

RELISH TRADITION FOOD

1. INTRODUCTION

The project "Relish Tradition Food" envisions promoting and preserving the rich culinary heritage of Uttarakhand, India, by offering traditional and authentic local dishes to both residents and tourists. This venture is designed as a micro and small investment project, aligning with the cultural and gastronomic diversity of Uttarakhand.

2. SERVICE & ITS APPLICATION

The project is dedicated to celebrating and preserving the rich culinary heritage of Uttarakhand by offering an array of traditional dishes that encapsulate the essence of the region. With a focus on Kumaoni and Garhwali cuisines, patrons can expect to indulge in a variety of flavorful dishes such as Aloo Ke Gutke, Gahat Ki Dal, Bhatt Ki Churdhani, Phaanu, Thechwani, and Chainsoo. These dishes are meticulously prepared using locally sourced ingredients, adhering to traditional recipes that have been cherished for generations. The menu also extends to include an assortment of traditional sweets and desserts like Bal Mithai, Singodi, and Arsa, alongside local beverages such as Buransh juice, Chaas, and the uniquely brewed Rhododendron wine, offering a comprehensive taste of the local culture.

This culinary venture serves multiple purposes beyond just dining. It aims to attract tourists by providing them with an authentic taste of Uttarakhand, thereby boosting the state's tourism industry. It also supports the local community by creating employment opportunities and by sourcing ingredients directly from local farmers and producers, fostering a sustainable economic ecosystem. Moreover, by serving dishes that have been passed down through generations, the project contributes significantly to the preservation of Uttarakhand's culinary traditions, ensuring that these age-old practices continue to thrive and be celebrated.

3. DESIRED QUALIFICATION FOR PROMOTER

The ideal promoter for this culinary project should bring a diverse set of qualifications and skills to the table, crucial for its success. At the core, they must have a profound culinary knowledge, encompassing a deep understanding of traditional Uttarakhand cuisine. This includes a mastery over recipes, familiarity with local ingredients, and proficiency in authentic cooking techniques that define the region's culinary traditions. Beyond the kitchen, the promoter should possess solid business acumen, equipped with skills in budgeting, marketing, and delivering exceptional customer service, ensuring the venture's operational success.

A genuine passion for culture is indispensable, as the project not only aims to serve food but to also celebrate and preserve Uttarakhand's rich cultural heritage. This passion should be complemented by a keen awareness of the local traditions and taste preferences, allowing for a menu that resonates with both locals and tourists alike. Effective communication skills are vital for engaging with a broad spectrum of individuals, from customers and suppliers to the local community, facilitating a harmonious operation. Lastly, a comprehensive understanding of the regulatory landscape governing the food industry, including necessary licenses and compliance requirements, is essential for a smooth and lawful execution of the project. Together, these qualifications and skills will empower the promoter to lead a successful venture that honors the culinary legacy of Uttarakhand.

4. BUSINESS OUTLOOK AND TRENDS

The culinary industry is increasingly focusing on traditional and regional cuisines, capitalizing on a global trend that resonates deeply with Uttarakhand's efforts to enhance tourism and cultural preservation. The demand for genuine cultural experiences is surging, with an emphasis on authentic local cuisine, positioning this project to offer an immersive culinary exploration that caters to this growing interest. Furthermore, there's a notable shift towards healthy and organic dining options, with consumers prioritizing meals that incorporate locally sourced and organic ingredients, aligning with health-conscious trends.

Sustainability practices, including efforts to reduce food waste, minimize environmental impact, and support local agriculture, are becoming paramount within the food industry, reflecting a broader societal shift towards environmental stewardship. Additionally, food festivals and culinary tourism are emerging as significant tourist attractions, offering an avenue for this project to expand its reach and appeal to a wider audience through participation in such events.

The importance of a robust online presence cannot be overstated, as digital platforms like websites and social media play a crucial role in reaching broader customer bases and effectively promoting culinary ventures. According to the 2023 World Food India report, India's food and beverages market is poised for substantial growth, with a projected compound annual growth rate (CAGR) of 9.94% from 2022 to 2027. This growth is further echoed in the 2023 Godrej Food Trends Report, which highlights emerging trends such as the popularity of locally produced artisanal products, an exploration of diverse cuisines, and a focus on clean, hygienically packed meats and seafood, alongside a growing interest in gourmet and premium ghee. These trends underscore the significant potential for projects that aim to promote traditional cuisines, positioning them for success in a dynamically evolving culinary landscape.

