



SRISTI



Honey Bee Network

## **Sattvik: The 14<sup>th</sup> Traditional Food Festival**

**Date: 24-25-26 December, 2016 (Saturday-Sunday-Monday)**

**Time: 11:00am to 10:00pm**

**Venue: AES Ground, Behind TV Tower Bodakdev Road, Sunrise Park,  
Bodakdev, Ahmedabad, Gujarat- 380052**

**Contact no.: 079-27913293, 27912792**

**Email: [sattvik@sristi.org](mailto:sattvik@sristi.org)**

### **Objectives of the “Sattvik - Traditional Food Festival”**

1. To provide a platform for popularizing traditional recipes made using forgotten crop varieties like *Kodra (Paspalum scrobiculatum)*, *Bavta (Elusinecoracana)*, *Nagli (Elusinecoracana)*, *Samo (Echinocloa colonum)*, *Jowar (Sorghum vulgare)*, *Bajri (Pennisetum glaucu)*, *Ragi* and *maize (Zeamays)* and to reconstitute the taste and nutritional value among the urban people with a vision to conserve and raise the demand of such lesser known varieties.
2. To popularize the use of unknown/uncultivated plants and vegetables which are not being consumed by people due to ignorance about their nutritional value and to prepare varieties of delicious dishes from such unnoticed plants.
3. To generate a renewed interest in conservation of indigenous, local and rare varieties of seeds by organizing exhibition of such seeds and sale of such seeds. Sattvik aims to provide a platform for conservation the biodiversity of local seeds.
4. To organize an exhibition to help creative rural grassroot innovators and students.
5. To popularize folk-lore, folk-songs, folk-tales, art and forgotten traditional musical instruments.
6. To extend the support to organic farmers for increasing interactions among themselves and to help them in selling their organic products directly to the consumers (sale of items like minor millets, grains, pulses, spices, vegetables, cow , ghee, sesame oil, different types of roots and chemical free jaggery etc.).

## Guidelines and Rules for the Stall Holders

### (1) Facilities available to stall holders serving hot recipes:

- The size of the stall would be 10x 10 feet and it will be made of cloth.
- An open space of 10-feet with a shade behind the stall would be provided for cooking facilities.
- Each stall will have 6 tables, 4 chairs, 2 tube lights (front & back of stall) and 1 regular power plug which may be used for mobile charging or domestic mixture. (Bringing an extension cord to the festival is banned and so you will not be allowed to use an extension cord with this plug.)
- The water would be provided only three times a day using water tanker. Stall-holders will have to fetch water for cooking from those water tanks as per their requirement and also store it in advance as per their usage to avoid unforeseen circumstances. Stallholders should bring their own utensils and water storage barrels.
- **For availing extra facilities such as tables, chairs, tube lights, halogen lights, commercial deep-freeze, plugs etc., the stall-holders will have to inform us and deposit extra charges for the respective facilities before December 5<sup>th</sup>, 2016.** Power supply will not be available in the power plug between 12:00 am and 07:00 am.
- The stall will be promptly closed down if any stall-owner is found using unauthorised electric appliances (any kind of oven, deep-freeze, refrigerator, industrial juicer, electric stove).
- The main banner will not be provided by SRISTI, it must be arranged by stall holders as per SRISTI specifications- size, color, and font style. Items & details should be same in submitted application forms and banner, no changes will be entertained.
- We will provide facility to re-bind the cloth at the back of the stall since there is a possibility that it may come off while entering and going out of the stall.
- Ten identity cards will be provided to each stall-owner.

