंडिया कैटरर्स" (FAIC) और "ऑल गुजरात कैटरर्स एसोसिएशन" (AGCA) के समिति के सदस्यों, मेहमान, प्रायोजक और गणमान्य हस्तियों को मंच पर आमंत्रित किया गया और उन्हें फूलों का गुलदस्ता और स्मृति चिन्ह देकर सम्मानित किया गया। दीप प्रज्वलित करने के बाद, गणमान्य लोगों ने अपना भाषण दिया और विभिन्न व्यक्तियों को उनके अनुकरणीय कार्यों के लिए सम्मानित किया गया। केक काटकर "कैटरिंग डे" को जश्न मनाया गया। बाद में, ADCA की स्मारिका का मंच पर अतिथियों द्वारा अनावरण किया गया। 3 स्वतंत्रता सेनानियों या उनके परिवार को भी उनके योगदान के लिए सम्मानित किया गया। वृद्धाश्रम, शारीरिक रूप से अक्षम या विकलांग व्यक्तियों की बेहतरी के लिए काम करने वाले विभिन्न संस्थानों को दान के चेक उनके प्रतिनिधियों को प्रस्तुत किए गए थे। साथ ही, विभिन्न गौ शालाओं को भी अच्छा योगदान दिया गया।

इस मंच कार्यक्रम के पहले सत्र की अध्यक्षता AGCA के अध्यक्ष श्री दीपक संचवी जी ने ट्रस्टी श्री नरेंद्र सोमानी जी, श्री किरीट बुद्धदेव जी और श्री गोरधन सिंह परोहित जी और AGCA की

टीम के साथ ADCA के अध्यक्ष श्री नितिन पटेल जी और उनके ADCA टीम के सदस्य के साथ की थी। यह सत्र ADCA के मानद सचिव श्री जिगर शेट द्वारा बोट ऑफ थैंक्स के साथ संपन्न हुआ।

दूसरा सत्र अध्यात्म वाद से भरा हुआ था और शाम 7 बजे शुरू हुआ। BAPS स्वामीनारायण संप्रदाय के पवित्र संतों को विशेष रूप से इस कार्यक्रम को आशीर्वाद देने, और दर्शकों को निष्पक्ष और ईमानदार व्यावसायिक नीतियों के संदर्भ में प्रचार करने के लिए आमंत्रित किया गया था। आनंद, वडोदरा, अहमदाबाद और राजकोट के मंदिरों से कोठारी स्वामी और भंडारी स्वामी जैसे की पूज्य श्री ब्रह्मतीर्थ स्वामी, पूज्य श्री भगवतचरण स्वामी और कई अन्य संतों ने अपनी शुभ उपस्थिति दी। परम पूज्य श्री ज्ञानवत्सल स्वामी जी इस सत्र के मुख्य वक्ता थे जो देश के विभिन्न मेट्रो शहरों में अपने बहुत व्यस्त व्याख्यान सत्रों से इस अवसर के लिए विशेष रूप से उपस्थित थे।

आदरणीय पूज्य श्री ज्ञानवत्सल स्वामी जी ने एक बहुत ही सटीक भाषण दिया जो बहुत ही प्रभावशाली और जानकारी से भरा था, जो एक व्यवसायी व्यक्ति को उदार, महान, ईमानदार और प्रयास शील बनने के लिए मार्ग दर्शन कर सकता है। बहुत हल्के और सरल रवैये के साथ उन्होंने "खानपान व्यवसाय" के संदर्भ में एक सज्जन व्यक्ति के हर पहलु को बखूबी समझाया। लगभग एक घंटे के अपने सत्र के दौरान, 700 से अधिक लोगों के पैक हॉल में एक पिन-ड्रॉप साइलेंस सा था।

यह दिन जो दान, सामाजिक कल्याण, स्वास्थ्य - जागरूकता, पर्यावरण की देखभाल, देशभक्ति, आध्यात्मिकता, परोपकार और पशु कल्याण जैसी विभिन्न गतिविधियों के साथ मनाया गया, वह एक अच्छा बहु-व्यंजन रात्रि भोज और एक मनोरंजक संगीतमय रात के साथ संपन्न हुआ।





# ALL INDIA CATERING SUMMIT EXPERTS TALK CHALLENGES, ENLIGHTEN THE WAY AHEAD

**O**rganized by Federation of Telangana Catering Association, All India Catering Summit saw enlightening sessions, a plethora of experts from the catering and hospitality industry and some of the thought-provoking presentations collude to evaluate the industry's growth, discuss on the challenges and chart out the way ahead.

The opening session featured inspirational keynote speakers – Neelabh Kapoor, an architect of experiential weddings and among the most prominent wedding planners of the country; Priyanka M, celebrity chef, Masterchef India 2015 finalist and culinary consultant; chef Mansour Memarian, Director of Culinary and F&B at Palazzo Versace Dubai; Sanjay Khullar, Vice Chairman Seasons Catering and Narendra Somani, CMD The Grand Bhagwati and President Federation of All India Caterers sharing their insights and views about the trends, growth and challenges in the Catering and Hospitality Industry. The session was moderated by Neelabh Kapoor.

Here are the excerpts of the session:

## THE BALANCING ACT

To a question on how to keep a balance between the client; the hotel and the catering company during an event, Chef Priyanka M replied:

"Just like the wedding or event planners, there has been a growing trend for food planners who take care of all your food-related requirements professionally. So, when I step in as a food curator or a food planner in a wedding or event, I take this as a responsibility to represent my Client when it comes to food."

In this regard, I initially have to analyze as to "what that respective hotel can offer within the budget set by the client. How that particular deal from the hotel (in terms of food) can turn out to be a value for money."

Going forward, "my first level of catering is to assess as to how can I make the most of the given venue (hotel) from the given budget like the



fancy stuff, the cuisine," she said.

She went on to add: "In order to plug in the Indian side cuisine with my caterer, I would have take note of my client's expectations related to cuisine, what are the events, what's the theme of the event. And then I have to reap that to create a balance while planning for the food in a way that the food becomes WOW."

## MANAGING AT GLOBAL DESTINATIONS

When it comes to managing the entire gamut in putting together a destination wedding while covering the price range, Vice Chairman of Seasons Catering, Sanjay Khullar recommended planning for a destination wedding in a place where there is no visa issue.

"While planning for a destination wedding, a big issue that one faces these days is getting the visas. A lot of immigration rules are coming. So better to choose a city like Dubai where there is no major concern for visa," he said.

Mr. Sanjay was of the opinion that choosing a hotel as the venue during the destination wedding can be beneficial. "It's a great thing if hotels like Palazzo Versace are ready to take things."

Elaborating on his point, Mr. Sanjay said, "When you have a hotel booked, the cost of food for a destination wedding for three days (minus logistics and tickets), would be somewhere Rs.40-50 lakh, as you would get the kitchen setup, crockery and cutlery from the hotel itself. You just have to get the ingredients (like Indian spices) with you. And in cities like Dubai even that is not

a problem as they are easily available these days."

Mr. Sanjay felt that "it is cheaper in a way to plan a destination wedding and one function in in your city. For a destination wedding, with a gathering of 500 guests, you need to spend Rs. 40-50 lakhs on food (no logistics and no accommodation) this is when you want traditional India food and not any multi cuisine. Rs. 50 lakh is the starting point and it can go upto Rs. 2 crore."

## THE DESTINATION DILEMMA

Narendra Somani, CMD The Grand Bhagwati was in favour of planning wedding near home than going for destination wedding because, "if we take up a destination wedding, most of our time is killed in travelling."

However, when it comes to costing, "A destination wedding can be a cheaper affair than a wedding back home, provided you select a city wisely. For instance, a wedding planned in a city like Bangkok would cost lesser than India as you would get cheaper hotels in Bangkok. But if you choose Mauritius as the destination, the prices of the rooms can be higher and so India would then be a better option."

To a question as to what would be a better option with regards to getting good business, Mr. Somani said: "In India, there is a better and easy scope to earn money as for destination wedding, we have to spend a lot of time in travelling. Also, we need to be cautious of the fact that we are not missing out anything or any ingredient as it might



not be easy to get the same ingredient of the same taste outside India. Also, for a destination wedding, we need to make preparations at least 15 days in advance. And within the same time period, we can plan for more number of weddings in India."

In addition, the volume of guests also matters. "For a destination wedding, the volume of guests is limited and so the scope of preparing food for those guests is limited too. However, the volume of guests in India is relatively unlimited and so that would mean more business."

**NEED FOR COLLABORATIVE EFFORTS**

The speakers unanimously felt that there should be a different vertical set up in the catering company so as to take care of the destination weddings separately without compromising on the business for weddings in India.

"Most of the chefs don't have passports so we face the issue in taking up destination weddings. Catering is the most unorganized industry but it can give high returns," said Mr. Somani.

There is a need for all of us to work together to transform the catering sector into an organized sector for India: said

everyone in chorus. The experts were of the opinion that "everyone should work hard to create and earn the respect for the industry. We can together take this industry to the next level."

**THE PAYMENT CHALLENGE**

Federation of All India Caterers (FAIC)



President, Narendra Somani said, "Ours is an industry where we get our contribution at the last. We make all of our best efforts to make the guests happy with our exceptional food but we are the ones who are made to wait for the payment for long. We need to

change the system."

He was of the view, "the biggest challenge in the catering industry is that we don't get the payments on time from the clients. We are made to wait and paid as per the convenience of the client. The delay in payment is a big challenge for the caterers."

He urged everyone to come together to fix the issue of late payment to the caterers.

**THE SOLUTION?**

Mr. Somani also suggested taking the entire payment in advance as the solution to this challenge. "We also faced similar situations a lot many times during our course of business and gradually learnt the lessons. In Ahmedabad, it's now a trend that we take the entire payment in advance else we refuse to take up the order," said Mr. Somani.

During the session, there were

difference of opinions among the participants who opined that such a condition would result in losing the client.

To this, Mr. Somani said, "For a startup I understand but for those who have established their business for years, clients know you by your food, so what's the harm in taking the payment in advance? We need to create that confidence and built the trust in the client in terms of our quality and service."

There were suggestions to create a system of taking the complete payment in advance without compromising on the quality and service while building that credibility, confidence and relation with the client that he is unable to say no.

"Point is we all should be together on this. It is to be seen that one should not take advantage of the other being assertive. We need to create such guidelines for everyone to follow," concluded chef Priyanka M.



# FESTIVE SHOPPING

**F**estivals and 'Shopping go hand in hand. It is the best time to shop as you get amazing deals that too in your budget. From electronics to utensils to home decor to dresses to jewellery everything is available within the budget. If you want to make your festivals more special and memorable one then you should count your festive bonus and get set for the shopping spree.

Shopping in Delhi is one thing you just cannot resist. From glamorous malls to vibrant bazaars, Delhi has a lot to offer to people from different economic background, tastes and requirements. And these colourful markets come alive during the time of festivals.

Therefore the shopping spree starts with a bang during Diwali and the mood carries on till the new year and during this period, shopping is nothing less than auspicious. So obviously, the shopkeepers wait eagerly for the arrival of the festival of light, which brightens up their bank balance and wallets!

Below are few places- where to go, when to go, and what to shop for when going on a shopping spree in the Delhi-NCR region. This year you can shop till your drop, and Don't miss out on our favourite picks.

## **CHANDNI CHOWK**

This place in Delhi needs no introduction. This market has been around for more than three centuries and is famous not only in India, but all over the world.