5. KEY BUSINESS ELEMENTS

At the heart of the "Relish Tradition Food" venture in Uttarakhand, India, lies a profound commitment to celebrating and preserving the region's rich culinary heritage. This project is meticulously designed to offer a unique dining experience that not only tantalizes the taste buds with authentic Uttarakhand cuisine but also serves as a beacon for cultural preservation. The selection of a diverse menu, spotlighting dishes such as Aloo Ke Gutke and Bal Mithai, emphasizes the use of seasonal and locally sourced ingredients, underscoring the project's dedication to quality and authenticity. The strategic choice of location and the creation of an ambiance that mirrors the cultural and natural beauty of Uttarakhand are pivotal in crafting an immersive culinary journey for both tourists and locals.

Sustainability is woven into the fabric of the business model, with a focus on minimizing environmental impact and supporting the local economy, aligning with the values of eco-conscious patrons. Moreover, "Relish Tradition Food" places a strong emphasis on customer satisfaction, ensuring a warm and welcoming experience complemented by attentive service and an open channel for feedback. The project's marketing and branding strategies are tailored to highlight its unique selling points, leveraging social media, local tourism networks, and participation in cultural festivities to build a distinctive brand identity.

Community engagement is another cornerstone of the venture, with a vision to not just serve the local community but also to actively contribute to its economic and cultural vitality. Adaptability remains a guiding principle, allowing "Relish Tradition Food" to respond to evolving customer preferences and market trends, ensuring the project's long-term sustainability and growth. Through these key business elements, "Relish Tradition Food" aspires to become more than just a restaurant; it aims to be a culinary landmark that offers an authentic taste of Uttarakhand's culinary heritage, making it a must-visit destination for food enthusiasts and cultural explorers alike.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The market potential for traditional Uttarakhand cuisine in the region is notably promising, underpinned by several key factors. The allure of cultural tourism in Uttarakhand, a state renowned for its rich cultural heritage and scenic beauty, draws a significant number of tourists each year. These tourists, alongside locals with a burgeoning appreciation for their traditional cuisine, represent a substantial market for authentic culinary experiences. Additionally, the contemporary shift towards health-conscious eating habits aligns well with Uttarakhand's traditional dishes, which often feature nutritious, locally sourced ingredients. Special occasions and festivals further amplify the demand for traditional foods, presenting an opportune market for festive and celebratory meals.

To effectively tap into this potential, a multifaceted marketing strategy is essential. Developing a robust digital presence through a user-friendly website and active social media engagement can showcase the restaurant's ambiance and the cultural stories behind each

dish. Participation in cultural events and food festivals can further highlight the unique culinary heritage of Uttarakhand. Emphasizing locally sourced ingredients not only supports the local economy but also caters to the growing preference for wholesome foods. Offering a menu that varies with the seasons can keep the culinary experience fresh and engaging for customers. Moreover, leveraging customer reviews and testimonials on online platforms will enhance credibility and attract a broader customer base.

Despite the substantial market potential, there are marketing challenges to navigate. Competition from established restaurants and eateries in the region necessitates a strategy that clearly differentiates the project's offerings. Raising awareness about the unique aspects of the restaurant and its menu requires targeted marketing initiatives. Additionally, the seasonal nature of demand for certain traditional dishes poses a challenge in ensuring consistent customer interest throughout the year.

In the context of competition, notable establishments such as Chotiwalla in Rishikesh, Kalsang Friends Corner in Dehradun, Hoshiyarpuri in Haridwar, and Garhwali Family Restaurant in Dehradun, already occupy the culinary landscape. These competitors underline the need for strategic positioning to carve out a distinctive niche in the market for traditional Uttarakhand cuisine, ensuring the project's success in a vibrant and evolving culinary scene.

7. SUPPLY OF RAW MATERIAL

The culinary landscape of Uttarakhand is rich and varied, relying on a diverse array of raw materials and ingredients that are quintessential to its traditional dishes. At the heart of Uttarakhand cuisine are grains such as rice, wheat, and millets, which form the staple base for many recipes. Legumes, particularly lentils and beans like the robust Gahat (horse gram), play a crucial role in crafting the hearty dals that are synonymous with the region's culinary traditions. The fertile lands of Uttarakhand yield a bounty of vegetables including potatoes, radishes, and an assortment of leafy greens, all of which are integral to the local diet.

Herbs and spices, with their potent flavors and aromas, are indispensable in Uttarakhand's cooking. Mustard seeds, fenugreek seeds, cumin, coriander, and the pungent asafoetida are commonly used to season dishes, imbuing them with distinctive tastes and fragrances. Dairy products, too, such as milk, curd, and the revered ghee (clarified butter), are essential for their richness and nutritional value. For those dishes that include meat or poultry, options like mutton and chicken are popular, reflecting the dietary preferences of certain communities within the state.

