

SRISTI Innovations brings

Sattvik: The 20th Traditional Food Festival

Date: 23-24-25-26 December, 2022

(Friday-Saturday-Sunday-Monday)

Time: 11:00 am to 09:00 pm

**Venue: Sattvik Mahotsav,
Gujarat University Ground, Near Andhjan Mandal,
132ft ring road, Vastrapur, Ahmedabad
Contact: 079 27913293, 27912792, 99253 20793**

Email: sattvik@sristi.org

Objectives of the “Sattvik - Traditional Food Festival”

- 1. To Popularise Minor Millets for Public Consumption:** To provide a platform for popularizing traditional recipes made using forgotten crop varieties like Kodra (*Paspalumscrobiculatum*), Bavta (*Elusinecoracana*), Nagli (*Elusinecoracana*), Samo (*Echinocloacolonum*), Jowar (*Sorghum vulgare*), Bajri (*Pennisetumglaucu*), 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 Augment Biodiversity Conservation:** 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 Popularise Traditional Performing Art Forms:** To popularize folk-lore, folk-songs, folk-tales, art and forgotten traditional musical instruments.
- 4. To Bring Grassroots Innovations to Limelight:** To organize an exhibition to help creative rural grassroot innovators and students.
- 5. To Establish ‘Farmers Haat’ for Farmers Engaged in Organic Farming:** of 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 10 x 9.5 feet and it will be made of cloth.
- An open space of 8-feet with a shade behind the stall would be provided for cooking facilities.
- Each stall will have 4 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.)
- We will provide water three times a day (morning, noon and evening) stall holder should store the water in their own vessels according to their need. Once the water tanker will leave, not consider any demand of water in any case. Stall holder will not park any vehicles nor keep any of their goods behind their stall as water tanker will need space to move.
- There will be green mat inside 10 x 9.5 feet stall and backspace; hence stall holder will have to arrange for a mat to avoid dust.
- 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 during the registration. Any such demand will not be considered once the festival starts.
- **Power supply will be off during night 12:00 am to morning 07:00 am**
- Eight identity cards will be provided to each stall owner if the stall cooks food items.
- 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).

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

- The stall size shall be 10 x 9.5 feet. (No space is allocated at the back area of the stall.) There will be green net on floor inside the stall.
- Each stall will have 3 tables, 3 chairs, 1 tube-light and 1 regular (5A) 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 cord 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 during the registration. 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 be off during night 12:00 am to morning 07:00 am.**
- Whatever products will be sold by the stallholders, stallholders are liable for: Quality, Packing, M.R.P., Expiry date, manufacturing date and Weight guidelines issued by the Government of India. SRISTI will assist in awareness of this guidelines issued by the Government of India to the finalized stallholders.

(3) Banners and Logo:

Banners in Local Language and English for stall-holders of hot recipes and organizational stalls along with rates will be installed by SRISTI. The decisions taken by SRISTI regarding banner design, measurement, font size etc., will be final. The stall holder will not be allowed to add or remove anything from the banner once it's finalized. Apart from the banners provided by SRISTI, 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 quality:

It is mandatory to get approval from SRISTI regarding details like price list of items & quantity, recipe, organic ingredients used for recipe and also their nutritional value. We urge you to use unadulterated and clean ingredients/raw materials; pure/organic oil, ghee, spices and milk in the food items. Cotton seed oil & Vanaspati Ghee (Dalda) are strictly prohibited. Recipes using cheese and paneer are also not allowed. If the recipe requires use of ghee, it is compulsory and necessary to use only organic cow ghee. Consumers have the right to ask questions about brand, purity of the oil and ghee used in the products. Stalls of milk products like Kesariya Milk, Khajoor Milk, etc., where the main ingredient is milk, they have to use only cow milk. Appropriate punitive action will be taken if the quality of the products is below standard or if we receive any complaint regarding quality of products from visitors. If in case you are in short of ingredients, then do not use low quality ingredients or other alternatives, simply refrain from preparing that particular recipe. Previously, we have received complaints like there was a higher portion of potato and sweet potato used in Undhiya, t h e r e f o r e s u c h p r a c t i c e s will be not entertained now onwards.