*Chandni Chowk*

Whether you need clothes, home decor, diyas, fire works, food items, this is the "go to place" in Delhi. This place is famous worldwide because of the restaurants which are more than 100 years old still serving the olden day dishes. This place is decorated a month before diwali and the stalls of hand made diyas and lights makes the place look like a festival in itself.

## **KUCHA CHOUDHARY MARKET**

Wanna click the best pics using your new DSLR? Head to Kucha Choudhary

Market, the hub for cameras and related products. This place is a photographers dreams for every accessory you can think of is available in the nook and corners of this place.

## **TIBETIAN MARKET**

This place is a shoppers paradise throughout the year, but it looks like a movie set during festivals with all colorful Diyas, lanterns and lamps. The Janpath Road is flooded with earthen diyas and home decor items.

## **LAJPAT NAGAR**

This is the place to visit if you are looking for your festive wear.

This market is famous for various clothes, outfits, traditional wear. Lajpat Market is also popular for the other Diwali buys like handicrafts and decors but this is the most visited place for the Diwali wears for the entire family for





Dariba Kalan

people from all sections of the society.

**PAHARGANJ**

This place is definitely not for you if you are a "mall shopper" and wanna enjoy a peaceful shopping. Paharganj is crowded, noisy, and full of crumbling buildings. This place is mainly for budget travellers with a number of cheap hotels. However, this is the only market which gives you the immense pleasure of "Bargain Shopping". This place is the one stop shop for the best

shoes, be leather shoes or traditional mojris, along with Handicrafts, Hand made jewelleries, Hand printed T-shirts, junk jewelleries, you get it all here, and even call a price for them! Dont forget the Mehndi artists after you finish your shopping though.

**DARIBA KALAN**

This is the place for jewellery shopping. This place is best to find the latest and trendy designs in jewellery but the main attraction here is Silver. The collection



Dilli Haat

of silver earrings, neck pieces, nose pins are extremely rare and the price they quote at Dariba Kalan is way cheaper than other places in Delhi.

**DILLI HAAT**

This place in INA Market is famous for the handicraft and home decor items. This is a permanent exhibition grund for artists to showcase their products, however the INA Dilli Haat has fixed price for all their products and there is simply no bargaining here.

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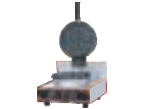






















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# MILE FOOD MERA TUMHARA- FARM FRESH FROM A JOURNO'S DIARY

**M**y visit to USA was an official tour which turned out to be an absolutely astonishing experience. From east coast to west coast, I visited all the major cities like Washington DC, New York, Los Angeles, Madison and Chicago. As a journalist, I got the opportunity to meet my American counterparts in different organisations and news channels which was an enriching experience in itself. I must mention, people in USA are very courteous and humble.

Being a pure vegetarian, I was apprehensive about the availability of veg food in USA, But I was pleasantly surprised to see Indian restaurants offering authentic Indian food!!!

North Indian food like kofta, dum aloo, palak paneer roti, naan were a common sight at every menu card including my favorite Indian desserts like Gulab Jamun and rabri were awesome. As a pure Vegetarian I also



*Neeru with her colleagues in USA*

had the option of getting different vegan salads like, russian, Italian, green salad, bean salad easily available at almost all the food joints.

While dining out, I noticed almost every restaurants have their special vegan option. This is the reason why vegetarians like me can plan their trip

to USA without bothering to carry extra load of their customised food from India.

However my choice of food was not only restricted to expensive restaurant but I also enjoyed the road side eateries like food trucks which offers amazing pocket friendly menus. This reminded



me of the “Khau Galli’s” in Indian cities. The most healthy munches I found were “Honey quoted roasted Peanuts, cashewnuts and almonds near Madison Square in new york. One of the most happening places of the city. So I cant complain that I only ate expensive food in USA, lthe country gives you loads of options based on your mood and budget.

As I had my Indian colleagues with me, and most of us being foodies, we tried out many restaurants. However, I found a very interesting form of Pizza called the “Deep Dish Pizza” at Pizano’s Pizza and Pasta, located in Chicago. Its a little different from the normal pizza’s I’ve tasted, its Deep Dish but again not jaw breaking thick. A must try for all who visits Chicago.

Below are few amazing restaurants for veggies like me, and I highly recommend them for their amazing taste, ambience, price and quality.

- Rasika - Washinton DC (authentic Indian food)
- Ample Indian Food options at Manhattan (near Madison Avenue) in



New York

- Julio’s Pizza - Califorina
- Maharaja Restaurant - Madison
- Indian Garden Restaurant - Chicago

Those 20 days in USA, I enjoyed something which I was a little worried about before boarding the flight.... vegetarian food. But I am really happy to see this amazing bond between India & US through taste buds, as I noticed a

number of foreigners opting for Indian food in the United States! This was a common sight in all Indian restaurants and somehow made me feel so proud of Indian Food. I am definetely coming back for more!!!

*Author : Neeru Zinzuwadia, Associate Editor TV9 Gujarati.*

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# HOSPITALITY PURCHASING MANAGERS' FORUM CONVENTION

The 9th edition of the annual convention of Hospitality Purchasing Managers' Forum (HPMF) and the 7th edition of Procurement Excellence Awards 2019 took place at Grand Hyatt in Kochi. The 4 day event which concluded on October 13th was witnessed by more than 250 delegates from India, Nepal, Bhutan, Sri Lanka, Bangladesh and UAE.

The annual Procurement Excellence Awards, the first of its

kind, conceived and rolled out in 2012 and now in its 7th year, was the main attraction of the event.

The convention witnessed discussions and presentations from industry experts on the latest trends in hospitality procurement, buyer preferences and path-breaking innovations from market leader. Leading corporate speakers also addressed the gathering. There were also B2B meets with over 40 vendors in attendance. The annual Procurement



Excellence Awards, the first-of-its kind, conceived and rolled out in 2012 and now in its seventh year, was the main attraction. In addition sports personalities including Abhilasha Mhatre, Akansha Singh, Akash Anand, Ameya Waingankar, Colonel Ranveer Singh Jamwal, Dilip Tirkey, Girish Sharma, Jaya Sharma and Suyash Jadhav, were also honoured at the event on Friday.

On the final day, a grand boat race in Kochi backwaters was organised. Snakeboats were rowed by not just Kerala's traditional oarsmen but by many of the delegates as well. HPMF is a non-profit consortium of purchasing managers from the hospitality industry representing star hotels, catering companies, stand-alone restaurant chains, retail chains and

airlines, set up to provide a platform for buyers from the hospitality industry.

Training and development of procurement professionals, consolidated procurement, industry product standardization, volume discounts, improved professionalism in the purchasing process, development of potential vendors, green initiatives, corporate social responsibilities are some of the key elements of HPMF. Established in 2010, HPMF is headquartered in Mumbai, with chapters in Pune, Delhi, Rajasthan, West Bengal, Andhra and Telangana, Tamil Nadu, Karnataka, Goa, Kerala and Gujarat.

Internationally, HPMF has chapters in Sri Lanka, Maldives, and West Asia, Nepal, Bhutan, Bangladesh and the UK.



# CUSTOMER WANTS CREATIVITY IN MENU CONCEPT

**A**n entrepreneur par excellence, a visionary thinker and a humble human being with innovative business sense – Narendra Somani is a name well-known in the catering and hospitality sector. The Chairman & MD of The Grand Bhagwati Banquets and Hotels, he fought his way off the streets creating a distinguished enterprise (in food & hospitality sector) that has earned a brand name for its exceptional hospitality, distinguished outdoor catering segment and unmatched banquet space.

With a humble beginning as a tea seller helping his father in 1960s to starting a small chaat corner in late 1980s to building a renowned public limited company, Mr. Somani, with his enterprising vision, thoughtful planning and radical business acumen created an esteemed empire from scratch. In his candid interview, he talks about his journey, his strategies that worked in his favour and the growth drivers for catering sector:

**Q: Tell us about your journey from a chat center into a full-fledged catering business?**

**A:** I came from a humble background, helping my father in his tea stall. However, I always wanted to make it big. Driven by the passion of making a mark for myself I started taking tea orders for weddings near 'barat ghar', slowly got a coffee machine and gradually started getting orders for juice and ice-cream stalls in the weddings and events. In 1989, I setup a chat center which got an overwhelming response. That time, even I didn't expect that our chat corner would do such a great business. Slowly in 1992 I started my catering business and kept moving forward with small but steady steps.

It was in 2000 that I thought of why not having a one-stop shop for everything and came with the concept of banquet model. It was at that time when I ventured into the hospitality business to gradually we went on to build what

*Narendra Somani: President, Federation of All India Caterers (FAIC) and Chairman & MD, TGB Banquets & Hotels.*

is today known as the TGB Banquets & Hotels.

**Q: What has been your driving force to realize your dream?**

**A:** In this complicated world, my mantra for success is very simple: Think and Be Positive. Don't get disheartened by the challenges and struggles in your path. Your path to success might be full of struggle but it would be worth your efforts. Remember...there are no shortcuts to Success.

I always wanted to make it big and I never stopped chasing my dreams. Whatever I did was with full dedication. If you have dedication towards your dream, nothing can stop you.

**Q: What factors contributed to the consistent growth of your business?**

**A:** We have been the pioneers of Banquet space in the country and this proved instrumental in the growth of our business. We have been capitalizing on banqueting and food & beverage segment for vertical as well as horizontal growth. Creating a niche in the banquet model led to our brand building.

**Q: What do you see as the biggest challenge in the catering business?**

**A:** Running a catering business is not a cake walk. And the biggest challenge in catering sector is the skilled labour.

Nowadays, even a cleaner for the utensil charges Rs 1000 for a day. With everyone who has cooking skills, jumping into a catering business, the competition is increasing. But the labour is limited though.

**Q: What role does partnerships and relationships play in the catering and restaurant business?**

**A:** They play a significant role. Our customers, our shareholders have always stood in our struggles and challenges. We have to create that trust among our customers and partners with our quality and service. Through all these years, yes, we have built that trust over our customers so much so that they can even rely upon us if they want us to experiment with a new concept.

**Q: What are the latest trends in the catering business?**

**A:** Old things are coming back in trend. Fancy cuisine is fading away giving way to local and traditional menu. Customers are wanting creativity in the menu concept. Ethnic cuisine is increasingly present in organised and hygienic set-ups.

**Q: How do you see the growth of catering industry in coming years?**

**A:** There is a promising growth in this sector. Increasing number of nuclear families, working women is resulting into high demand for ready-to-eat food and thus open doors of opportunities for those in catering business. The future for the catering sector holds potential prospects.






  
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# India Gate

पर

## 'सरस आजीविका मेला'



## SARAS AAJEEVIKA MELA

**S**ARAS Aajeevika Mela is an initiative by the Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), Government of India, with an objective to bring the rural women Self Help Groups (SHGs) formed with support of DAY-NRLM, under one platform to showcase their skills, sell their products and help them build linkages with bulk buyers. Through participation in SARAS Aajeevika Mela, these rural SHG women get vital national level exposure to understand the demand and taste of urban customers. The Mela is organised by the marketing arm of the Ministry, Council for Advancement of People's Action and Rural Technology (CAPART).

The Ministry of Rural Development organised the SARAS Aajeevika Mela at India Gate Lawns from 10th October

to 23rd October, 2019. Over 200 stalls have been set-up at the Mela venue, where nearly 500 rural SHG craftswomen from 29 States and UTs show-cased varied range of products like handicrafts, handlooms, natural food products and a food court with regional cuisines at India Gate Lawns.

