



On Going activity of: Cooking, packaging, and selling of snacks and savory items by village women

Of Garhi Bazidpur village

SOHMCT

K.R. MANGALAM UNIVERSITY

Introduction:

The primary objective of the ongoing activity of cooking, packaging, and selling snacks and Savory items by village women at the Ghari Bazidpur village Anganwadi was to provide entrepreneurship guidance of food business. this case study was to understand how we can promote gender equality and empower women by educating them about knowledge of small scale business so they can earn extra income for there families..

Supporting small enterprises in the food system is central to improving access to safe and nutritious foods in low- and middle-income countries (LMICs) - and therefore to improving nutrition. However, the ways in which such enterprises are supported can have important implications for achieving other social goals, such as gender equity and women's empowerment.

Despite this, gender issues are often not considered when designing programs and policies to develop food system enterprises.

With the help of the knowledge gained by this case study women will be able to venture their own start-ups like food stall, take aways, canteens or small eateries, they can even organize their small shops in their villages while being houseworkers.

Women face limitations on mobility, lack of access to finance, lack of access to business networks and mentors, limited leadership experience, lower literacy and numeracy, discriminatory gender norms and stereotypes, inadequate premises, and higher risk of harassment or bribery by officials as well as a dual burden of work stemming from home-based care responsibilities.

About Garhi Bazidpur village

Garhi Bazidpur village is located in Sohna tehsil of Gurgaon district in Haryana, India. It is situated 10km away from sub-district headquarter Sohna (tehsildar office) and 21km away from district headquarter Gurgaon. As per 2009 stats, Garhi Wajidpur is the gram panchayat of Garhi Bazidpur village.



The total geographical area of village is 345 hectares. Garhi Bazidpur has a total population of 2,719 peoples, out of which male population is 1,436 while female population is 1,283. Literacy rate of garhi bazidpur village is 71.17% out of which 79.60% males and 61.73% females are literate. There are about 534 houses in garhi bazidpur village .When it comes to administration, Garhi Bazidpur village is administrated by a sarpanch who is elected representative of the village by the local elections. As per 2019 stats, Garhi Bazidpur village comes under Sohna assembly constituency & Gurgaon parliamentary constituency. Sohna is nearest town to garhi bazidpur village for all major economic activities.

Success stories of female foodpreneurs

Since forever, women have been known for being homemakers and cooking food in their home kitchens. Women foodpreneurs have conventionally never really been exposed to pursuing this passion as a career for one reason or another. This stands accurate not just for India but the world over.

However, there has been a massive shift lately. Breaking the norms and criteria, women are now taking their culinary skills outside their homes and are using their entrepreneurial and pioneering skills to take dominant and considerable strides in the restaurant space.

Raised in a modest family, Seema Makwana faced financial obstacles that prevented her from pursuing formal education. Nevertheless, she maintained her passion for cooking, continuously acquiring new skills and creating innovative recipes to nourish her husband and two children. In the midst of the 2021 lockdown, she seized the opportunity to establish her own venture,

Buns & Deluchas, located in Kandivali, Mumbai. Overcoming the challenges of conforming to traditional expectations in a Gujarati household, Seema found a unique avenue for her passion during the pandemic. She began crafting wholesome fast food for her family, and, following the customary practice of sharing with neighbors, her culinary creations gained popularity. The word quickly spread, leading to a surge in orders. Seema acknowledges that initiating and sustaining a food business during the lockdown was no small feat, but her unwavering dedication, strategic culinary innovations, and wise decisions have propelled her to her current success.

Shri Mahila Griha Udyog Lijjat PapadLizzat papad

Established by seven Gujarati women residing in Mumbai, Lijjat originated from Lohana Niwas, a cluster of five buildings in Girgaum. Their aim was to establish a business that could provide a sustainable livelihood, utilizing their primary skill – cooking. The seven women behind the inception of Lijjat were Jaswantiben Jamnadas Popat, Parvatiben



Ramdas Thodani, Ujamben Narandas Kundalia, Banuben. N. Tanna, Laguben Amritlal Gokani, Jayaben V. Vithalani, and Diwaliben Lukka.

In 2002, Lijjat had a turnover of Rs 3 billion and exports worth Rs. 100 million. It employed 42,000 people in 62 divisions all over the country.(2002) [6] The 62nd branch became operational at Jammu and Kashmir in 2002, enrolling over 150 members.

The growth of the Lijjat is often seen in the larger canvas of women and their empowerment.

Methodology:

“Observation and Feedback” methodology. It involves a systematic approach of conducting visits, providing demonstrations, gathering feedback, and then compiling a report based on the findings. This methodology allows for hands-on engagement with the subject matter and ensures that the report is comprehensive and based on real-life experiences.

Faculty of SOHMCT and students visited the village and gathered the women of the village at a venue for whole semester where they conducted workshops providing insight of business ideas.

