



SRISTI Innovations Presents

SATTVIK

22nd Traditional Food Festival

Date: December 28-31, 2024 (Saturday-Sunday-Monday-Tuesday)

Time: 11:00 am to 09:00 pm

Venue: Shri Bhagwat Vidyapeeth, Sola, SG Highway, Ahmedabad

Contact: 079 27913293, 27912792, 99253 20793, Email: sattvik@sristi.org

Objectives of "Sattvik - Traditional Food Festival"

- 1. Popularizing Minor Millets for Public Consumption:** To create a platform for promoting traditional recipes made with lesser-known crops like Kodra (*Paspalum scrobiculatum*), Bavta (*Eleusine coracana*), Nagli (*Eleusine coracana*), Samo (*Echinochloa colona*), Jowar (*Sorghum vulgare*), Bajri (*Pennisetum glaucus*), Ragi, and Maize (*Zea mays*). The goal is to revive their taste and nutritional value among urban communities, enhancing demand and conserving these forgotten varieties.
- 2. Enhancing Biodiversity Conservation:** To raise awareness of lesser-known and wild plants that are often overlooked due to limited knowledge of their nutritional benefits, and to showcase creative recipes that incorporate these valuable but underutilized plants.
- 3. Promoting Traditional Performing Arts:** To celebrate and preserve folklore, folk songs, folk tales, and traditional musical instruments, bringing attention to these art forms and keeping them alive for future generations.
- 4. Highlighting Grassroots Innovations:** To organize an exhibition that showcases innovative solutions by rural grassroots innovators and students, supporting creativity and practical ingenuity.
- 5. Establishing a 'Farmers Haat' for Organic Farmers:** To provide organic farmers with a platform to connect, collaborate, and directly sell their organic products to consumers, strengthening both community ties and sustainable practices.

Office Address:

SRISTI Innovations,
AES Boys Hostel Campus, Opp. Arpan Newborn Care Centre,
Next to AES Sports Complex, Gujarat University Area, Navrangpura, Ahmedabad-380009
Phone: 079-27912792, 27913293 (M) 99253 20793

Guidelines and Rules for the Stall Holders

(1) Individual Category:

Facilities for Stall Holders Serving Hot Recipes:

- Each stall will measure 10 x 9.5 feet and have a green net spread on the floor.
- An open 8-foot space behind the stall with shade will be provided for cooking. **As this area is uncovered, stall holders must bring additional mats or clothes for cleanliness.**
- Each stall includes 4 tables, 4 chairs, 2 tube lights (one in front and one at the back of the stall), and a standard 5V power plug for mobile charging or a domestic mixer. Extension cords are prohibited.
- Stall holders are required to bring their own storage vessels for collecting water needed for cooking. Water taps have been installed at regular intervals behind the stalls, allowing stall holders to fill the necessary amount of water as needed. Vehicle parking or storage behind stalls is prohibited to ensure space for tanker movement.
- Additional tables, chairs, lights, and plugs can be arranged if requested and paid for at the SRISTI office during registration. No extra facilities will be provided after the festival begins. The use of unauthorized appliances is prohibited. **Power supply will not be available from 12:00 am to 07:00 am.**

(2) Commercial Category:

- Other than the stalls selling freshly cooked food (hot recipes), the stalls with packaged products will be allocated space at the pandal. Each stall will measure 10 x 9.5 feet with no additional space behind the stall. The floor inside the stall will have a green net covering. Each stall will include 3 tables, 3 chairs, 1 tube light, and a standard 5V power plug intended for charging mobile phones or laptops only. Extension cords are strictly prohibited. Additional requirements can be requested during registration for an additional fee.
- Stall holders must clearly display the product's quality, manufacturing address, manufacturing date, expiry date, price, and weight on their products. They will be solely responsible for any legal liabilities. The manufacturing of Ayurvedic and cosmetic products must comply with the Government of India guidelines, including mandatory registration.