Each stall, each product and each of the rural SHG women had a story to share, a story of victory over heavy odds. Workshops for the rural SHG women was conducted during the Mela, which will help them to enhance their knowledge and sharpen their skills in book keeping and GST, product design,



packaging, marketing/e-marketing, communication skills etc.

The SARAS Aajeevika Mela at India Gate Lawn features curated collection of handlooms, handicrafts, natural food products and food court with traditional cuisines, for the esteemed residents of Delhi NCR. Some of the highlights of Mela were the, Handloom,

amongst visitors.

However the Showstopper at the Mela was the mouth-watering authentic delicacies from nearly 20 States, with a first of its kind food fest show-casing the diversity of India's ethnic cuisine, at the India Food Court, prepared and served by SHG members.

Another attraction of the Mela

as an integrated approach towards women empowerment, was shown.

The Mela was a foodies paradise. People were introduced to uncommon dishes from various states of India, like, Masoppu, an item from Mysore with lentils, tamarind, green leafy vegetable and coconut were a favorite among the people. There was a huge demand for



Handicraft, jewellery and home décor – water hyacinth handbags and yoga mats from Assam, pearl jewellery from Andhra Pradesh, lac bangles from Bihar, Madhubani painting, Sikki crafts from Bihar, bell metal products from Chhattisgarh; mud mirror work and Dori work from Gujarat; but the main attraction were the Food Stalls. The Natural food products like natural spices and food products from Kerala, green products across states like spices, ginger, tea, pulses, rice, millets products, medical plants products, coffee, papad, apple jam, achar etc. Was a major hit

was the tamarind value chain from Jharkhand, portraying end-to-end journey right from plucking of tamarind, deseeding, cleaning and packaging to the final product on sale in the Demo Zone. Some of the programmatic interventions such as - Patrakar Didi (rural women journalists), BC Sakhi (women banking correspondent) and a live performance by all SHG women's musical troupes Chendamelam from Kerala, Ghoomar from Rajasthan, tribal dance and nukkad natak from Jharkhand, Cheraw (Bamboo dance) from Mizoram and Gidda from Punjab,

Butta ka Kees from Madhya Pradesh, Ragi Momos from Jharkhand, Sel roti from Sikkim, Borelu from Andhra Pradesh all had major fan followings. The colorful laddoos were a huge hit amongst kids.

There was also a lot of options for the Non Vegeterians too, the all time favorite Galauti from Lucknow and Hyderabad Biryani had its own followers with a huge gathering near stalls with Litti Cokha and Makke Ki Roti and Sarson da Saag.

*With Inputs from PIB.*

# TAKE FIRM STEPS TO ENSURE YOUR CUSTOMERS 'EAT RIGHT' NOW - DR. HEENA YADAV, FSSAI

**W**ith a message loud and clear that “caterers of the country can help India ‘Eat Right’ by simply adopting a few tailor-made initiatives by FSSAI to bring a change, Dr. Heena Yadav, Consultant FSSAI during the All India Catering Summit shared some essential steps to ensure safe and hygienic food including consumer’s health in the business of food catering.

“We are a country where we feed people with all our heart. I am sure there would be majority of us who would just not take catering as their profit-making business but an effort from the heart to feed people in the weddings,” said she while beginning her crucial session on ‘Eat Right in Food Catering’.

Addressing the gathering, she said: “As a representative of FSSAI, I would like to share that FSSAI believes that all of you in the catering business will never want to serve your clients a food which is sub-standard or which would make your client fall ill.”

Dr. Yadav was of the view that “While it is important for those in catering business to take care of the taste and quality of the food, it is equally essential to consider the overall wellbeing of your client and take care of his health.”

Using the Summit as the platform, she took the opportunity to launch the FSSAI’s initiative called ‘Eat Right in Food Catering’ and called upon the catering industry to encourage eating right



habits. “I believe that currently everyone sitting here is an eat right caterer. It’s just that you all will have to take care of certain small steps,” she viewed.

Telling about Eat Right India initiative, Dr. Heena said FSSAI launched the campaign in July last year. “During the Eat Right India initiative we took into account those points which pose a challenge to India such as lifestyle disorders.”

She further said, “Eat Right India talks about three important points: Food Safety, Food Health and Sustainability. That means we should avoid food wastage and work towards building an ecosystem of safe and healthy food serving.”

“You look up to FSSAI as a governing body which talks about food safety. But I would like to tell you that our responsibility is to not just make the food safe but also to make the food complete,” Dr. Yadav said.

Sharing her views regarding the

industry, Dr. Yadav said that the caterers make a major percentage among the food business operators. “As an industry dealing in the food largely, it is our responsibility to take small but firm steps which would make our customer, our citizen healthy.

Dr. Yadav then discussed about the 10-point to achieve ‘Eat Right in Food Catering’:

## **REGULATORY REQUIREMENT**

“As per the FSSAI Regulation, it is a mandatory requirement to obtain an FSSAI License/Registration at food premises. In addition to license or registration number, the other mandatory requirement is Food Safety Display Boards (FSDB) at food business operators’ premises. The FSDBs are informative boards that would display food safety and hygiene practices,” shared Dr. Yadav.

## **TRAINING UNDER FOSTAC**

Elaborating on the point she said, “FSSAI has developed a Food Safety Training and Certification (FoSTaC) programme. The whole purpose is that the food safety should not be the sole responsibility of the caterers or the chef alone. This programme will ensure that Food Safety Supervisors are available at food premises to ensure food safety and hygiene.”

She added: “The caterers just need to identify the staff to undergo the training. This FoSTaC programme will make it easier for the caterers to get their staff trained. FSSAI has almost 180 training partners and 2000-3000





trainers. You can connect with training partners for the training or FSSAI itself can become a training partner for you to help you train your staff.”

**AUDIT & TESTING**

Audit and testing is a recommendation by FSSAI where the one who gets their product checked or audited will get to know where does the quality lack and what is the scope of improvement. “The caterer can either get the auditing done from a third party or can do a self-audit for their product including water used. As per the law it is mandatory to get the water samples tested,” Dr. Yadav shared.

**ELIMINATE TRANS FAT**

“Trans Fat is responsible for all your health-related issues like BP and cholesterol. Found in bakery shortening, vanaspati such Trans Fat items should gradually be avoided to be used in food preparation,” she said.

**RUCO**

She also talked about Repurpose Used Cooking Oil (RUCO), another initiative by the government that works towards sustainability. “RUCO initiative says nothing but urges to give the used oil

to bio-diesel manufacturers which will help in manufacturing of environment-friendly diesel. This will also give some relief to the client that the caterer is not using the unhealthy oil,” she emphasized.



**HYGIENE RATING**

Talking about this scheme Dr. Yadav said, “FSSAI has started a hygiene rating scheme where a certificate will be provided based on the basic food safety and hygiene parameters adopted by the caterer.”

**BUILDING CONSUMER AWARENESS**

Dr. Yadav proposed that the food business operators can educate their customers about basic food safety and hygiene habits by displaying eat right messages through posters and boards on the premises.

**ENSURE NO FOOD WASTE**

Highlighting on how a lot of food gets wasted in the weddings and functions, she called upon everyone to decide upon standardizing the menu and keep healthier options in the food. “Caterers can take initiatives to create awareness among guests of not wasting the food. Instead of setting a trend of 250 dishes in the menu why not start a trend of keeping a healthy menu so that even the client says that it’s my Eat Right Wedding. FSSAI also suggests to ensure

food planning so that the food doesn’t get wasted. There is one campaign where you can ask the client to sign it in advance in which you can share the food. If any client is taking any step towards Eat Right, you can share it with us and we will promote the individual on our Twitter feed and encourage such steps. Also caterers can get in touch with NGOs to donate surplus food from events to feed the hungry even,” she proposed.

**REDUCE USE OF PLASTICS**

She urged the catering companies to avoid at least the single-use plastic in their events and rather opt for steel cutlery or eco-friendly options.

In her concluding remarks, Dr. Yadav urged those present to adopt these small techniques and steps to make ‘Eat Right India’ campaign successful through food catering.



# RELAUNCH OF FAIC MAGAZINE AT ALL INDIA CATERING SUMMIT IN HYDERABAD



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# GET THE INSIGHTS OF THE MOST PRESTIGIOUS HOSPITALITY AND CATERING INDUSTRY EVENT



# तंदूर कला के शिल्पकार

मुन्नीलाल तंदूरस प्राइवेट लिमिटेड तंदूर व्यवसाय में सबसे अग्रणी नामों में से एक है। कंपनी के मालिक मुन्नी लाल ने तंदूर बनाने की कला को निखारने-संवारने में 54 साल लगाए हैं। वह अपनी सफल यात्रा के बारे में बता रहे हैं, जिसकी वजह से उन्हें जीवन में उम्मीदों से भी परे जाकर सबकुछ हासिल हुआ और जिसकी वजह से उन्होंने पूरी दुनिया में तंदूरी भोजन को पहुंचाने में महत्वपूर्ण योगदान दिया।

मुन्नीलाल का जन्म पुरानी दिल्ली की गलियों में रहने वाले एक बेहद मामूली परिवार में हुआ था। उनके अनुसार, उनका परिवार दो पीढ़ियों से मिट्टी के बर्तन बनाने का काम करता था। उनके दादाजी ऐसे बर्तन बनाते थे, जो 1940 और 1950 के दशक में दिल्ली के विभिन्न इलाकों में बहुत लोकप्रिय थे। किशोर उम्र में ही जब मुन्नीलाल सातवीं कक्षा में पढ़ रहे थे, तो उन्हें मिट्टी के बर्तन बनाने के काम में अपने पिता का हाथ बंटाने के लिए पढ़ाई छोड़नी पड़ी। इसलिए कामकाजी जीवन में उनका प्रवेश 14 साल की कम उम्र में ही हो गया। हालांकि, अपने रास्ते में कई चुनौतियों और अवसरों से होकर गुजरते हुए केवल भारत में ही नहीं, लेकिन दुनिया भर में वह खुद को तंदूर निर्माण में सबसे अग्रणी नामों में से एक के तौर पर स्थापित करने में सफल रहे। मुन्नीलाल तंदूरस प्राइवेट लिमिटेड, एक ऐसा नाम है जो आज गुणवत्ता वाले तंदूर का पर्याय बन गया है और हॉस्पिटैलिटी उद्योग के साथ ही अन्य जगहों पर भी बहुत सम्मानित है।

आज के समय में तंदूर को किसी भी भारतीय वाणिज्यिक रसोई के सबसे महत्वपूर्ण तत्वों में से एक माना जाता है। इसके लिए एक नहीं, कई मामलों में ढेर सारा श्रेय मुन्नीलाल को जाता है, जिन्होंने यह सुनिश्चित किया कि तंदूर बनाने की कला उनके हाथों के सुनहरे स्पर्श के साथ पनपती रहे, जिसने पिछले 50 वर्षों में अनगिनत तंदूर तैयार किए हैं। तो आइए उनकी अब तक की शानदार जीवनयात्रा और भविष्य के लिए उनके सपनों के बारे में उनसे ही जानते हैं:

**Q: जब आपको कम उम्र में ही तंदूर बनाने में अपने पिता का हाथ बंटाना पड़ा, तो क्या आपको उस समय मिट्टी के बर्तन बनाने की कला पसंद थी? क्या आपको स्कूल की याद नहीं आती थी?**