### (2) Facilities available to all types of commercial, packaged products and organizations in Pandal area:

- The stall size shall be **10x10 feet**. (No space is allocated at the back area of the stall.)
- Each stall will have 4 tables, 4 chairs, 1 tube-light and 1 regular power plug for charging only mobile phone or laptop. (Bringing an extension cord to the festival is banned and so you will not be allowed to use an extension chord with this plug.)
- **For availing extra facilities such as tables, chairs, tube-lights, halogen lights, deep freezer and other electric appliances, stall-holders will have to inform us and deposit extra charges for the respective facilities before December 5<sup>th</sup>, 2016. After the festival has been inaugurated, any extra electric appliances or power supply will not be allowed and no other extra facilities will be provided under any circumstances.**
- The stall will be promptly closed down if any stall holder is found using unauthorized electric appliances (all kinds of ovens, deep-freeze, refrigerator, industrial juicer, electric stove). **Power supply will not be available between 11:00 pm and 09:00 am.**
- The main banner will not be provided by SRISTI, it must be arranged by stall holders as per SRISTI specifications- size, color, and font style. Items & details should be same in submitted application forms and banner, no changes will be entertained
- Five identity cards will be provided.

### (3) Banners:

Banners in Gujarati and English for stall-holders of hot recipes and organizational stalls along with rates will be installed by stallholders as per SRISTI specifications. **The decisions taken by SRISTI regarding banner design, measurement, font size etc will be considered final.** The stall holder will not be allowed to change (add or remove) anything from the banner which is not included in application form. Apart from the the Sattvik banners, no banners will be allowed to be put up outside the stall. The stall holder is free to decorate or put up any banner inside the stall.

### (4) Price-list and food items:

It is **compulsory to get approval** from SRISTI regarding details like price list of items & quantity, recipe, ingredients used for recipe and also their nutritional value. We urge you to use unadulterated and clean ingredients/ raw materials; **pure oil, ghee, spices and milk** in the food items. Cotton seed oil & Vanaspati Ghee (Dalda) are strictly not allowed. Recipes using **cheese and paneer** are also not allowed. Good quality Soya Paneer or Tofu can be used as an alternative for Paneer. If the recipe requires use of ghee, it is compulsory and necessary to use **only cow ghee**. Consumers have the right to ask questions about brand, purity of the oil and ghee used in the products. **Appropriate punitive action will be taken if quality of the products is below standard or if we receive any complaint regarding quality of products from visitors.**

- Considering the nutritional value of the forgotten dishes and recipes, it is suggested to use limited oil and spices (*Garam masala*). **Use of preservatives or artificial colors and selling fast foods is strictly prohibited.** The organization aims on the dishes made from light, forgotten and indigenous edibles.
- Food formulations or recipes from animal sources such as meat, egg, fish or their products (non-vegetarian items) as ingredients are strictly prohibited and are not allowed in Sattvik Food Festival.
- Mention clearly if the final product is made up of organic raw materials/ ingredients such as any cereals, millets, rice. Spices etc.
- SRISTI will not accept the forms or allot stalls to any stall holders, who had been found guilty of violating the rules of the SRISTI organization last year. No recommendations for stall allocations shall be entertained.
- A stall holder cannot make any high claim of their products to the customers, without having proper ground, proof or evidence to support it.

### (5) Restriction on use of plastic:

- Use or supply of plastic carry bags, glasses, spoons, thermocol glasses and other materials made from plastic and polythene is strictly prohibited in the traditional food festival campus. Bringing plastic or polythene based products is strictly prohibited. Keeping or selling water pouches is also unauthorized.
- The stall will be automatically shut down if a polythene based article is found in the stall for the first time.
- Packing materials should be also made of only eco-friendly materials. For any doubts or assistance regarding packing materials you are welcome to discuss and come to a solution on the matter.

### (6) Drinking water:

Free drinking water facility will be arranged by SRISTI. Drinking water facility will be provided after every five or six stalls.

### (7) Identity Cards:

**Stall holders serving hot dishes will be issued 10 Identity Cards bearing a photograph where as other stall holders will get 5 Identity Cards bearing a photograph.** Every stall holder needs to submit their colour photographs and full name and also of persons working in the stall before 15<sup>th</sup> December, 2016. The photograph and address should be duly signed and approved by SRISTI. **No requests for issuing Identity Card will be entertained after 17<sup>th</sup> December, 2016.** The stall holder has to purchase entry coupon worth Rs. 20 to enter the venue if he/she does not have an Identity Card.