The region's fruits, including the vibrant rhododendron (Buransh), apples, and apricots, offer sweet nuances to both dishes and desserts, marking the seasonal variations in the local cuisine. Additionally, certain traditional recipes call for unique ingredients like jaggery for sweetness, Bhang seeds for their distinctive flavor, or singhara (water chestnut) flour, showcasing the depth and diversity of Uttarakhand's culinary heritage. This rich tapestry of ingredients not only defines the traditional cuisine of Uttarakhand but also highlights the cultural and natural bounty of the region.

8. BUSINESS MODEL

The business model underpinning "Relish Tradition Food" in Uttarakhand, India, is intricately designed to weave the essence of the region's rich culinary heritage into a sustainable and profitable venture. This model prioritizes not only the financial aspects but also the cultural, social, and environmental contributions to the local community.

At the heart of the revenue generation strategy are the dine-in services, offering an immersive experience where customers can indulge in the authentic flavors of Uttarakhand's traditional cuisine. Complementing this is the takeaway and delivery service, designed to cater to the growing demand for convenience, allowing customers to enjoy their favorite dishes from the comfort of their homes. The model is further diversified through the organization of cultural and culinary events, such as workshops and cooking classes, which not only serve as additional revenue streams but also reinforce the restaurant's mission to celebrate and preserve local culture. Merchandising, including the sale of branded merchandise and traditional food products, represents another avenue

through which the restaurant connects with customers and extends its reach beyond the dining table.

The cost structure of "Relish Tradition Food" encompasses the initial setup costs, including the acquisition and fitting of the premises and kitchen equipment, alongside the ongoing operational expenses, such as sourcing ingredients, staff salaries, and utility bills. A considerable portion of the budget is dedicated to ensuring the authenticity and quality of the food by procuring high-quality, locally sourced ingredients, supporting local agriculture and reducing the environmental footprint.

What sets "Relish Tradition Food" apart is its value proposition, offering an unparalleled dining experience that goes beyond mere consumption to celebrate the culinary heritage of Uttarakhand. This approach not only attracts tourists seeking authentic local experiences but also resonates with local residents, cultural enthusiasts, and health-conscious consumers, drawn to the restaurant's commitment to tradition, sustainability, and health.

To reach and engage these diverse customer segments, "Relish Tradition Food" employs a multi-channel approach, leveraging its strategic physical location, robust online presence, and partnerships with local entities. This comprehensive outreach is complemented by a focus on building strong customer relationships through exceptional service, community engagement, and a continuous feedback loop for improvement.

Central to the business model are the key activities critical to delivering on the restaurant's promise, including meticulous menu development, sustainable ingredient sourcing, staff training in both hospitality and culinary arts, and concerted marketing and community engagement efforts.

In essence, "Relish Tradition Food" is envisioned not just as a restaurant but as a beacon of Uttarakhand's cultural and culinary legacy, aiming to enrich the local cultural landscape, bolster the economy, and provide a memorable and authentic dining experience to a wide array of customers.

9. BUSINESS PROCESS

The project "Relish Tradition Food" in Uttarakhand, India, is committed to bringing traditional Uttarakhand cuisine to the forefront by adhering to time-honored recipes and cooking techniques. The essence of this culinary venture lies in its meticulous manufacturing process, which is a blend of tradition and stringent quality standards.

The journey begins with the careful procurement of ingredients, focusing on fresh, locally produced, and, where possible, organic varieties to ensure authenticity and support local agriculture. The initial phase of preparation sees these ingredients being cleaned, washed, and prepped, including the grinding of spices and soaking of lentils, setting the stage for the magic of cooking to begin.

True to the heart of Uttarakhand's culinary practices, cooking is undertaken using traditional methods such as open flames and wood-fired stoves, capturing the authentic flavors that define the region's cuisine. Each dish is crafted following age-old recipes and cooking techniques passed down through generations, ensuring consistency in taste and authenticity that resonates with the cultural heritage of the area.

Quality control is paramount, with strict measures in place to guarantee that each dish not only meets but exceeds the desired standards of taste and authenticity. This commitment to quality extends to the plating and presentation of the dishes, designed to enhance the dining experience visually, complementing the rich flavors with equally appealing aesthetics.