(3) Stall Banners:

Banners in both Gujarati and English, displaying stall-holder names and rates for hot recipes and organisational stalls, will be provided by SRISTI. SRISTI will make all final decisions regarding banner design, size, font, and layout. Stallholders are not permitted to alter these banners in any way. Only the SRISTI-provided banners are allowed outside the stalls; no additional external banners are permitted. Stall holders may decorate or display banners within their stall space, but the use of additional electronic items for decoration is not allowed.

(4) Price list and food quality:

Approval from SRISTI is required for all details, including item prices, quantities, recipes, sattvik ingredients, and nutritional values. We emphasise the use of unadulterated, high-quality ingredients: pure or organic oils, ghee, spices, and milk. The use of cottonseed oil, Vanaspati ghee (Dalda), cheese, paneer and mayonnaise is strictly prohibited. If ghee is required in the recipe, only cow ghee must be used. In the case of butter, only white butter must be used. The use of processed butter is prohibited. Consumers have the right to inquire about the brand and purity of

oil, ghee and milk used. For milk-based products such as Kesariya Milk or Khajoor Milk, only pure cow milk is permitted. If product quality is found to be substandard or if visitors raise concerns about quality, the disciplinary committee reserves the right to take punitive action, including the closure of the stall.

- All recipes must be vegetarian and egg-free.
- To preserve the nutritional value of traditional dishes, we recommend using limited oil and mild spices (such as garam masala). Wherever possible, use copper vessels and reduce the use of aluminium vessels. **The use of preservatives, artificial colours, soda, citric acid, etc. is strictly prohibited.**
- SRISTI will not accept applications or allocate stalls to stall holders previously found in violation of SRISTI's guidelines. No recommendations for stall allocations will be considered.
- Stallholders must avoid making unsupported or exaggerated claims about their products to customers, ensuring that any claims are backed by evidence.

(5) Restriction on the use of plastic and promotion of Eco-Friendly Packing:

The use or distribution of plastic carry bags, glasses, spoons, thermocol items, and any other plastic or polythene materials is strictly prohibited. The use and sale of water bottles are also prohibited.

- Any stall found with polythene-based items will be shut down immediately without notice.
- All packaging materials must be eco-friendly. Stallholders are encouraged to discuss any concerns about acceptable packaging materials with the organisation for clarification and guidance.

(6) Drinking water:

- Drinking water for visitors will be provided by SRISTI Innovations and will be available at 6-7 designated counters.
- Stall holders can pay a deposit of Rs. 1500 to the water supplier and collect water jugs from the designated location. The water jug deposit will be refunded after the event upon returning the jug and presenting the receipt. Each jug costs Rs. 30, to be paid by the stall holder. Alternatively, stallholders may bring their own water supply from home.
- Drinking water is available for visitors, and stall holders may drink from these facilities. However, filling small bottles or jugs is strictly prohibited. If a stall holder violates this rule, the cost of the water will be deducted from their deposit and paid to the water supplier.

(7) Identity Cards:

- Stall holders serving prepared dishes will be issued 8 identity cards, each featuring the cardholder's photograph.
- Product stallholders will receive 4 identity cards.
- Table space and Khedut Haat stall holders will be issued 2 identity cards per registration.
- Stall holders must meet in person to provide complete addresses and photographs of individuals working at the stall. These photographs should be affixed to the designated space on the ID card, along with the address, for the organisation's seal and signature. Requests for additional ID cards after the deadline will not be entertained. Stall holders without identity cards will need to purchase a 50-entry coupon for venue access.
- Stall holders must provide the full name, address, and phone number of all helpers working at the stall on a separate form provided by SRISTI when collecting identity cards. It is the stallholder's responsibility to inform all helpers about SRISTI's guidelines and ensure compliance. Identity cards

without photos will not be accepted. Using a non-photo ID will result in confiscation by security at the gate.

(8) Dangers and Hazards:

- In the event of a natural or man-made calamity (such as fire, earthquake, rain, cyclone, riots, theft, or accident) during the festival, any losses incurred by the stallholder will be their sole responsibility. The organiser will provide fire brigade services and private security on-site, but SRISTI Innovations will not be liable for any financial loss.
- Gas Usage Precautions: The use of domestic gas cylinders for cooking is strictly prohibited. Only commercial-grade approved cylinders are permitted. Stall holders are advised to ensure that gas pipes and stoves are inspected and free from any faults or damage before use.