You will be required to fill details like address and phone numbers of people working or assisting at the stall in a separate sheet when you collect identity Cards from SRISTI. It will be the responsibility of the stall holder to convey the rules and guidelines to all the workers and assistants of their stall.

#### **(8) Dangers and Hazards:**

- During the festival, if any natural calamity or disaster (fire, earth quake, rain, cyclone, riots, theft or accident) causes any damage, **the risk of the same would rest with stall holder**. The organizers will arrange for fire brigade, ambulance, private security at the venue. SRISTI will not be responsible for any financial loss.
- **Caution regarding use of cooking stove:** Stall holders have to compulsorily use only big commercial gas cylinders for cooking purpose during festival. Domestic gas cylinders are not allowed. We request you to ensure that the gas stoves and pipes to be used are not damaged in any way.

#### **(9) Maintaining cleanliness:**

- **The responsibility of disposing off the leftovers and other waste rests with the stall holder.** The stall holders need to appoint a person only for the purpose of cleanliness. The stall holder is responsible to ensure that there is no filth or dirt within 5 to 7 feet at the front of the stall and also at the back of the stall. Large dustbins shall be provided by SRISTI and we have also arranged for disposal of waste from the dustbins too. Stallholders must not spill/throw any unused items/waste material on ground and should use provided dustbins and trashcans for such purposes. Littering is strictly prohibited. It is compulsory that among the 10 Identity Cards issued, one person is appointed only for cleanliness. It is absolutely compulsory for every stall holder to strictly adhere to all rules regarding cleanliness. At the time of closing the stall every evening, care should be taken to ensure that all waste materials are properly disposed and in the dustbin only.
- The deposit of the stall holder will be automatically forfeited if he/she vacates the stall at 11 pm without taking care of cleanliness.
- Stall holders serving hot dishes should compulsorily wear hand gloves, apron and caps while serving or (cooking) making the dishes. Stall holders must deposit the money for this kit and collect it. Good hygiene and sanitation practices should be followed by stallholders. **Spoons and ladles are to be used to serve the customers. No one must serve food to customers with bare hands. Food products must be covered properly (with tight lid/ clean cloth) when not being served to avoid contamination and spoilage from houseflies, mosquitoes, dust etc.**
- Vegetables and fruits should be washed and cleaned thoroughly before using them in the recipes. Other raw materials should be cleaned and good manufacturing practices should be followed by stallholders.

#### **(10) Registration with Municipality:**

The stall holders, serving hot dishes, have to compulsorily register their stall with municipal authorities. Assistance will be provided by SRISTI for this registration.

### **(11) Allotment of stall number:**

Numbers will be allotted on the basis of **variety of food items**. Stall holders from rural areas will be given priority in the allotment of stall as per SRISTI's objectives. There will be no further discussion in this regard and we will not entertain any recommendations by other stall holders.

- Stalls will only be allotted keeping in mind unique ingredients in food preparation and forgotten recipes. Application/forms will not be accepted for recipes already available on streets or restaurants.
- **Recipes found below our expectations will not be allotted any stalls.**
- Stalls will not be allotted for items like Khichu, Handvo, Dhokla, Khaman, Pizza, Dabeli, Bhaji-pav, Sandwich, Panipuri, Cholafali etc.
- Stall allotments will be made according to SRISTI selection committee's decision on basis of variety of food, nutritive values, and objectives of stall holder, processing of recipe, selling capacity and entrepreneurship from received applications till **25<sup>th</sup> November 2016**. The stall holders shall be called for face-to-face discussions with the selection committee. The selection committee might suggest changes in the recipe.
- Urban stall holders will not be allowed to sell chaas (buttermilk). Only buttermilk extracted by rural method of churning will be allowed to be sold.
- No one is allowed to distribute or sell any other material or literature course in the stall for any other purpose except for which it has been allotted. Other manufacturers or friends too are not allowed to promote their products through the selected stall holders.
- Any special requirements, information or expectations for the stall should be presented at the time of filling up the form or can be submitted in writing. **Oral representations or through mobile will not be entertained.**