- 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 organic, light, forgotten and indigenous edibles.
- Final product must be 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 during past years. No recommendations for stall allocations shall be entertained.

(5) A stall holder cannot make any high claim of their products to the customers, without having proper ground, proof or evidence to support it.

(6) Restriction on use of plastic and to promote Eco-Friendly Packing:

- Use or supply of plastic carry bags, glasses, spoons, thermocol glasses and other materials made of plastic and polythene is strictly prohibited in the traditional food festival. Keeping or selling water pouches is also strictly prohibited.
- The stall will be shut down without given notice if a polythene based article is found in the stall.
- 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.
- The stall holders will supply the organic agro product like grains, spices, oil seeds, dry fruits; processed fruits/food must be produced by the stall holder or his/her extended family only. The sale of products brought from the market is strictly prohibited in the SATTVIK. The stall-holder will be required to give a written undertaking that their supplies are not bought from the market and that it has been grown organically in their own farm or in the farms of their extended family members’.

(7) Drinking water:

Free drinking water facility will be arranged by the organiser for visitors and for the stall holder we will provide water jugs only after they have deposited Rs. 1500/- at the water supplier counter. The jugs will be charged at Rs. 30 per unit, of 20 litres each, and at the end of the event, the amount of water used will be deducted from the advance deposit and rest of the money will be returned (after showing the receipt). As an alternative, those who have preliminary access to RO water from their homes can bring their own water to the event.

(8) Identity Cards:

- Stall holders serving hot dishes will be issued 8 Identity Cards bearing a photograph of the card-holder.

Whereas other stall holders will be issued only 4 Identity Cards bearing a photograph of the card holder. Every stall holder needs to submit two copies of their colour photographs and full name and also of the persons working in the stall. The photograph and other details like address will be duly signed and approved by the Organiser. The stall holder has to purchase entry coupon worth Rs. 50/- to enter the venue if he/she does not have an Identity Card issued by the Organiser.

- All the stall-holders will be required to fill details like address and phone numbers of people working or assisting at the stall in a separate sheet when they collect Identity Cards from Organiser. It will be the responsibility of the stall holder to convey the rules and guidelines of participation in SATTVIK to all their workers and assistants engaged in their stall.

(9) Dangers and Hazards:

- During the festival, if any natural calamity or disaster (fire, earth quake, rain, cyclone, riots, theft or accident) causes any type of damage, including human losses, the risk of the same would rest with the stall holder. The organizers will arrange for fire brigade, ambulance and private security at the venue. SRISTI Innovation/Organiser 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.

(10) Maintaining cleanliness:

- The responsibility of disposing off the leftovers and other waste rests with the stall holder. Littering is strictly prohibited. The stall holders need to appoint a person only for the purpose of cleanliness. The stall holder will be solely responsible for ensuring that there is no filth or dirt within 5 to 7 feet in the front of the stall and also at the back of the stall. Dustbins and garbage bags shall be brought by the stall holders themselves. Stallholders must not spill/throw any unused items/waste material on ground and should use only the dustbins and trashcans for such purposes. It is mandatory that among the 8 Identity Cards issued, one person has to be appointed only for waste collection and cleanliness purpose. It is absolutely mandatory 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. It is also their responsibility that when AMC trucks come to collect the garbage, they meet at a pre-decided area and deposit the bags there.

- It is necessary to have nails cut while cooking or serving.

- The deposit of the stall holder shall be forfeited if he/she closes the stall at 9 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 eatables. Stall holders must bring their own aprons (clean and tidy) to use while cooking and serving. SRISTI Innovations/Organiser will be providing only gloves and caps to all the stall holders. Good hygiene and sanitation practices should be followed by all the stallholders. Spoons and ladles are to be used to serve the customers. No food item can be served to customers using bare hands. Food products must be covered properly (with a 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. Waste should be dumped according to their category in separate dustbins (wet waste vs. dry waste).