A: वह मेरे परिवार के लिए एक कठिन परिस्थिति थी। मेरे पास कोई विकल्प नहीं था और इसलिए मेरे दिमाग में यह कभी नहीं आया कि मैं स्कूल छोड़ने को लेकर उदास था या नहीं। मेरी शिल्पकारी में भी कोई दिलचस्पी नहीं थी और मेरा उद्देश्य सिर्फ अपने पिता का हाथ बंटाना था। हालांकि, मेरे पिता ने इस काम मेरी रुचि पैदा करने के तरीके ढूंढ निकाले थे। शुरुआत में मैं एक सहायक के तौर पर था, जबकि मेरे पिता अपने भाइयों के साथ मिलकर मिट्टी के छोटे बर्तन बनाते थे और कभी-कभी मिलने वाले ऑर्डर पर तंदूर बनाया करते थे। इसके फौरन बाद ही मुझे घरों के लिए तंदूर बनाने का काम शुरू करने का और फिर बाद में बड़े तंदूर बनाने का लालच दिया गया, इस वादे के साथ कि इसमें जितनी भी कमाई होगी वह मेरी होगी। इस बात ने किसी तरह मेरे अंदर अच्छे तंदूर बनाने की महत्वाकांक्षा पैदा कर दी। इस तरह मैंने तंदूर व्यवसाय में अपनी यात्रा शुरू

की।

**Q: व्यवसाय के शुरुआती सालों की क्या यादें हैं आपकी?**

A: जब मैंने मिट्टी के बर्तन बनाने के विभिन्न तरीकों के बारे में सीखना शुरू किया, तो इससे मुझे बहुत आत्मविश्वास मिला। जैसे-जैसे मैं बड़ा हो रहा था, वैसे-वैसे मैं अपने दम पर एक तंदूर का निर्माण करने के लिए ढेर सारा अनुभव इकट्ठा कर रहा था। उसी समय, होटल उद्योग ने भी बढ़ना शुरू किया था। खानपान सेवा की बढ़ती मांगों ने तंदूरों की मांग में भी इजाफा किया। इसलिए, हमारे परिवार को दिल्ली में फलफूल रहे कुछ शुरुआती होटलों से और ज्यादा तंदूर के ऑर्डर मिलने लगे। लोगों को हमारे उत्पाद पसंद आए और उन्हें गुणवत्ता को लेकर भरोसा दिया गया। हालांकि मेरे दादाजी ने भी तंदूर बनाया था, लेकिन उनके काम में फिनिशिंग टच का अभाव था। मेरे पिता और उनके बड़े भाई ने ऐसी शानदार कारीगरी के साथ तंदूर बनाया, जिसे होटल वाले तुरंत पसंद कर लेते थे। उन्होंने डिजाइन में बदलाव कर होटल की आवश्यकताओं के हिसाब से भी तंदूर बनाना शुरू कर दिया- जिससे खानपान के कारोबारी हमें गुणवत्ता वाले तंदूर निर्माता के रूप में पहचानने लगे।

**Q: वास्तव में आपके कारोबारी जीवन की यात्रा की शुरुआत कैसे हुई, जिसने आपका नाम सबसे बेहतरीन तंदूर शिल्पकार के रूप में स्थापित कर दिया?**

A: यह बात साल 1980 की है, जब एक ऑस्ट्रेलियाई व्यक्ति हमारी दुकान पर आए और मुझसे अपने देश ले जाने के लिए तीन तंदूर बनाने को कहा। उन्होंने हिसाब लगाया तो पता चला कि इन तंदूर को वहां तक ले जाने में उन्हें अच्छा-खासा खर्च पड़ेगा (स्वच्छता कारणों से उन दिनों ऑस्ट्रेलिया में तंदूर आयात पर प्रतिबंध लगा दिया गया था)। इसके अलावा उन्हें इन तंदूर को अपने रेस्तरां में स्थापित करने की समस्या अलग से थी। मेरा हमेशा से विदेश जाने और दुनिया देखने और वहां के व्यंजनों के बारे में जानने का शौक था। मैंने कभी नहीं सोचा था कि इसका अवसर मेरे सामने खड़ा है। उसने मुझे अपने साथ ऑस्ट्रेलिया जाकर उसके लिए तंदूर बनाने का प्रस्ताव दिया, जिस के

लिए मुझे ठीक-ठाक पैसे भी देने की उसने बात की। हालांकि, यह मेरे लिए एक शानदार प्रस्ताव था (सपना सच होने जैसा), लेकिन मेरे पिता इसके लिए तैयार नहीं थे। उस समय तक मेरी शादी हो चुकी थी और मेरी दो बेटियां भी थीं। हालांकि, मेरे ससुर ने मेरी महत्वाकांक्षा का साथ दिया और मेरे फैसले पर पिता जी को मना लिया। इसके बाद मैं मेलबर्न में था। वह मेरे करियर के लिए सफलता का पहला धक्का था, जहां मुझे अपने काम के लिए सराहना और पैसा दोनों मिला। मैं तब इस उद्योग का भविष्य देख सकता था और तब से कभी पीछे मुड़कर नहीं देखा।

**Q: अपनी पहली यात्रा के दौरान ऑस्ट्रेलिया के अनुभव में के बारे में और बताएं, जिसने आपके करियर के लिए एक नया रास्ता तैयार किया।**

A: उस समय मेलबोर्न में केवल एक या दो भारतीय रेस्तरां थे। वास्तव में, मुझे पता चला कि 1980 के उस दशक में वहां के हर राज्य में मुश्किल से दो भारतीय रेस्तरां थे। इसी दौरान एक भारतीय रेस्तरां में बहुत सारे ऑस्ट्रेलियाई नागरिकों को रात के खाने के दौरान भारतीय भोजन का आनंद लेते हुए देखकर मैं चकित था। वास्तव में, रेस्तरां के अंदर बैठने के लिए वेटिंग की कतार इतनी



लंबी थी कि लोग अपनी लंबी कारों को बाहर पार्क करके वहीं बियर के साथ भोजन का आनंद लेने लगे। मुझे ऑस्ट्रेलिया में भारतीय व्यंजनों के महत्व का एहसास हुआ। उस समय मैं ढाई महीने तक वहां रहा। उस दौरान, मैंने सही मिट्टी की खोज की और फिर उस शख्स के लिए तंदूर तैयार किया, जो मुझे वहां ले गया था। मैंने उस दौरान लगभग 15 तंदूर बनाए (जैसे ही वहां के रेस्तरां वालों को मेरे बारे में पता चला तो तंदूर बनाने के ऑर्डर की बाढ़ सी आ गई थी) और दिल्ली के मुकाबले अच्छा-खासा पैसा कमाया। इसके बाद मैंने घुमने और तंदूर बनाने के लिए 6-7 बार विभिन्न अवसरों पर अपने परिवार के साथ ऑस्ट्रेलिया की यात्रा की।

- आपने दिल्ली में या भारतीय आतिथ्य उद्योग में अपने आप को कैसे स्थापित किया?

मैंने मेलबर्न की अपनी पहली यात्रा से लौटने के बाद अपनी भागदौड़ की चुनौतियों को कम करने के लिए अपने लिए एक स्कूटर खरीदा। मैंने अपने उत्पादों का बड़े पैमाने पर प्रचार करना शुरू किया। कुछ साल बाद, 1980 के दशक की शुरुआत में दिल्ली में ताज मानसिंह होटल का काम शुरू हुआ। अब तक बन चुकी अपनी पहचान के कारण मुझे होटल के लिए तंदूर बनाने का ऑर्डर मिल गया। पांच सितारा होटल सर्किट में अपना नाम स्थापित करने की दिशा में यह मेरा पहला कदम था। इसके बाद एक के बाद एक ऑर्डर आते गए और तंदूर का कारोबार फल-फूलता गया- भगवान की कृपा से मुझे फिर कभी पीछे मुड़कर नहीं देखना पड़ा।

- तंदूर बनाने के उद्देश्य से आप अब तक कितने देशों

की यात्रा कर चुके हैं? और उनकी खूबसूरत यादें क्या रही हैं?

- मेरा काम मुझे लंदन, ऑस्ट्रेलिया, अमेरिका, जर्मनी, सिंगापुर, चीन, श्रीलंका, दुबई, मलेशिया, थाईलैंड, सेशेल्स, कनाडा, सिंगापुर और कई अन्य जगहों पर ले गया। हर यात्रा ने मुझे उस देश की संस्कृति के बारे में जानने और वहां भारतीय व्यंजनों के प्रति लोगों के प्यार का अनुभव करने की खुशी दी। मैंने यात्राओं का आनंद लिया और अलग-अलग लोगों द्वारा तंदूर निर्माण कला को मिले सम्मान से अभिभूत हुआ। अब मुझे महसूस हो रहा है कि तंदूर का दौर पूरा हो चुका है। मेरे अनुभवों ने मुझे इस बात का एहसास दिलाया है कि आतिथ्य क्षेत्र में हाथ से होने वाले सबसे छोटे काम में भी अब किस तरह चीजें स्वचालित हो रही हैं।

**Q: आपका तंदूर दूसरों से अलग कैसे है, और आप क्या विशेष प्रस्ताव देते हैं?**

A: अपने भाइयों के साथ शुरू किए गए कामों से खुद को अलग करके साल 2009 में जब मैंने ने अपने स्वामित्व वाली इकाई मुन्नीलाल तंदूरस प्राइवेट लिमिटेड की स्थापना की तो इस ब्रांड को तंदूर क्षेत्र में सर्वश्रेष्ठ के तौर पर स्थापित करने का मेरा सपना था। दूसरों से हमारे तंदूर में अंतर हमारी मिट्टी तैयार करने की विधि, निर्माण शैली (अपने दादा की कला का अनुसरण) और तंदूर के आकार की वजह से है, जो हमारे तंदूर को दूसरों की तुलना में 10 गुना अधिक टिकाऊ बनाता है। हमारा प्रत्येक तंदूर हाथ से तैयार किया जाता है। हमारे तैयार किए तंदूर अनुकूलित होते हैं और एनएसएफ (यूएसए) और एलसी

(सीएसए मानकों के अनुरूप) और कनाडा द्वारा प्रमाणित हैं। हम 30 से अधिक देशों में अपने तंदूर का निर्यात कर रहे हैं, जो हमारे गुणवत्ता वाले तंदूर का एक प्रमाण है, जो हमें दूसरों से अलग करता है। मैं व्यक्तिगत रूप से प्रतिस्पर्धा में विश्वास नहीं करता। मेरा एकमात्र लक्ष्य इस उद्योग के लिए हर गुजरते साल के साथ बेहतर तंदूर बनाना है।

आपकी उम्मीदें क्या हैं?

मैंने इन वर्षों में बहुत कुछ हासिल किया है। अब, मेरे दो बेटे- राजू प्रजापति और राहुल प्रजापति जिम्मेदारी निभा रहे हैं। वे आज के जमाने के युवा हैं और तंदूर शिल्प को एक नई दिशा में ले जा रहे हैं। मैं मार्गदर्शन के लिए हमेशा उनके साथ हूँ, लेकिन अब वे इस जहाज के कप्तान हैं और मैं बस यात्रा का आनंद लेना चाहता हूँ। अब तक मैं हाथों से सब कुछ करता रहा हूँ और अब वे उत्पादन को स्वचालित करने की योजना बना रहे हैं, जो गुणवत्ता को और भी अधिक ऊंचाई पर ले जाएगा। अब, मेरी इच्छा कंपनी को ग्लोबली ले जाने करने के लिए है।



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# CAN INDIA BE

# PLASTIC

# FREE?

India would phase out single-use plastics by 2022, Prime Minister Narendra Modi announced at the Sabarmati river front in Ahmedabad on October 2, 2019.