### **(12) Stall fees:**

- The stall fees will not be submitted at SRISTI. The stall-holders have to deposit stall fee amount in the form of cheque or cash with SRISTI's Axis Bank account. The selected stall holders will be provided a bank slip from SRISTI for this purpose. After depositing the cash/cheque the bank slip needs to be submitted at SRISTI.
- There may arise a situation whereby after payment of stall fees, SRISTI may feel that the recipe does not match expectations, does not meet the desired criteria and objectives or any such reasons. In such circumstances the stall fees shall be duly returned.
- Approved stall holders who demand a particular corner or selected stall at the time of stall allotment will have to pay 50% extra fees.
- All packaged products will be considered in the category of professional caterers. Stall holders selling ice-cream, juice, soft drink and all Amla products will have to pay charges under professional category. **Inside the Pandal too, selling of packed products along with hot recipe products will be considered under professional category.**

### **(13) Programme for checking the quality of products:**

- It will be compulsory for every stall holders of hot recipes to take part in the '**Forgotten Recipes Quality Check Programme**'. **This programme will be held on 17<sup>th</sup> December, 2016 from 4 pm to 7 pm at SRISTI.** At this programme, selected stall holders will be required to present the exact recipe that they intend to sell at the stall during the Sattvik festival. We assure that superior quality and creative recipes shall be encouraged.

- Stallholders coming from other states than Gujarat are exempted from this quality checking program held on December 17, 2016. Though, their products and process will be monitored and verified during before food festival through dialogue and local collaborators.
- The stalls can be forfeited if the recipes do not match the expectations, are below the standard in quality or do not meet the SRISTI objectives for the festival. In such circumstances the fees paid by the stall-holder shall be duly returned.
- Experts, volunteers, journalists, students etc will be present at the quality check programme. They will taste, evaluate the recipe and present their opinions to the organizers. We urge the stall-owners to present their recipes aesthetically in such a way that its quality, originality and creativity become evident.
- During the festival, i.e. **24-25-26 December, 2016**, the volunteers appointed by SRISTI for “recipe quality” shall be constantly monitoring and the stalls to ensure that guidelines and rules lay down by SRISTI are followed sincerely. They will be submitting reports to the organization at regular intervals.
- The stall-owner is requested to note down on a piece of paper, the price-list and quantity of the product/food item to be served to the customer. At the time of quality check the stall holder shall be expected to present the product/food item in the same way as he/she will be selling during the festival. We would like to remind you that bowls, plates, cups, glasses etc should be made of only eco-friendly materials. Plastic materials will not be allowed under any circumstances.

**(14) Ban on use of vehicles in the pandal area:**

Vehicles will not be allowed to enter the festival area for transporting raw materials (vegetables, milk, sugarcane, coconuts, gas cylinders, other goods) after 9.30 am. Goods will be required to be brought from the parking area through the main gate to the stall after the designated time. Stall holders will be required to plan and organize themselves accordingly. There shall be cleaning work and green net maintenance in progress at that time, hence vehicles will not be permitted to enter the area.

**(15) Unauthorized entry:**

The stall deposit will not be returned and will be confiscated if stall holders, their assistants or relatives are found attempting unauthorized entry through the parking area or via cloth barricades at the back of the stall. In the event of any such confrontations, the stall will be immediately closed down. We do not encourage any discussions or arguments with any SRISTI volunteers. For any difficulties, stall holders are requested to contact the SRISTI stall near the gate. We humbly request all stall holders to convey the rules and detailed guidelines to all their family members and assistants.