(9) Maintaining cleanliness:

Stall holders must ensure cleanliness in both the stall's front and cooking area. Stalls serving hot dishes are required to appoint a dedicated cleaner to manage hygiene and cleaning.

It is the stall holder's responsibility to keep the area within five to seven feet of their stall, free from dirt or debris. Dustbins must be brought by the stall holder, and waste should be properly disposed of in the designated AMC dustbins or tractor trolleys at the festival site.

Each stall holder is required to purchase black garbage bags for waste collection and ensure all stall waste is disposed of in these bags.

- Any form of addiction, including bidi, tobacco, gutkha, or masala, is strictly prohibited for stall holders, their family members, staff, cooks, or cleaners within the festival premises. Cooks are required to wear hair caps, gloves, and aprons to maintain hygiene, as cleanliness remains a top priority.
- Stall holders must ensure their nails are trimmed when cooking or serving food.
- At the end of each day, all waste must be disposed of in the designated black bags and placed in the prescribed dustbins. On the final day, stall holders must ensure the stall is thoroughly cleaned before leaving the premises.
- Vegetables must be thoroughly washed and cleaned before cooking, and vegetable waste should be disposed of in the stall holder's own dustbin or garbage bag. Separate dustbins for dry and wet waste are mandatory.
- A team of SRISTI volunteers will systematically monitor the cleanliness of each stall. Noncompliance with cleaning protocols may result in the forfeiture of deposits and, if necessary, stall closure.
- Minimise water usage while washing dishes and ensure wastewater does not dirty the surrounding area. Collect used water in a large container and dispose of it appropriately.
- Stall holders serving hot food must wear gloves, aprons, and head caps while serving to maintain hygiene standards.

(10) Registration with Municipality:

- Stall holders must independently register their hot food stalls with the Municipality.
- For FSSAI food stall registration, the following are required: two photocopies of the Aadhaar card, three passport-size photographs, an affidavit on stamp paper, and a registration fee of 300. An additional fee of 100 is required for the affidavit. Registration can be completed online by the stall holder or through a private agent.

(11) Selection of dishes and allotment of stalls:

- At least two of the six dishes must be prepared using millet, such as ragi, kodri, samo, moriyo, bunti, kang, barley, jowar, maize, or bajri. All stall dishes should be sattvik, nutritious, and millet-based.
- Stalls will not be allotted for items like Khichu, Handvo, Dhokla, Khaman, Pizza, Dabeli, Bhaji-Pav, Vada Pav, Sandwich, Panipuri, Cholafali, Bhungra Bataka, or any dishes made with pav, bread, or maida-based ingredients.
- Stall numbers or serial numbers will be assigned based on the variety of dishes. SRISTI Innovations prioritises rural stallholders in line with its objectives, and urban stallholders are requested to refrain from discussions, recommendations, or demands regarding this.
- Stalls will only be allotted for forgotten or traditional dishes. Applications for recipes commonly found at street food joints, restaurants, or food trucks will not be accepted.
- From the applications received, selected stallholders will be invited for a face-to-face discussion with the committee. Factors such as variety of dishes, nutritional value, purpose of the stallholder, ability to prepare and sell dishes, and entrepreneurial skills will be considered. The committee may suggest improvements to the dishes.
- Selling buttermilk from pre-packaged brands (e.g., Amul pouches) is strictly prohibited. Urban stallholders are not allowed to keep or sell buttermilk. Buttermilk can only be served as part of a combo plate and must be handmade. Rural women may sell Valona buttermilk prepared from milk and yoghurt made at home.
- No products, pamphlets, or information unrelated to the purpose of the stall are allowed to be distributed, sold, or displayed. Stallholders are prohibited from advertising other businesses or allowing third parties to use their stall for promotional activities. Violation of these rules may result in stall closure and deposit confiscation.
- Any special requirements, suggestions, or expectations regarding the stall must be submitted in writing at the time of application. Oral requests or those made via mobile phone will not be considered.