The objective of the case study

The objective of the case study on the ongoing activity of cooking, packaging, and selling snacks and savory items by village women in Garhi Bazidpur village is to:

Examine the Socio-economic Impact:

Evaluate how the cooking and selling of snacks contribute to the socio-economic development of the village women.

Assess the financial benefits and economic empowerment achieved through this ongoing entrepreneurial activity.

Explore Entrepreneurial Challenges:

Identify and analyze the challenges faced by village women in initiating and sustaining their snack business.

Examine how these challenges impact the day-to-day operations and long-term viability of the venture.

Assess Community Involvement:

Investigate the extent of community participation and support in the cooking, packaging, and selling of snacks.



Explore the role of this activity in fostering community cohesion and collaboration.

Evaluate Sustainability Practices:

Examine the sustainability practices employed in cooking, packaging, and selling snacks, considering environmental and social aspects.

Assess the long-term viability of the venture in the context of changing consumer preferences and market dynamics.

Document Success Stories and Innovations:

Identify and document success stories of individual women and the collective impact of the snack-selling activity on the community.

Highlight any innovative approaches or strategies adopted by the village women in their business operations.

Provide Recommendations for Improvement:

Offer constructive recommendations for enhancing the efficiency, profitability, and sustainability of the ongoing cooking and snack-selling enterprise.

Propose potential avenues for skill development, marketing, and community engagement to further empower the village women.

Contribute to Knowledge Sharing:

Contribute insights and findings to the broader knowledge base on rural entrepreneurship, particularly in the context of women-led initiatives.

Share lessons learned and best practices that can be applied to similar ventures in other villages or regions.

By addressing these objectives, the case study aims to provide a comprehensive understanding of the dynamics and impact of the ongoing cooking, packaging, and selling of snacks and savory items by village women in Garhi Bazidpur village.

1. Intervention Programme

The detailed breakdown of the proposed outcomes aligned with the intervention activities, categorized by date:

Day 1: . (21/09/23)

In the initial stage, Team SOHMCT experimented on several millets and recipes in their lab kitchen coordinator chef observed many options. Some samples of millets bread roll



sand puffs were demonstrated to the participants. The candidates also enjoyed the tastes and wrote down the recipes. Students of SOHMCT helped villagers to give feedback in writing about their preferences and likes and dislikes. They also conducted the feedback session at the end of every session. Garhi Bazidpur is situated in close proximity to national highways and is also near the cyber city Gurugram. The women residing in the village have the opportunity to market their products. The urban customers are interested in nutritious snacks that align with their contemporary way of life. The affordability of the products is attributed to low labor costs and the utilization of locally sourced ingredients

Three snacks were finalized .1. Multigrain bread rolls 2. Millet's cheese burst 3. Millets puffs. The use of millets and multigrain flours are the USPs of the products as well as being the healthiest option for diet. As 2023 declared as millets year it can be promoted as healthy and economical snacks. The use of Millets is the futuristic approach towards sustainability and food scarcity. As the women will use local grown grains and millets which are easily available in the local market and fresh vegetable. The millets which have been cultivated in their local farms for several centuries will the millets to come in the mainstream market. As cooking is the strength of females of villages, they can do large production if they can get proper training on running commercial kitchen.

Glimpse of 1st day visits. (21/09/23)

PIC.1: coordinator and students of SOHMCT visited the aanganbadi of the village where they conducted the activity.



PIC2: Sample snacks prepared at the university lab kitchen for experiments.



PIC 3: Students of SOHMCT interacting with participants and taking feedbacks



DAY2: (27/10/23)

The participants gained valuable knowledge and skills related to entrepreneurship and the intricacies of the food business. The workshop session was held at the village's Anganwadi, providing a comfortable and conducive learning environment. The response from both the students and women of the village has been overwhelmingly positive, reflecting their enthusiasm and eagerness to learn. By equipping the participants with the necessary knowledge and resources, the workshop aims to inspire and support the women of Garhi Bazidpur village in realizing their dreams of establishing successful restaurants. It served as a platform for fostering entrepreneurship and empowering women to make a positive impact in their community. The SOHMCT provided ongoing support and guidance to ensure the long-



term success of the participants. Together, they strive to create opportunities for economic growth and empowerment, promoting a vibrant and thriving culinary culture in the village."

Due to the relatively low financial requirements of small start-ups, village women have the opportunity to venture into snack production on a smaller scale. By installing modest-sized machines, they can efficiently produce and package their products. This allows them to embrace entrepreneurship and contribute to the local economy while maintaining a manageable operation.

Glimpse of 2nd day visits.

PIC 1: Students and participants gathered at the anganbadi of the village Garhi Bazidpur for the 2 days of the activity.