**All the rules and guidelines have been laid down for the smooth organization of the Sattvik festival. We always welcome opinions and feedback from the stall holders.**

**WARNING**

**The stall holders will have to comply with all the rules and guidelines strictly, failing which, the organizers would be compelled to cancel the registration of stall during festival. No monetary compensation will be paid and stall charges will be forfeited. Any losses will have to borne by the stall holder.**

**Note: For more enquires and any information regarding Sattvik festival, you are welcome to visit the organization personally or call us on 079-27913293, 27912792 between 3:00 pm to 5:00 pm from Monday to Saturday. We humbly request you to refrain from making any enquiries via mobiles.**

## Details of recipe to be presented at the stall during Sattvik

Please write clearly as these details are to be used for the banner. An untidy form cannot be accepted.

Name of stall holder: .....

Residential address: .....

.....

.....Mobile no./What's App Number:.....

Please clearly mention the uniqueness of your food item to be presented at the Food Festival and how it is different from those already available in the market.

**Note: Stall holders are not allowed to sell more than 6 items in one stall**

### Name and recipe details for the purpose of stall banner

Sr. No.	Name of the Food item/ Product	Ingredients used in the recipe product	Quantity/ Number	Rate per unit (Rs.)	Remarks, if any

**Details of recipe and its ingredients**

<b>Sr. No.</b>	<b>Name of traditional / extinct food item</b>	<b>Main ingredient and its specialty</b>	<b>Specialty in process</b>	<b>Reason for choosing this food item</b>



# APPLICATION FORM FOR STALL-BOOKING

## **Sattvik: The 14th Traditional Food Festival**

**Traditional and forgotten recipes, exhibition of creativity and sale of organic farm produce**

**Date: 24-25-26 December, 2016 (Saturday-Sunday-Monday)**

**Time: 11:00 am to 10:00pm**

**Venue: AES Ground, Behind TV Tower, Ahmedabad-380052**

**(Please read the rules and guidelines to be followed by the stall holders before filling this form.)**

Full Name: .....

Full Address: (Residence) .....

Phone No: ..... Mobile No:.....

Stall holder's occupation:.....

Office address:.....

Phone no. (Office):..... Fax:.....

Email:.....@.....

### **Details of Stall fees**

<b>Sr. No.</b>	<b>Details</b>	<b>Tick✓the relevant</b>	<b>Charge for 3 days in (Rs.)</b>
<b>1</b>	<b>Non-professional:(Only for hot recipes)</b>		
	Individual*		Rs.20,000/-
	Organizational		Rs.20,000/-
	Hotel /Restaurant (professionals having small hotel or restaurant)		Rs.40,000/-
<b>2</b>	<b>Professional: (For stalls in the pandal area)</b>		
	Ayurvedic products		Rs.40,000/-
	Beauty products		Rs.40,000/-
	Packaged food products		Rs.40,000/-
	Handicrafts		Rs.25,000/-
<b>3</b>	<b>Sale of Organic Products:</b>		
	Individual farmers (farmers who cultivate crops and sell them)		Rs.25,000/-
	Individual sellers/merchants		Rs.40,000/-
	Private company/brand		Rs.40,000/-
<b>4</b>	<b>Books and exhibition:</b>		Rs.20,000/-
<b>5</b>	<b>Table space in Pandal:</b> The manufacturers or sellers of packaged products will not be allowed to put up any banners. Any products will not be allowed to be presented at the table space. There is only 4 feet space behind the table.		Rs. 10,000/-

- \*Rs. 2000/- is to be paid as deposit for Stall booking, which will be returned only to individuals with hot-freshly cooked recipes who's stall rent is INR 20,000-; only after seven days of completion of Food Festival.
- All stall holders are requested to follow the guidelines and rules strictly.  
**Note:** Those stall holders who will not follow the guideline and rules will not get their deposit back. Allotment of stalls will be made by SRISTI's expert committee member on the basis of use of forgotten grain, varieties of food, nutritive values, processing of recipe and taste authenticity.\*
- Stalls cannot be transferred, contracted or sub-contracted by any stall holder after registration.
- Only those products which have been registered with SRISTI (as per list) will be allowed at the stalls. The products which will not be registered are not authorized to be sold.
- Stall will be given to an individual. Partnership or sub contract will not be allowed for any stall holder.