India generates about 9.4 million tonnes of plastic waste each year and with no effective disposal method, the plastic waste ends up the roadsides, in landfills and water bodies. Plastic waste management is a global concern. Globally, around 90 percent of the plastic produced is discarded as waste. So far, more than 60 countries have banned single-use plastic or curbed its use.

Research shows the effects plastic has on the Earth as well as on humans. It can take up to thousands of years for plastic bags and Styrofoam containers to decompose. In the meantime, it contaminates our soil and water. The

toxic chemicals used to manufacture plastic gets transferred to animal tissue, eventually entering the human food chain. Styrofoam products are toxic if ingested and can damage nervous systems, lungs and reproductive organs.

With the new wave of rising awareness among each one of us, Indians are taking steps and measures to avoid the use of plastic in many ways, big or small. Things won't change overnight, but if each one of us do our bit, we may succeed in the war against plastic very soon.

Our little steps

towards a plastic free India :

**Avoid Plastic Straws:** Even if its a party or at a restaurant go for a paper straw instead

**Use a paper or cloth bag:** A single plastic bag can take 1,000 years to degrade. So don't forget to carry your own cloth or paper bag to the grocer next time you step out!

milk in glass bottles or carry your steel Flask to the dairy (please be aware, many milk booths are offering this service near your doorstep)

**Choose plastic free chewing gums:** Many of us are not aware that chewing gums are made of plastic so choose a healthy alternative

**Glass Liquid soap container:** Avoid the plastic hand wash container and opt for a glass liquid hand wash can. If it doesn't sound great, opt for a soap.

**Steel or Glassware to serve food:** Use steel utensils or glass cookware for serving food at home

**Steel lunch boxes for**

**kids:** Lets go back to the good old days when our lunch boxes used to be the steel "dabba's" which are actually must safer for the little ones.

Most of the plastics we use, we don't need, and our environment pays a high cost for that

Single-use plastics have a high environmental impact. After incurring huge production and transportation costs they are used only once, mostly for a few minutes or seconds, then thrown away.

With a few minor changes in our daily life we can make a huge difference to the world and make it a safer place for generations to come.



**Buy products in the box:** Opt for products which comes in paper boxes instead of plastic bottles, be it detergent powder, home utility stuffs, food items which comes in utility packs

**Use thermos flasks or glass jug:** Keep a glass jug in the dining table for storing drinking water at home. Also replace the fancy plastic bottle with a steel flask for your child

**Plastic ware at home:** Replace the plastic storage for glass bottles or steel containers and be sure to request restaurants do not pack food in their take away plastic boxes, ask for alternatives

**Milk in glass bottles:** Choose to take





### Why Us?

Maharashtra's premium catering service firm with expertise spanning across Hospitality and F&B Industry. Founded in 1988, **Madhur Caterers & Decorators**, has consistently grown vertically and Horizontally acquiring a fine repute in the banquet, outdoor catering & wedding management & event space. Our services has innovation, quality control, unmatched infrastructure with latest Kitchen and equipment, use of the finest ingredients, most hygenic cooking, decorative Buffet, trained staff.

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- Novelty Menu
- Service With Taste
- Buffet Decoration

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# GET REFRESHED

## SPARKLING SPICED APPLE CIDER MOCKTAIL

### FOR THE SPICED SYRUP:

- 1 cup water
- ½ cup sugar
- ¼ cup honey
- 2 cinnamon sticks
- 1 star anise
- 2 inches fresh ginger, peeled and thinly sliced

### FOR THE MOCKTAIL:

- 3 cups apple cider
- 1½ cups ginger beer (or ginger ale)
- 1½ cups plain seltzer water (orange flavored seltzer would also be great here)
- The spiced syrup (start with ½ cup and add more to achieve your desired sweetness)
- 2 large apples, thinly sliced
- ½ cup pomegranate arils
- ½ cup frozen cranberries

## INSTRUCTIONS

### FOR THE SPICED SYRUP:

Combine the water, sugar, and honey in a small saucepot and set over medium heat. Bring to a boil, stirring frequently,

and then reduce the heat to a simmer. Cook for a few minutes, stirring every now and then, until the sugar and honey completely dissolve. Add the spices and remove the pot from the heat. Allow the spices to steep in the syrup until it is cooled to room temperature. Strain out and discard the spices.

### FOR THE MOCKTAIL:

In a pitcher or punch bowl, stir together the apple cider, ginger beer, seltzer, and spiced syrup. It's best if all your ingredients are chilled ahead of time. Add more syrup, to taste. If it tastes too sweet with only the ½ cup of syrup, add some more seltzer. This is definitely a "to taste" recipe.

- Add in the sliced apples and pomegranate arils. Refrigerate until you are ready to serve.
- Just before serving, add the frozen cranberries.
- Serve in glasses over ice.



## SOBER SANGRIA

Sangria is a colorful and festive punch that's traditionally made with red wine and brandy. This alcohol-free version is just as flavorful and perfect for people of all ages. Blood oranges are a great substitute for regular oranges.

### INGREDIENTS

- 4 cups water
- 1/2 cup dried hibiscus flowers or hibiscus tea
- 1/2 cup honey
- 2 cups 100 percent pomegranate juice
- 1 orange, sliced
- 1 lemon, sliced
- 1 lime, sliced
- 1 green apple, cored and diced
- 1 red apple, cored and diced
- 1/2 cup red or green grapes, cut in half
- 1 tsp. alcohol-free bitters (see recipe below)
- Crushed ice
- 4 cups carbonated water

## INSTRUCTIONS

Boil the water, and steep the hibiscus flowers and honey for 10 minutes. Strain and chill the tea. Mix the chilled tea, juice, fruits, and bitters together in a large pitcher, and allow the flavors to blend for at least an hour before serving. Pour sangria into glasses with crushed ice, leaving room to top off with the carbonated water.

## LAVENDER LEMONADE RECIPE

### INGREDIENTS

- 6 cups water divided
- 1/2 cup sugar
- 1/4 cup honey
- 3 Tbsp dried lavender
- 2 cups lemon juice
- Lemon slices and lavender petals for garnish
- Blue or purple food coloring optional

### INSTRUCTIONS

Over medium heat, combine two cups of water and sugar, bringing to a boil until sugar is dissolved. Turn off of the heat and stir in honey and lavender.

Allow mixture to steep for 2 hours (less if you want less of a lavender taste). Strain the liquid, pressing the lavender down to make sure you get all of those juices into your mixture!

In a large pitcher, combine freshly squeezed lemon juice, lavender mixture and water.

Feel free to add a couple drops of blue or purple food coloring if you want more color than the lavender provides. Makes the lemonade especially cute for those brunches! Serve over ice.

## COCONUT WATER SMOOTHIE FOR GLOWING SKIN

This Coconut Water Smoothie is full of delicious ingredients like coconut water, strawberries, mangoes, carrots, and avocado! Sip your way to beautiful skin with this healthy smoothie recipe!

### INGREDIENTS

- 1 1/2 cup ZICO Coconut Water
- 1 avocado peeled and chopped
- 1 cup baby carrots
- 1 cup frozen strawberries
- 1 cup frozen mango

### INSTRUCTIONS

Place all ingredients in a high powered blender and blend until well combined and totally smooth. If it's too thick, add a bit more coconut water.

## PINK CHAMPAGNE SANGRIA

Pink Champagne Sangria is the perfect New Years Eve cocktail! Ring in the new year with style and lots of pink bubbly. This fun sangria recipe is Pink Moscato Champagne mixed with grapefruit juice, pomegranate juice, and mint simple syrup. It's seriously delicious!

### INGREDIENTS

- 1/2 cup water
- 1/2 cup sugar
- 1/2 cup fresh mint chopped
- 2 cups ruby red grapefruit juice
- 1 cup Pomegranate juice
- 1 bottle Barefoot Bubbly Pink Moscato
- sliced grapefruit pomegranate arils, and fresh mint for garnish

### INSTRUCTIONS

Heat water, sugar, and chopped mint in a small saucepan over medium/high heat. Bring to a boil and then reduce to a simmer, stirring occasionally. Allow to simmer for about 10 minutes. Set aside.

In a pitcher, combine the mint simple syrup (made in the saucepan above), both juices, and the full bottle of Bubbly Pink Moscato. Stir to combine.

Add ample grapefruit slices and pomegranate arils into the pitcher.

Chill until ready to serve, at least 2 hours.



## RECIPES FROM THE EAST



Pranati Das is a social worker and volunteers for a NGO in Kolkata. She loves travelling the world and loves to learn various national and International cuisines.

### ALOO POSTO



#### Ingredients

- Potatoes 5-6 medium
- Poppy seeds soaked 4 tablespoons
- Mustard oil 2 teaspoons
- Onion seeds (kalonji) 1/2 teaspoon
- Green chillies 2
- Salt to taste
- Sugar 1/2 teaspoon

#### Instructions

- Heat mustard oil in a non stick pan till it smokes. Switch off heat.
- Cut potatoes into 1/2 inch cubes. Drain and grind khus khus to a fine paste.
- Heat the mustard oil again, add onion seeds and sauté till fragrant. Add potatoes and mix well. Cover and cook for 5 minutes.
- Add khus khus paste and mix. Cover and cook again till the potatoes are done.
- Slit green chillies. Add salt, sugar and green chillies and mix. Add 1/2 cup water and mix. Simmer for a minute.
- Serve hot with a little mustard oil over the Aloo Posto

### ALOO KOPIR DALNA



#### Ingredients

- Cauliflower – 1 head
- Potato – 2, medium, cut into 1-inch cubes
- Green peas – 1/2 cup
- Mustard oil – 4 tbsp
- Cumin seeds – 1 tsp
- Green chili – 2, split lengthwise
- Tomato – 2, medium, chopped
- Turmeric powder – 1/2 tsp
- Cumin powder – 2 tsp
- Coriander powder – 1/2 tsp
- Kashmiri red chili powder – 1 tsp
- Ginger paste – 1 & 1/2 tbsp
- Sugar – 1/2 tsp
- Salt to taste
- Garam masala – 1/2 tsp

#### Instructions

- Cut cauliflower into medium size pieces. Parboil the cauliflower florets in salted boiling water for exactly 5 minutes. Drain and rinse with cold water.
- Heat 2 tablespoons of mustard oil in a kadhai and sauté the parboiled cauliflower florets until golden brown, on medium flame. Keep aside.
- Add remaining 2 tablespoons of mustard oil to the kadhai and temper it with cumin seeds. Once the cumin seeds start to crackle, add the potato and sauté for 8 to 10 minutes on slow flame.
- Add chopped tomatoes and green chilies and sauté until tomatoes are mushy, about 6 to 8 minutes on medium flame. Cover the kadhai and cook.
- In a bowl, prepare a smooth spice paste by mixing turmeric powder, cumin powder, coriander powder, red chili powder and ginger paste with half a cup of water. Add the spice paste to the kadhai and sauté it uncovered on high for 2 to 4 minutes or until oil start to separate from the spices.
- Now add water, fresh green peas and salt to taste. Stir to mix everything well and let the liquid come to full boil.

- After the liquid comes to a boil, add sautéed cauliflower florets. Mix well.
- Cover and cook for 8 to 10 minutes on low or until potatoes and cauliflowers are cooked through. Check if the potatoes and cauliflower are boiled.
- Finally sprinkle garam masala on top and enjoy!!