The service at "Relish Tradition Food" is another pillar of the project, with staff trained to embody the warmth and hospitality intrinsic to the culture of Uttarakhand, ensuring a welcoming and immersive dining experience. The menu is thoughtfully varied with the seasons, incorporating traditional dishes that align with specific times of the year, offering diners a taste of the region's culinary diversity.

Feedback and improvement are integral to the project's ethos, with customer feedback actively encouraged and utilized to refine and elevate the quality and offerings continually.

Adherence to the guidelines set forth by the Food Safety and Standards Authority of India (FSSAI) is a cornerstone of the project's commitment to food safety and hygiene. This includes maintaining the cleanliness and neatness of the premises, ensuring food handlers uphold the highest standards of personal hygiene, and displaying Food Safety Display Boards as per FSSAI requirements. The project is diligent in securing the appropriate FSSAI licensing, whether it be Basic Registration, State, or Central License, based on the scale and scope of operations, underscoring its dedication to compliance and safety.

In essence, "Relish Tradition Food" is not just a restaurant; it's a celebration of Uttarakhand's culinary heritage, executed with an unwavering commitment to authenticity, quality, and safety, promising an unparalleled dining experience that honors the rich flavors and traditions of the region.

10. MANPOWER REQUIREMENT

Sr. No	Particulars	No. of Person	Months	Monthly Wages Amount/Person (Rs in Lakhs)	Monthly Wages - Total (Rs in Lakhs)	Annual Expenses (Rs in Lakhs)
1	Skilled	3	12	0.20	0.60	7.20
2	Semi-skilled	3	12	0.15	0.45	5.40
3	Unskilled	5	12	0.10	0.50	6.00
	Total					18.60

11. IMPLEMENTATION SCHEDULE

Sr. No	Activity	Time Required (in months)
1	Acquisition of premises	1.5
2	Construction (if applicable)	2
3	Procurement & installation of Plant & Machinery	1.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1.5

	Total time required (some activities shall run concurrently)	7
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12. COST OF PROJECT

Sr. No.	Particulars	Amount (Rs in Lakhs)
1	Pre-operative Expenses	1.50
2	Land and Building	12.00
3	Machinery	8.83
4	Equipment and Furniture	1.45
5	Working Capital	1.75
	Total Project Cost	25.53

13. MEANS OF FINANCE

Bank-term loans are assumed @ 75 % of fixed assets.

Sr. No.	Particulars	Percentage Share	Amount (Rs in Lakhs)
1	Promoter's Contribution	25%	6.38
2	Bank Finance	75%	19.15
	Total		25.53

14. FURNITURE AND FIXTURES

A. Fixtures

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Total Amount (Rs in Lakhs)
1	Commercial Gas Stove	2	0.20	0.40
2	Wood-Fired Clay Oven	1	0.15	0.15
3	Refrigerator (Commercial)	1	0.45	0.45
4	Food Processor/Blender	1	0.15	0.15
5	Cooking Utensils and Pots	Various	0.80	0.8
6	Serving Dishes and Utensils	Various	0.75	0.75

7	Stainless Steel Worktables	2	0.30	0.6
8	Exhaust Hood and Ventilation	3	0.20	0.6
9	Cash Register/POS System	1	0.12	0.12
10	Storage Racks and Shelves	Various	0.07	0.07
11	Deep Freezer	1	0.30	0.30
12	Fire Safety Equipment	1	0.15	0.15
13	Dining Tables and Chairs	15	0.15	2.25
	Total Amount in Rs.			6.79
	Tax, Transportation, Insurance, etc. in Rs.			1.36
	Electrification Expenses (Wiring) in Rs.			0.68
	Grand Total Amount in Rs.			8.83

B. Furniture & Setup

Sr. No.	Particulars	Unit	Unit Cost (Rs in Lakhs)	Amount (Rs in Lakhs)
1	Office Furniture and Computer Systems	Set	0.40	0.40
2	Restaurant Decor and Theme Setup	N/A	0.75	0.75
3	Display Counters and Shelves	Set	0.30	0.30
	Total Amount in Rs			1.45

1. Silver Sink
154 Niranjapur, Saharanpur Road,
PO Majra (Opp to SBI Bank), Dehradun,
Saharanpur Road, Dehradun,
Uttarakhand - 248171, India.
2. Suyal Enterprises
D - Class Industrial Estate Talli Haldwani,
Haldwani, Nainital, Uttarakhand, India
3. Rhythm Kitchens

Plot No. 50 Kali Mandir,
Dehra Khas Near Ballupur Road - 248001 ,
Ballupur, Dehradun, Uttarakhand, India