PIC 2 : Participants arranged cooking range to learn the recipes of snacks items



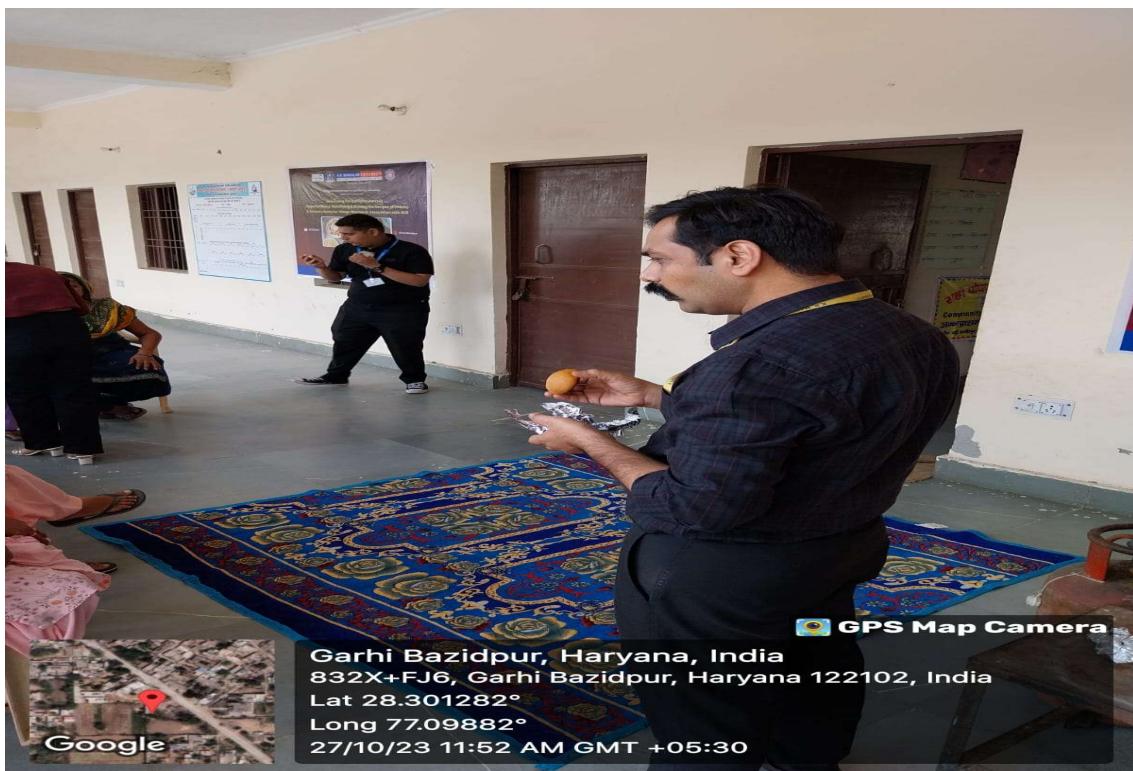
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GPS Map Camera

Garhi Bazidpur, Haryana, India
832X+MGQ, Garhi Bazidpur Rd, Garhi Bazidpur, Haryana 122102, India
Lat 28.301474°
Long 77.098765°
27/10/23 11:42 AM GMT +05:30



GPS Map Camera

Garhi Bazidpur, Haryana, India
832X+FJ6, Garhi Bazidpur, Haryana 122102, India
Lat 28.301282°
Long 77.09882°
27/10/23 11:52 AM GMT +05:30



Day 3 : (10/11/23)

The primary objective of this workshop was to educate and empower these exceptional women by teaching them the art of portioning food items and the intricacies of calculating individual product profitability. Students and faculty from SOHMCT showcased various savory food items that could be prepared by the village women themselves. The SOHMCT students and faculty members skillfully crafted a delectable array of savory food items, providing a practical demonstration. They also explained the process of calculating the cost of preparing food. Towards the end, all the women were offered samples of the displayed food products at the event, and they greatly appreciated both the concept and taste. Some women expressed a keen interest in learning the recipes and demonstrated enthusiasm for understanding cost calculation and packaging. However, turning them into entrepreneurs might pose a challenge as the women were occupied with household responsibilities and seemed hesitant about venturing into business.

Acknowledging this, the students from SOHMCT and NSS volunteers not only served food samples but also gathered valuable feedback from the women. It is inspiring to witness the women's interest and positive reception to the workshop. Even if not all of them decide to pursue entrepreneurship, they have gained valuable knowledge and skills that can enhance their daily lives. At the conclusion, all the women were pleased with the food tasting experience. Some women assured that they would discuss the idea with their families and try to persuade them to open a small-scale outlet.

The ultimate goal of this workshop was to promote gender equality and equip the women with the skills and knowledge of the food business, enabling them to be a financial support to their families.