### **Declaration**

I/We, (name of the stall holder) \_\_\_\_\_ have carefully read and understood and the rules and guidelines for the stall holders participating in the food festival and I/we agree with the same. I/we agree with details of the guidelines. I/We are bound to abide by rules and have conveyed them to assistants, workers and family members. I/We am/are booking this stall after discussion with selection committee while considering the objectives of food festival. In the event of non-compliance of rules and guidelines, I/we agree that SRISTI has the full and final authority to cancel the stall during food festival. I have deposited Rs \_\_\_\_\_ Cheque No. \_\_\_\_\_ dated \_\_/\_\_/\_\_\_\_ paid in Axis Bank's \_\_\_\_\_ branch towards the stall charges. I/We am/are attaching original bank slip herewith.

Name of Stall Holder/s: \_\_\_\_\_

Signature of Stall Holder/s: \_\_\_\_\_

Date: \_\_\_\_\_

Place \_\_\_\_\_

<b><u>For office use only</u></b>	
Bank name: _____	Cheque No. _____ Amount _____
Date of deposit in bank: _____	
Name official authority _____	Signature of official authority _____

## **SRISTI**

**AES Boys Hostel Campus, Near Gujarat University Library & SBI Bank,  
Navrangpura, Ahmedabad-380 009**

**Tel: (079)2791 3293, 27912792 | Web: [www.sristi.org](http://www.sristi.org) | E-mail: [sattvik@sristi.org](mailto:sattvik@sristi.org)**



SRISTI



Honey Bee Network

## Sattvik: The 14th Traditional Food Festival

Traditional and forgotten recipes, exhibition of creativity and sale of organic farm produce

Date: 24-25-26 December, 2016

Time: 11:00 am to 10:00 pm

Venue: AES Ground, Behind TV Tower, Ahmedabad-380052

### Detailed information regarding the schedule for stall holders

Sr.No	Date	Work details	Other information
1	06-11-2016	Advertisement in newspapers	
2	06-11-2016 to 25-11-2016	Distribution of forms and accepting filled forms	
3	26-11-2016 to 03-12-2016	Checking forms and discussion with stall holders	
4	26-11-2016 to 05-12-2016	Distribution of Axis Bank slips to selected stall holders and checking the fees paid by them	
5	10-12-2016 Saturday	First meeting with selected stall holders at 4 pm at SRISTI	Attendance is compulsory
6	10-12-2016 to 17-12-2016	Personally visiting SRISTI with photographs for purpose of Identity Cards	
7	12-12-2016	Distributing invitation cards to around 200 schools for children of Std 1 to 10 to enable free entry and for fun activities	We welcome stall holders to participate in the distribution of these invitation cards.
8	17-12-2016 Saturday	Quality check programme and second meeting with stall holders. Time: 4 pm to 7 pm	Attendance is compulsory
9	17-12-2016 and 20-12-2016	Visit SRISTI personally to finalise the contents of the banner	Compulsory
10	21-12-2016	Allocation of stall numbers	
11	22-12-2016	Contest of forgotten recipes. Time: 12 to 3 pm at SRISTI	Voluntary attendance
12	23-12-2016	The stall holders are expected to help with installing banners after the stall possession is obtained. i.e after 7 pm	
13	24-12-2016	Inauguration of the Sattvik Food Festival <b>AES Ground, Behind TV Tower, Ahmedabad-380052</b> at 10.30 am	