### NOLEN GURER PAYESH (KHEER)

Nolen Gurer Payesh is a traditional Bengali delicacy made with rice and date palm jaggery.



#### Ingredients

- 200 gm gobindo bhog rice
- 1 litre full cream milk
- 1/2 cup date palm jaggery
- Chopped nuts or cashew and raisins for garnishing
- 1 tbsp ghee
- 1 bay leaf
- 1/2 tsp cardamom powder

#### Instructions

- In a thick bottom pan, boil milk on low to medium heat, stirring continuously. Add bay leaf and cardamom powder.
- Wash and soak rice in water for 10 to 15 minutes.
- Heat ghee in a pan, add rice and fry for a couple of minutes.
- Once milk starts to thicken, add rice. Stir continuously.
- After rice is cooked, add jaggery to the payesh. Boil for 5 to 10 minutes. Stir continuously.
- Check the sweetness. If you feel that it needs to be sweeter, add more jaggery.
- Switch off the gas, add chopped nuts, cashews or raisins.
- Serve warm or cold.

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# FOOD CARVING, ART OR WASTE OF FOOD?

Carving out themes and designs in vegetables and fruits is an art. It is a creative work like painting or handicraft. The art of carving fruits and vegetables originated during the period Sukhothay in the 14th century in Thailand.

From mere initiation to advanced improvement, the School of Hospitality are teaching this special skill to students to acquire them to master the skills needed to translate your ideas into sophisticated forms through fruits & vegetable.

However, as India suffers from a serious level of hunger, here's something that's even more worrying: the country wastes a significant portion of its farm produce due to a weak cold chain infrastructure, with 16% of fruits and vegetables being wasted every year, hence the art of carving food is a topic of concern.

According to a 2017 ASSOCHAM MRSS India Study Despite India being world's largest producer of milk and second largest producer of fruits and vegetables, about 40 to 50 per cent of the total production valued of USD 440

billion (bn) ends up wasted. So much of food and food materials is wasted daily right from your home to hotels and in big functions. Therefore today while you may use your artistic skills to decorate the F&B area of your party with fruits and vegetables, it may not go down well with many.

According to Anshul Mehta, a staff member of a 5 star Hotel, "Today in Hotels and receptions where we cater, the dinner area is filled with vegetable items carved with different themes. Though it may look very nice for others, but the fact is that lots of vegetable is wasted in the name of figuring out a right replica of the designer. After that reception, the vegetables are thus thrown in the dustbin. But as an employee mere following orders, we feel helpless in this matter."

Nivedita Sen, who runs an NGO in Mumbai for street children, feels this is no art at all, in a country like India where children are suffering from malnutrition and hunger, every organisation dealing with Food must take a step to stop wastage. Her NGO is tied up with innumerable restaurants and food joints who happen to channelize extra

food for the street children, but according to her, its the customers who need to design their functions in a way that they dont waste food and waste their money.

Shayani Mukherjee, a final year student at the Institute of Hotel Management says we should carve only those vegetables that can be eaten raw. Those left overs after carving should be used for preparation of a common vegetable dish so that it can be served. All decorated carved pieces should be made in the form of salad so that it can be consumed. Carved vegetables should not be thrown instead they should be cut and served.

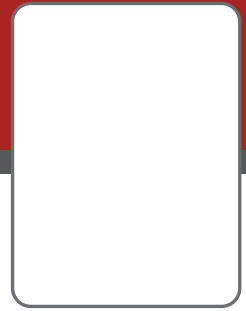
With growing awareness amongst the common people more and more clients are opting for decors which does not imply any wastage of any food. "We always try and inform our clients on certain things, especially if it involves any form of art which ends up in waste of money or food. As a generation which is so aware of wastage of food, they immediately agree to certain alternative ideas for decor" says Nikhat Rana, Communications Manager for a 4 star Hotel in Bangalore.





# FEDERATION OF ALL INDIA CATERERS

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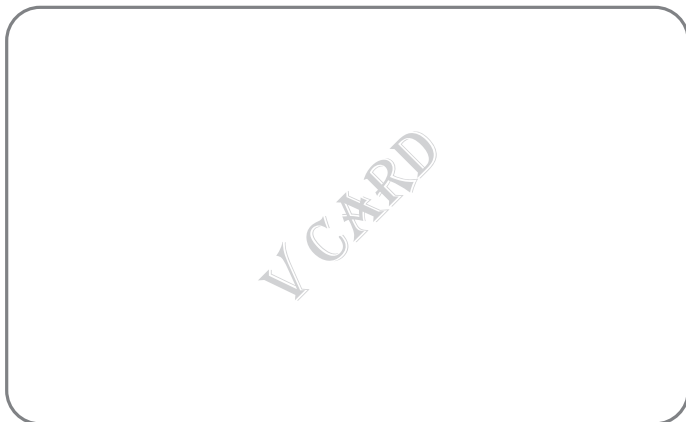
A. Member of Local Catering Association (\*) .....

B. Licence (Any one Compulsory(\*)- attach copy.)

1. GST No.....2. FDA Food Licence No.....

(Points marked with (\*) are compulsory to be filled on the basis of which membership is allotted by the association )

I / We agree to abide by and is bound to follow the Rules & Regulation of FAIC as may be before the time being in force. Membership Fee of Rs. 2000/- (GST extra as applicable) up to March 2022 is sent herewith by Draft / Cash in favour of "FEDERATION OF ALL INDIA CATERERS".



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# CHEF TO ENTREPRENEUR

**C**hef is a perfectionist who would like to keep things in order. He is a passionate individual who loves to be creative. A chef desires to be appreciated like any other artist would prefer.

The other day I was going through a quote which read,

***“A Chef must think like a Scientist,  
Organize like an Accountant,  
Inspire & Motivate like a Warrior,  
Move like a Track Star,  
Plate like an Artist,  
And Cook like a Grandma.”***

It a very well said statement but to add on a few more traits that the chef needs to take care are Human Resource management, Time Management, Stress Management, Store management and the list goes on and on. Chefs over a period of time have proved their mettle in various above mentioned fields including cost controlling which is one of the very important aspects of running a successful business.

As an Entrepreneur, you require certain skills and vision which I did not realize while spending 18 long years in the trade as a Chef. But I realized it when I stepped out of my whites and started my own venture. I launched a catering company and ran it for a couple of years. Now I run a company, “GC Food World”, which operates “Giant Foods LLC”, a corporate catering and Healthy Meal service company in Dubai. “GC Food World” as well provides food & beverage solutions for various clients in India. It was not an easy decision to move out of my comfort zone of a salaried employee into an unknown territory. But these few years, since I jumped in this bandwagon of Entrepreneurs, I have learnt a thing or two about business. I am sharing those critical facts that one absolutely needs to know before he dives in entrepreneurial waters. To make things simpler I am penning down the essentials in the form of a checklist.

## CONCEPT

It is important to answer this question well before one takes the plunge. What



*Chef Gautum Choudhary*

is it that you desire to start? Do you possess the vision, understanding and the theory of the trade? Majority of the businesses fail because of the lack of knowledge of the trade. If in case one does not have the required knowledge of the segment then he needs to outsource it, weather in terms of business partner, part time consultant or an employee but in either case it is imperative for the proprietor to gain knowledge on the subject and get well versed with it. A very important point to be kept in mind while finalizing on the concept of the business is that you should not try to do what you want to do but the business should always be done by keeping yourself in the target audience shoes and understanding what he wants.

## INVESTMENT

Fund flow is another very important lifeline of any business. There is a

famous saying “Money attracts money”, which indicates that you need to invest money in the business to get returns. Target audience feels the seriousness by looking at your set-up and operations investments. But, remember that it is important to invest wisely and sensibly. You need to showcase right things to the right clients understanding their need & spending power but simultaneously not putting a lot of financial burden on yourself.

## RIGHT PLANNING

Planning is the initial phase of business. If the things are planned well then half the battle is won. Good planning leads to clearly defined objectives, mission & vision of the company with well thought strategy to achieve those goals. The best of the planning needs to be re-evaluated from time to time to understand if there are certain circumstantial changes that

*Continue on page 56*

# WE ARE FAILING TO GIVE NEW CONCEPTS TO OUR CUSTOMERS: CHEF RAO

**C**hef Sudhakar N Rao, a name well-known in the banqueting and hospitality industry in Hyderabad was also among the keynote speakers during the All India Catering Summit who shared his industry experience and also suggested a few essential points for the growth of catering business.

One of the first Indian members of the American Culinary Federation which is the world's most prestigious chef organization, Chef Rao has been into hospitality and catering industry for more than 3 decades. As a Founder and Director of Culinary Academy of India - the first professional culinary college in India to offer a full-fledged 3-year Bachelor Degree in Catering Technology & Culinary Arts and a Post Graduate Diploma in Culinary Arts with affiliation to Osmania University - he has trained and sourced more than 8000 young chefs in India and Internationally.

While addressing an important session during the Summit, Chef Rao shared how the caterers in India are underestimating their worth "by addressing our work as a routine job."

"I have worked in America as well as I have been associated with banqueting in Europe. In Europe, catering is known to be addressed as feasting or feast catering. Why? Because catering is very exclusive part of any celebration. A wedding or an anniversary or any other celebration is one of the most important occasions of someone's life. And when we render our services to prepare someone's feast, how can we be doing a routine job?" he quipped.

And added: "We are not doing justice to ourselves by addressing our work as catering. Sorry, we are not doing a routine job. We need to tell our customers that we are the most important component of their most memorable moment of their life. We work so much hard for someone to have a once in a lifetime experience and not just to fill up the bill."

Hailing the catering industry, he said, "Today, the elite and grand functions in the country have been able to come out

of Hotel culture because of the caterers. You brought out the food from the boundaries of 5-star hotel experience. Because you all have started giving the 5-star dining experience to the guests and to the people who want to spend. There is never going to be a recession for the catering industry because we cater to those special moments of the people's life."

## OVERCOME MONOTONY | KEEP UPGRADING

Sharing his thoughts on the existing scenario of the catering services, Chef Rao said, "Those in the catering services for long have been sticking to their conventional concepts very firmly. None of us wants to push out of the boundaries. We are just focused on giving the customers what we have and within the limits of how much he can

pay. That's where the monotony of food in banqueting and feasting setting in."

Even as the client is ready to pay, we as food professionals are failing to give them something new, he viewed.

He went on to add: "Before coming here I searched on Google for 'leading caterers in Hyderabad' and I got 20-25 names. When I saw the pictures related to the events, most of them were a year or two old and majority of them unnamed. So where are we losing? We may be getting several orders but we have failed to create a brand for ourselves."

Giving his example, Chef Rao said, "I have been successful in creating a brand because I have been updating it

*"We need to come out with new concepts. Food lethargy is setting in minds of people."*





on regular basis.”

### LACKING NEW CONCEPTS

We are lagging behind because neither are we upgrading ourselves nor are we pushing ourselves beyond the boundaries. “The only issue coming is that we are not able to push for the new concepts. We either compromise on giving the customer a new concept because we feel that the customer may not pay or if he is ready to pay, we are unable to encash the flexible mind of the client. We stick to the monotonous customer demands.”

Chef Rao called upon to change the thought process. “We need to come out with new concepts. Food lethargy is setting in minds of people.”