Outcome and Impact:

Although the number of women interested in starting their own businesses may be limited, their success can serve as a catalyst for inspiring others. Engaging in activities such as cooking, packaging, and selling savory snacks equips these women with valuable skills, empowering them to establish their own snack shops, takeaways, or even restaurants. Such endeavors contribute to gender equality by providing women with an additional source of income to support their families and strive for a brighter future. By breaking traditional barriers and embracing entrepreneurship, these women can inspire and uplift their communities, fostering a spirit of self-reliance and paving the way for a more prosperous and inclusive society.

PICTURE 1-Discussing the business ideas with female residents of village.



PICTURE-2: Sample of snacks items for demonstrations



PICTURE-3: women discussing the ideas of snacks item.





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PICTURE 4-students and coordinators of SOHMCT





PICTURE -6: STUDENTS TAKING FEEDBACK:





What specific areas of profit-making were covered during the training sessions?

Training on Profit-Making: Chef and women of the village identified the products which can be sold for lesser price in market. Sessions were conducted to identify various business opportunities for women, the biggest challenge was to convince women that they also can start their own business by using their cooking skills. Various recipes were tried and tested of several types of snacks. The chef shared the recipes of some snack items. snacks such as vegetable rolls, multigrain bread pita bread, millet puffs, millet samosa.

Everyone in the food service can see that restaurants are a tricky business. From turnover time to wasted product to the number of employees on the clock — every detail matters when money is on the line.

Part of what makes restaurant work so stressful is the sheer amount of work it takes to make a profit. It takes a village to make sure the food ordering, prep work, and execution go off without a hitch on any given day. All for most restaurants to make a profit margin of between just 6 and 22%.

1. Reduce Food Costs

It makes sense that the cost of food is a big deal for food business. Mistakes, comps, and theft can take a huge bite out your profit margins if left to get out of control. Curb this by working with your food supplier to find similar products for cheaper on high-cost menu items (and don't forget the cleaning supplies and other non-perishables).

With your in-house staff, work on reducing mistakes with proper training to lower waste costs. Any time something needs to be thrown out, talk about why. Also, work with your head chef to control portion size on items that are frequently getting thrown out or left behind by customers. If it comes down to it, don't be afraid to raise prices on menu items that take a lot of work. Just make sure it is on par with the market.

2. Reduce overhead

Running your restaurant efficiently will reduce costs in multiple areas. If you focus on making good hires, training them appropriately and treating them well, you can run your restaurant with fewer staff members, make fewer mistakes and reduce employee turnover.

Consider performing an energy audit to see where your space is wasting energy, such as in the dining room or out of the refrigerator. Closing air leaks or setting your thermostat to turn off at nighttime could save you hundreds in utility bills right away

3. Teach your staff how to upsell



Servers, bartenders, and front-of-house staff should be well versed in your menu and know how to sell up. Fast food restaurants do this well by always asking if you'd like to buy a larger French fry or drink for a small amount more.

At seated restaurants, your staff should always be trained on how to entice customers with appetizers, desserts, specials.

4. Utilize a Good POS

A good restaurant management POS system is a powerful tool to help you reduce your operating costs. A good POS should be able to help you:

Manage your reordering and inventory.

Analise best-selling items and make price/menu adjustments as needed.

Evaluate waste and compare food numbers.

Notify your staff when items are low or sold out.

Manage employee costs and clocked time.

5. Manage reordering and inventory

As stated above, use your POS to your advantage. If you have 3 items that sell like crazy, find out why. Put similar or complementary items on the menu. You can also see what items are frequently bought together and teach your staff how to upsell to people the right way.

6. Make sure you're marketing

If you don't think you need to be on Instagram or Facebook, you do. People look to social media to learn about happy hour specials, deals, hours, events, and general happenings. Also, don't forget SEO and reviews. Make sure people find you on Google (if you have no idea what to do, talk to the marketing team).

Encourage your regulars and happy guests to leave you an online review. And if you get a bad one, always respond. Act apologetic and human to make people want to come back.

It was a full semester activity in which several workshops were organized in the anganbadi of the village. Very few women were participating in the workshops in the beginning. most of the village women are housewives and it is very difficult for them to takeout some time for their household chores, a part of daily routine work they also gives hand in the farms to support their family. very few women were interested in the beginning. after various workshops and demonstrations some women realized the monetary benefits of the workshops.



Some women even tried the recipes shared by chef in their house kitchen. The workshops were not only dedicated to cooking but also to calculation of costing and profit making was also part of it. How did the women respond to the training, and what improvements or changes did they implement in their snacks business?

In these workshops students and co coordinators interacted with the participants. The women of the villages are hard workers and dedicated towards their responsibilities. Very few women seem motivated to try entrepreneurship, lack of literacy and financial crunch is another issue. Some elderly women have expressed the willingness. They will suggest this plan to their family members. Some women also wrote down the recipes and made notes.