(11) Registration with Municipality:

The stall holders serving hot dishes, have to compulsorily register their stall with municipal authorities by their own. SRISTI will make the finalists be aware of this and assist them in registration.

Registration of food stall in FSSAI can be done online and also through the agent and for that, you will need 2 copies of Aadhar card, 3 passport size photos and a declaration of Rs. 300/- on stamp paper.

(12) Allotment of stall and Recipe selection:

Numbers will be allotted on the basis of variety of food items. Stall holders from rural areas and remote regions of the country 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 organic ingredients in food preparation and forgotten recipes. Application/forms will not be accepted for recipes already available on streets food joints or restaurants.
- 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. 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 chhaas (buttermilk). Buttermilk extracted only by rural method of churning will be allowed only in combo.
- No one is allowed to distribute or sell any other publicity material or literature 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 stall holders.
- Any special requirements, information or expectations from SRISTI regarding stall or any other facility should be presented at the time of filling up the application form or can be submitted in writing, even later, as and when need arises. Oral representations or communication through mobile will not be entertained.

(13) Stall charge and deposit detail:

Selected stall holder will be given a special bank slip to pay the cash or cheque in to the Sristi Innovations' Axis bank account. It is compulsory to submit the payment receipt to Sristi Innovations.

- Sristi Innovations has right to cancel the stall registration even after the payment received if we find that the aim and purpose is not relevant to Sattvik's aim and we are not bound to give any reason.
- For selected stall locations or corner stalls, there will be a 100% extra charge levied on the total stall charge.
- Stall holders selling juices, sugarcane juice and value added products belong to the commercial category in pandal stall. Any packing product with hot recipe in stall will also be considered as commercial category.

(14) Programme for checking the quality of products:

- It is mandatory for every stall holder of hot recipes to take part in the 'Forgotten Recipes Quality Check Programme'. 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 food festival. Superior quality and creative recipes shall be encouraged and preferred.
- 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's objectives for the SATTVIK Food Festival. Under 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 and evaluate the recipe and give their opinion to the organisers. Photos will be taken by professional cameras so that can be used for banner. 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, 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 in all sincerity. 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 bowl, plates, cups, glasses etc., should be made of only eco-friendly materials. Plastic materials will not be allowed under any circumstances.

(15) 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.

(16) 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.

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

Note: For more enquires and any information regarding Sattvik festival, you are welcome to visit the organization personally during 12:00 to 05:00

Necessary information regarding Sattvik 2022 will be provided.

Stall fees (SRISTI Innovations GST No. 24AAETS4798M1ZP)

Details of Stall fees				
Sr No	Details	Contribution for 4 days (including CGST/ SGST)	Stall Deposit (Refundable as per guidelines)	Total Payment
1	Hot Recipes			
	Individual	31000/-	2000/-	33000/-
	Rural Women Entrepreneur & SHG	30,000/-	2000/-	32,000/-
	Hotel /Restaurant (professionals having small hotel/ restaurant)	50,000/-	5,000/-	55,000/-
2	Organic / Ayurvedic Products (Brand & Retailer)	50,000/-	5,000/-	55,000/-
3	Books, handicrafts, NGO Stalls	25,000/-	5,000/-	30,000/-
4	Corporate Sponsorship (Starting from Rs 1 Lakh)	--	--	--
4	Table Space 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.	15,000/-	2,000/-	17,000/-
5	Organic Farmer / Natural Farming			
	(a)Only small farmers and farmer from non-irrigated area	2000/-	--	2000/-
	(b) Middle class farmer having land up to 5 acres	4000/-	--	4000/-
	(c) Per table for class one farmers and all who wants more than one table	5000/-	--	5000/-
Edible oil, processed product, fresh fruit, spices seller will belong to per table 5000/- category				

Details of recipe and its ingredients

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