“Watch the customer pattern when he is moving around the table. We as caterers fail to provide convenience to our customers. People want something new in terms of cuisine and comfort. A survey revealed that 50% of the guests want something new. This is the keyword for the success of your business,” he emphasized.

### NEED TO EXPLORE MORE

Chef Rao opined: “We need to pitch very strongly to explore the new ideas. Talk to the event managers to bring the new concepts in food. There is a big market hidden in exhibitions these days...we just need to explore that.”

Highlighting the importance of food blogs to remain updated, Chef Rao suggested: “If you really want to establish your brand in business, ensure you are connected with all popular food blogs because the millennial doesn’t want the same old conventional food. Chef blogs will get you what’s the creativity and innovation happening in the food.”

He also talked about how fusion in preparing and presenting the food can add innovation to your catering services. “Fusion is a way of presenting the same food in a different way,” he added.

In his concluding remarks, Chef Rao also pointed that the caterers in the industry should also remain upbeat about the food safety regulations and sanitary standards set by FSSAI.



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# EMBRACE NEW IDEAS TO MAKE YOUR CATERING BUSINESS SOAR: NIKHIL TIPNIS

**D**eveloping an online presence can help you increase your brand recognition, helping your business grow, said Nikhil Tipnis from Nikhil Caterers, Mumbai. With the only one in the second generation leading the family business of outdoor catering, Mr. Nikhil – as a keynote speaker during the All India Catering Summit - shared his personal experiences to highlight how embracing new ideas, technologies, concepts and business models can help the traditional business soar.

Starting his session with the focus on competition, he said, “for any business, it is important to understand what and who is your competition? You choose your competition. So it is you who will have to decide whether to compete with a small time caterer or big giants and that becomes your standard.”

Sharing his instance, Mr. Nikhil said, “As for us, our competitors are the hotels because these days one can witness a flood of big and small hotels in Mumbai city so much so that we have to literally convince the client about our food. Also, hotels get have an advantage of their venue, décor to attract the customer. And therefore it becomes essential for us to use our strategies to attract and convince the client.”

However, he was of the opinion of not treating the competition as negative. “Rather, learn to take competition to your stride. You get to learn a lot from your competitors so it is very important that you see the competition in a positive spirit,” he added.

He urged the attendees to fight with the mindset of the client and not their competition. “You need to fight with the mindset of the client. Once you move your focus from competition to playing with the mindset of the client, you would see creativity and innovation in your business while helping your business move forward,” Mr. Nikhil shared.

He also suggested of embracing new ideas and exploring new concepts to



Nikhil Tipnis

***“You should be knowing your accurate cost. If not, then make use of the technology to get the cost estimation for your catering services as per the requirement. Educate yourself and those around you when it comes assessing the right cost.”***

attract the clients and if possible, value addition to the existing services can help their outdoor catering business soar.

While discussing about the rising cost in the outdoor catering business and the contributing factors, he said, “rising cost is nothing but a myth created by us. For instance, these days a lot of caterers are outsourcing their catering. I understand it is the need of the hour. But doing it completely is killing the creativity. What is your contribution in your services to the client then?” he quipped.

He went on to add: “These days, we caterers spend so much on the display, but the client is not ready to increase the cost. So we need to understand, is it really required to spend much on display? We need to work upon on reducing unnecessary expenses such as these.”

He also talked about training the workforce in the respective catering business so as to bring down the costing. “Everyone of us knows how every year the labour cost increases. Training the labour can be an effective solution to check the rising cost of the services in your business,” he suggested.

Mr. Nikhil also asked those in catering business to evaluate the cost of their services and provide correct costing to the client. “You should be knowing your accurate cost. If not, then make use of the technology to get the cost estimation for your catering services as per the requirement. Educate yourself and those around you when it comes assessing the right cost.”

He also talked on not to imitate the competitors so as to impress and attract the client. “The trends are changing faster. Buy good stuff, maintain it and just don’t try to copy what your competitors do for the growth of your business,” he opined.

Discussing about the need to focus on the ideas for a breakthrough moment in outdoor catering industry, Mr. Nikhil said, “everyone in the catering community must come together and think for ideas which can turn out to be a breakthrough moment for outdoor catering.”

“The popularity of the food delivery apps like Swiggy and Zomato has

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		Kochi	Feeding India	Ms Srishti Jain
		Guruvayoor	Athazkootam	Shabeer
2	Tamil Nadu	Coimbatore	Food Bank - India NoFoodwaste	Ms Sneha Padmanaban Gopalan
		Chennai	India FoodBanking Network (IFBN) Give Away Feed of Love Robin Hood Army Feeding India Food Bank - India	Ms Vandana Singh Mr Mohamed Asif Ms Shareen Ms Aarushi Batra Ms Srishti Jain Ms Sneha
		Salem	Food Bank - India NoFoodwaste	Ms Sneha Padmanaban Gopalan
		Erode	Food Bank - India NoFoodwaste	Ms Sneha Padmanaban Gopalan
		Madurai	Akshaya Trust Food Bank - India	Ms Vidhya Ms Sneha
		Trichy	Feeding India	Ms Srishti Jain
		3	Karnataka	Banglore
4	Andha Pradesh	Srikakulam	Mahila Magradarshi	Mr Srinivas
		Dhruwa	Robin Hood Army	Ms Aarushi Batra
		Hyderabad	Seva Kitchen Robin Hood Army Food Bank - India Glow Tide Sani Welfare Foundation India FoodBanking Network (IFBN)	Mr Khushroo Poacha Ms Aarushi Batra Ms Sneha Mr Mustafa Hashmi Mr. Azhar Maqsusi Ms Vandana Singh
		Vishakapatnam	Robin Hood Army Feeding India	Ms Aarushi Batra Ms Srishti Jain
		Vijayawada	Feeding India	Ms Srishti Jain
		Tadepalligudam	NoFoodwaste	Padmanaban Gopalan
		5	Telengana	Nizambad
6	West Bengal	Siliguri	Robin Hood Army	Ms Aarushi Batra
		Kolkata	India FoodBanking Network (IFBN) Help Foundation Feeding India	Ms Vandana Singh Mr Pathikrit Ms Srishti Jain
7	Maharashtra	Mumbai	Robin Hood Army Sab Ki Rasoi Roti Bank' by Mumbai Dabbawalas Food Bank - India Common People Social Foundation India FoodBanking Network (IFBN)	Ms Aarushi Batra Ms Mamta khanna Subhash Gangaram, Shriya Kumar Ms Sneha Mr Yogesh
		Thane	Seva Kitchen Aarna Foundation Roti Ghar	Ms Vandana Singh Mr Khushroo Poacha Ms Chaitrali
		Aurangabad	Rise Against Hunger	Mr.Chinnu Kwatra
		Ahmednagar	Robin Hood Army	Mr Dola Mohapatra
		Kohlapur	Robin Hood Army	Ms Aarushi Batra
		Osmanabad	Robin Hood Army	Ms Aarushi Batra

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	srishti.jain@feedingindia.org	9871178810	Food recovery & redistribution
	shabeer@athazhkootam@gmail.com	9809519840	Food recovery & redistribution
	snehamohandoss@gmail.com nofoodwaste.in@gmail.com	9003661122 9087790877	Food recovery & redistribution Food recovery & redistribution
	vandana.singh@indiafoodbanking.org asif@giveawayindia.org shareen_Joshua@hotmail.com info@robinhoodarmy.com srishti.jain@feedingindia.org snehamohandoss@gmail.com	9810845674 9962518992 8939202686 9811609752 9871178810 9003661122	Food bank dealing with packaged foods Donation- packaged foods Cooking and distribution Food recovery & redistribution Food recovery & redistribution Food recovery & redistribution
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	snehamohandoss@gmail.com nofoodwaste.in@gmail.com	9003661122 9087790877	Food recovery & redistribution Food recovery & redistribution
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	poachas@gmail.com admin@aarnaafoundationindia.org; aarnaafoundation01@gmail.com	9561011264 9029842202 9200000000	Food recovery & redistribution/ innovative models PAN India Food recovery & redistribution (corporate offices) Cooking+ redistribution
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	info@robinhoodarmy.com		Food recovery & redistribution

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		Pune	Food Bank - India Robin Hood Army Feeding India	Ms Sneha Ms Aarushi Batra Ms Srishti Jain
7	Orissa	Bhubaneshwar	Roti Ghar	Mr.Chinnu Kwatra
		Paradip	Feeding India	Ms Srishti Jain
8	Punjab	Ludhiana	Sab Ki RASOI Robin Hood Army	Mrs. Namneet Ms Aarushi Batra
		Abohar	Robin Hood Army	Ms Aarushi Batra
		Lahore	Loving Humans	Mr Oz
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		Amritsar	Feeding India	Ms Srishti Jain
		Jalandhar	Mini NGO	Mr Shashank
		Malout	FEED Hungry CHILD	Mr. Vishant Pawar
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		Bilaspur	Feeding India	Ms Srishti Jain
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		Hazaribarg	Helping India, Feeding India	Mr Abhijeet
		Dhanbad	Roti Bank (AIBRT)	Mr. Tiwari
		Chatra	Helping India, Feeding India	Mr Abhijeet
		Demotand	Helping India, Feeding India	Mr Abhijeet
		Katkamsandi	Helping India, Feeding India	Mr Abhijeet
		Ramgarh	Helping India, Feeding India	Mr Abhijeet
		Ichak	Helping India, Feeding India	Mr Abhijeet
11	Bihar	Dharbanga	Roti Bank (AIBRT)	Mr. Tiwari
		Chapra	Roti Bank (AIBRT)	Mr. Tiwari
		Baksar	Roti Bank (AIBRT)	Mr. Tiwari
		Madhubani	Roti Bank (AIBRT)	Mr. Tiwari
		Patna	Feeding India	Ms Srishti Jain
12	Uttar Pradesh	Varanasi	Robin Hood Army	Ms Aarushi Batra
		Kanpur	Roti Bank (Delhi Based)	Mr Raj Kumar Bhatia
		Ghaziabad	Roti Bank (Delhi Based) Robin Hood Army	Mr Raj Kumar Bhatia Ms Aarushi Batra
		Shahjahanpur	Roti Bank (Delhi Based)	Mr Raj Kumar Bhatia
		Lucknow	Roti Bank (AIBRT) Shree Foundation Sewa path trust Food Bank - India Robin Hood Army	Mr. Tiwari Mr Vishal Mr Vijendra Pandey Ms Sneha Ms Aarushi Batra
		Sahranpur	Roti Bank (Delhi Based)	Mr Raj Kumar Bhatia
		Sitapur	Roti Bank (Delhi Based)	Mr Raj Kumar Bhatia
		Moradabad	Roti Bank (Delhi Based)	Mr Raj Kumar Bhatia
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		Barabanki	Robin Hood Army	Ms Aarushi Batra
		Prayag Raj	Roti Bank (AIBRT)	Mr. Tiwari
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		Agra	Robin Hood Army Feeding India	Ms Aarushi Batra Ms Srishti Jain
		Noida	Robin Hood Army India FoodBanking Network (IFBN)	Ms Aarushi Batra Ms Vandana Singh
		Aligarh	Feed The Poor Campaign	Mr Shamoon Raza Naqvi
13	Gujrat	Geetapur	Roti Bank (Delhi Based)	Mr Raj Kumar Bhatia
		Ahmedabad	Robin Hood Army	Ms Aarushi Batra
		Dahod	Robin Hood Army	Ms Aarushi Batra
		Jamnagar	Seva Kitchen	Mr Khushroo Poacha
		Rajkot	Robin Hood Army	Ms Aarushi Batra
		Vadodara	Robin Hood Army	Ms Aarushi Batra
		Surat	Feeding India	Ms Srishti Jain
14	Haryana	Gurgaon	Robin Hood Army Rasoi On Wheels FeedON Food For Smile India FoodBanking Network (IFBN)	Ms Aarushi Batra Atul Kapur Mrs Chhaya Ms Mamta Garg Ms Vandana Singh
		Ambala	Robin Hood Army	Ms Aarushi Batra
		Bahadurgarh	Robin Hood Army	Ms Aarushi Batra
		Gorakhpur	Roti Bank (Delhi Based) Robin Hood Army	Mr Raj Kumar Bhatia Ms Aarushi Batra
15	Rajasthan	Sri Ganganagar	Robin Hood Army	Ms Aarushi Batra
		Ajmer	Robin Hood Army	Ms Aarushi Batra
		Jodhpur	Robin Hood Army	Ms Aarushi Batra
		Udaipur	Robin Hood Army	Ms Aarushi Batra
		Jaipur	Robin Hood Army Annakshetra	Ms Aarushi Batra Mr Laxman
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19	Telengana	Warangal	Robin Hood Army	Ms Aarushi Batra
		Hyderabad	Robin Hood Army	Ms Aarushi Batra
		Nizambad	Food Bank - India	Ms Sneha
20	Uttarkhand	Dehradun	Robin Hood Army	Ms Aarushi Batra
		Roorke	Robin Hood Army	Ms Aarushi Batra
		Tankapur	Himalaya Trust	A.K.Parashar
21	Himachal Pradesh	Shimla	Allmighty Blessings	Mr Bobby
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1	Delhi		Jeevadayani Foundation Roti Bank (AIBRT) Feeding India Robin Hood Army India FoodBanking Network (IFBN) Mera Pariwar Ashray Adhikar Abhiyan SPYM	Mr Vikas Singh Mr. Tiwari Ms Srishti Jain Ms Aarushi Batra Ms Vandana Singh Mr Anil Landge Mrs.Paramjit Kaur Dr.Rajesh