15. SALES REALIZATION CALCULATION

Sr. No	Product	Quantity (in Orders)	Sales in Percentage	Total Sales (Rs in Lakhs)
1	Food and Services	12000	100%	85.00
	Total		100%	85.00

16. PROFITABILITY CALCULATIONS

Sr. No	Particulars - Amount (Rs.)	Year-I (Rs in Lakhs)
A.	Sales Realization	
	Sales (Assuming 15% growth per year)	85.00
	Other Income (Assuming constant)	
	Total Sales Realization	85.00
B.	Cost of Production	
	i) Raw Materials	34.00
	ii) Utilities (Assuming constant)	1.50
	iii) Manpower (Salaries/wages)	18.60
	iv) Administrative Expenses (Assuming constant)	0.80
	v) Selling & Distribution Expenses (Assuming constant)	0.85
	viii) Interest (Assuming constant)	2.56
	Total Cost of Production	58.31
	No of Unit services delivered	12000
	Cost of servings Sold	0.007
	Gross Profit/Loss (A – B)	26.70
	Less: Depreciation	2.05
C.	PBIT (Profit Before Interest and Tax)	24.66

D.	Income-tax (Assuming 28% tax rate)	6.91
E.	Net Profit/Loss (C - D)	17.76
F.	Repayment	2.56
	Retained Surplus (E - F)	15.20

17. BREAKEVEN ANALYSIS

Fixed cost	Year-I (Rs in Lakhs)
Depreciation	2.05
Interest	2.56
Manpower	5.58
Total Fixed cost	10.19
Variable cost	
Raw materials	34
Utilities	1.5
ManPower	13.02
Administrative expenses	0.8
Selling & distribution expenses	0.85
Total Variable cost	50.17
Contribution margin	20%
Break-Even Point in Value	50.95

18. STATUTORY/GOVERNMENT APPROVALS

Before establishing and operating the project in Uttarakhand, India, there are several statutory and government approvals that the promoter should consider and obtain. These approvals ensure that the restaurant complies with legal requirements and operates within the framework of local and national regulations. Here are the key approvals and licenses to pursue:

- **Food Business Operator (FBO) License:** Obtain the Food Business Operator License, also known as the FSSAI (Food Safety and Standards Authority of India) License. This license is mandatory for any food business in India and ensures that the restaurant follows food safety and hygiene standards.
- **Health and Sanitation Permits:** Comply with local health and sanitation regulations. Obtain the necessary permits and clearances from the local health department to ensure that the restaurant maintains high standards of cleanliness and hygiene.
- **Trade License:** Acquire a trade license from the local municipal authority or urban development authority. This license allows the operation of a commercial establishment within a specific jurisdiction.
- **Fire Safety Clearance:** Ensure that the restaurant complies with fire safety regulations and obtains the required clearances from the local fire department. This is crucial to protect both customers and the property.
- **GST Registration:** Register for Goods and Services Tax (GST) with the relevant tax authorities. Compliance with GST regulations is necessary for tax purposes.

19. TRAINING CENTERS AND COURSES

In Uttarakhand, there are various training centers and courses available for individuals interested in the food and hospitality industry, particularly for those looking to establish a venture like "Relish Tradition Food." These training centers and courses offer valuable insights into culinary skills, food safety, and restaurant management. Here are some notable options:

- **Institute of Hotel Management (IHM) Dehradun:** IHM Dehradun, affiliated with the National Council for Hotel Management and Catering Technology (NCHMCT), offers degree and diploma programs in hotel management, culinary arts, and food production. These programs cover a wide range of subjects related to the hospitality industry, including culinary skills, food safety, and restaurant management.
- **Food Craft Institute (FCI) Almora:** FCI Almora provides various short-term courses and certificate programs in food production, bakery and confectionery, and front office

operations. These courses are ideal for individuals interested in acquiring specific culinary skills.

- **Uttarakhand Tourism Development Board (UTDB):** UTDB occasionally conducts workshops and training programs related to the promotion of traditional Uttarakhandi cuisine and culinary heritage. These programs can provide valuable insights into the cultural aspects of food preparation.
- **Online Culinary Courses:** Various online platforms offer culinary courses and tutorials, which can be particularly useful for individuals who prefer flexible learning options. Websites like Coursera, Udemy, and MasterClass offer courses on cooking techniques, cuisine-specific training, and restaurant management. Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.
- **Local Culinary Schools and Workshops:** Some local culinary schools and chefs in Uttarakhand organize workshops and short-term courses focusing on traditional Uttarakhandi cuisine. These courses often provide hands-on experience and insights into the preparation of regional dishes.

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