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	parakaur8115@gmail.com;	9312668807	Food recovery and redistribution
	rajesh@spym.org	9891268872	Homeless shelter/accepts surplus food/cold store and logistics available

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3	Chandigarh		Robin Hood Army India FoodBanking Network (IFBN)	Ms Aarushi Batra Ms Vandana Singh
4	Puducherry		Robin Hood Army Food Bank - India	Ms Aarushi Batra Ms Sneha

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# CHEF TO ENTREPRENEUR

need to be made in the initial planning. Right planning should be done like an accountant that is, always overestimate your expenses and underestimates your revenues at the beginning of the venture.

**HUMAN RESOURCE**

Identifying the right team is very crucial and need to be handled with kid gloves. The success of your business is dependent on the right people as much as it is dependent on the right idea. As a wise man has said, "Castles built in air are ideas that are not endorsed by Human Resources". It is important for the success of business to hire the right people but it is critical to treat them right. One needs to differentiate between horses and donkeys and horses needs to be given their due.

**OPERATIONS COSTS**

When the business is doing good, majority of the people gets carried away and goes overboard with expenses. It is a very natural and human, but one needs to remember that you need to plan your expenses keeping a long term vision in mind. Decision on expenses should always be taken keeping low season in mind. Always keep a control on your direct operational expenses but spend more on brand building exercises.

**SALES**

While selling, never discount your product but add value to your proposition in front of the client. When you discount, you are taking out money from your pocket which directly hits your bottom line. Instead make your offer more lucrative by adding more services. Going low on your rates and getting the business is not a good business practice but the wise thing to do is when your



work and commitment speaks for your business and your ethics.

**MARKETING**

Marketing is nothing but a marriage between the audience's requirement and the company's way to fit the bill. The key ingredient to meet your budgets is good marketing. You need to be seen at every possible location where you are expecting your prospective clients. As mentioned above control your operations cost and invest in your marketing.

**CUSTOMER SATISFACTION**

Always take every feedback very seriously, it keeps you a step ahead of bigger issues in future. Criticize yourself before a client does. Use your product or services yourself on regular basis and think keeping yourself in your client's shoes. It is better to over criticize than being left behind.

**SOME DO'S & DON'TS OF BUSINESS TO BE KEPT IN MIND**

- Keep good advisors on your team who do not add yes to your yes.
- Decision making should be done with logics and not pride.
- Don't pass on the stress to the team. Every resource has a job to do in the organisation, so speak to them about the concern related to their job only.
- The best of the managers take 65% decisions right. That implies that a good manager takes 35% wrong decision. If Plan A didn't work, don't stress out, alphabets have 25 more letters.
- From time to time, keep adding more value to your product. The competition is tough and will only get tougher.
- Evaluate your work & services and challenge yourself to improvise.
- Keep yourself updated with new trends and take your clients feedback on those initiatives.

## Lets all fight hunger together.

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# EMBRACE NEW IDEAS TO MAKE YOUR CATERING BUSINESS SOAR: NIKHIL TIPNIS

benefitted the restaurant business to increase four times. People just want to get outside food with using an app or with the click of a mouse. And who has benefitted the maximum? The restaurant business. This is the breakthrough moment I am talking about. We want similar breakthrough moments in our sector too," he shared.

Discussing about the ideas that can push catering business growth, Mr. Nikhil said: "Branding is the most significant way out of beating your competitors. Branding just doesn't mean only nice logo but people should know that this catering firm has got a unique taste and can give an exceptional feasting experience. You should work on making your brand that strong. No doubt the giant catering firms are taking the major chunk in the destination weddings but branding can be way out for small catering business to move ahead."

Similarly, try to encash the occasions of celebrations for business. "Can we commercialize the festivals and bring

people together to celebrate and then move our business forward?"he asked.

He also suggested for related diversification which can again turn out to be a factor that can contribute business growth.

Considering to develop online presence through social media can

quickly garner a following an help in your branding, he shared. "Can't we come up with initiatives of creating YouTube videos on the subject like: why spending on weddings is good for economy & job creation or why hire professional caterers. Such initiative can translate into high brand recognition," Mr. Nikhil said.



# ROLE OF EVENT DECORATORS

The term “Event Decorator” still has a lot of wishy washy idea amongst Indians, many are still yet to understand exact what a professional event decorator does. We don’t blame them, though! When you hear that job title, we visualize someone standing with flowers on a ladder, hanging a banner up on the ceiling or carpenters preparing a stage.

They may not be on your mind while you discuss the decor with the sophisticated hotel employee or the venue incharge but they do a very important job – coordination!

## What does an Event Decorator do?

The event decorators are the key people who can make your event memorable! They are responsible for the overall atmosphere of the event. Event decoration is much more than decorating a venue. They give a character to an event, how guests feel when they walk into the venue will affect their overall experience, and afterward, how fondly they remember it.

This is one of the most creative field, which requires much more than having a sense of color and theme. They provide life to an idea. Each design element must make sense when brought together to achieve the overall theme and mood. Your clients’ goals and interests must be considered along with every element and show piece that goes into designing and decorating the venue.

Event decorators are tough task masters who creates a creative bond



between the client and the suppliers keeping in mind the budget and theme. Your client’s goal becomes your goal, but not ignoring the suppliers interest in that process.

## What are the qualities a competent event decorator needs to have ?

Many institutes now offer certificate courses on event decoration which majorly implies for wedding planners, however a course gives you a solid foundation of technical skills while allowing you to command a higher salary when you enter the field. Beyond learning the details of each design element, one learns professional skills to enable them to work closely with clients and other professionals.

However, a few general ideas needs to be crystal clear while taking up event decoration as a profession :

- Lighting
- Table Decor
- Flower arrangements
- Wall Decor

However a key skill that the

professional courses will teach is how to speak confidently to your suppliers and coordinators. No supplier, no matter how experienced they are, can deliver if they don’t know what the clients need.

One can clearly explain which decor will gel with what kind of event, which flowers will look good in a formal setting and which floral designs will match an engagement party. How much the wall decors will cost if vintage and what will the contemporary look cost, each idea can be communicated well if you know the art of speaking well.

An event decorator is the single point contact for all suppliers. Even in a 5 star hotel, they are the central touch point with all the logistical information. They suppliers have no idea which item to settle in which place and its the job of the event decorator to coordinate every small detail with each of them.

So next time you sit with the hotel manager to discuss the wedding, engagement or party, don’t forget to take the number of your event decorator as well!



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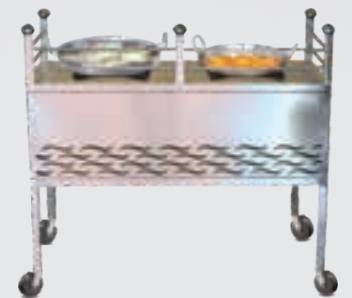
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# THE BIG FAT INDIAN WEDDING, "VERSION 2.0"



**T**he moment you utter the word wedding in India, our minds start knitting images and glimpses of larger than life stages, electrifying decoration, gorgeous men and women draped in sherwanis and sarees, music, dance, and the seamlessly tempting aroma of dishes getting cooking in mammoth vessels! Right?

Given my hands on juggle with "travel for work and rejuvenation" across the country, I have been fortunate to experience various cultures and more specifically weddings around different parts of India. Being born in the eastern coastline of the country gave me an easy access to typical Odishi, Bengali and Assamese weddings that are known for their distinct love for music, dance, art and off course some enthralling coastal cuisine. The travel across the western coastline took me experience the fun-loving Goan, Maharashtrian and the colorful Gujarati weddings where I found that energy flowed in not just from within the wedding-home but from relatives living largely outside India and who would wait for years to come back and experience their own culture and also revive the fading memories of the past with their folks. The weddings that I attended down south, more specifically in Kerala - very evidently suggested

that your prosperity is a reflection of the community you live in and what you are able to give back with absolute humbleness, while still having a lot of fun together! Last but not the least, being from the northern side and now living here for more than a decade and having attended hundreds of weddings here, have showcased to me the rich culture, love for life and the intent to celebrate each moment to the zenith across Punjab, UP, Bihar, Haryana and the Himalayan states.

Now let me bring out what I noticed was common in all of these weddings across our amazingly diverse and yet united country for what I could register well from the 1980s till the 2010 that I would call the Version 1.0 Weddings and what it transformed to from approximately in the last ten years until this year 2019, that I would name Version 2.0 Weddings.

What was similar in the Version 1.0 was the money that was spend in inviting and entertaining a much larger audience in scale of thousands where the 3rd relation uncles and aunts and their children were a mandate invite. Also the pie spent on the apparel, decoration, gifting and procurement of jewelry was humungous which was followed by a short honeymooning trip for the couple. What seems to have drastically transformed in the Version

2.0 is slimming down of the headcount from thousands to just a few hundreds where only the very the 1st level relatives and friends would be invited. Also the trend seems to have taken a 180 degrees turn, where the entire wedding events have actually started to look like a honeymoon not just for the couple but for everyone involved with the advent of destination wedding and theme weddings where people love to spend more on traveling together and experiencing a different fashion of getting married!

I am sure you must have had your own experience with weddings but I would conclude by saying that as being Indians, be it version 1.0 or 2.0 or any other - what we know for sure is that weddings are and will always be the most fun-filled, social and captivating events of our lives.

So go ahead and let your hair down and eat your tummy full as we welcome the 2019-20 wedding season!

Samir Tiwari  
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