(12) Stall charge and deposit amount:

Payments must be made by the stallholder directly to SRISTI Innovations' AXIS Bank account via cheque or cash. Selected stallholders will be provided with a special bank slip issued by the organisation, which must be deposited at the bank. A copy of the bank slip must be submitted to the SRISTI office. Stallholders opting for GST credit must indicate this while submitting the payment. Payment for GST credit must be made from the company/firm's bank account.

- SRISTI Innovations reserves the right to cancel a stall even after payment if it is determined that the dishes do not align with the festival's objectives or the stallholder has other intentions. In such cases, the payment will be refunded. Stallholders must acknowledge that SRISTI Innovations can cancel a stall without providing a reason.
- Corner or preferred stall locations will incur an additional 100% charge on the total stall fee.
- Stallholders selling packaged products alongside hot food will be categorised under the commercial category and will be required to pay the corresponding charges.

- (13)** Stallholders must display a banner inside their stall clearly stating the name, quantity, and price of each dish. Providing less than the specified quantity to customers is a punishable offence under the rules of weighing and measurement, and the stallholder will be held accountable for any violations.

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

For transporting raw materials such as vegetables, milk, sugarcane, coconuts, gas cylinders, and other goods, vehicles must be used only behind the stalls. Vehicular entry through the main gate is strictly prohibited. Driving on the green net is not allowed, and goods must be carried from the main gate through the main entrance. Stallholders are advised to plan accordingly. Parking vehicles behind the stalls is prohibited. Any violations will result in actions up to stall closure. It is essential to keep the roads clear for water tankers, fire brigades, and ambulances. The organisers reserve the right to modify vehicle-related rules during the festival as needed.

(15) Unauthorised entry into festival premises:

Stallholders, their assistants, or relatives who gain unauthorised entry by crossing the cloth wall without a valid entry pass will face partial or full forfeiture of their deposit. In case of such violations, the stall may be immediately closed. Stallholders are advised not to engage in any arguments or discussions with security personnel.

(16) Stallholders are urged to inform their families, assistant cooks, and friends about all the rules in advance to ensure strict compliance with the guidelines. It is recommended that everyone wear their identity cards visibly around their necks. Identity cards without an affixed photo will be confiscated by security staff.

All the rules and restrictions are for the smooth running of SATTVIK Mahotsav.

Feedback from stallholders is always welcome.

Note: Necessary notifications regarding the meeting will be sent through the SATTVIK-2024 WhatsApp group only. A stallholder who does not attend the meeting will not be allotted a stall.

Detailed program outline for stallholders

Sr. No.	Date	Details of work
1.	08-11-2024 to 22-11-2024	Distribution, acceptance and verification of forms
2.	23-11-2024 to 30-11-2024	Distribution of payment slips to authorized stall holders. Last date for acceptance of fees is 30 November, 2024
3.	07-12-2024 (Saturday)	First meeting with stallholders will be held at 3:00 PM at the SRISTI office. The meeting will start promptly, and attendance will be mandatory.
4.	21-12-2024 (Saturday)	Second meeting with stallholders will be held at 3:00 PM at the SRISTI office. The meeting will start on time, and attendance will be mandatory. Stallholders will review their preparations and dishes, meet face-to-face to finalize the banner text, and bring photos for identification.
5.	25-12-2024 (Wednesday)	Traditional Recipe Competition Time: 2:00 PM Venue: SRISTI, AES Boys Hostel Campus, Opp. Arpan Newborn Care Centre, Next to AES Sports Complex, Gujarat University Area, Navrangpura, Ahmedabad-380009
6.	27-12-2024 (Friday)	Stall possession after 7 PM: Stallholders are required to assist in putting up the banner at their stall. Vehicles should enter from behind the stall, not through the main gate.
7.	28-12-2024 (Saturday)	Inauguration of SATTVIK Food Festival
8.	31-12-2024 (Tuesday)	Conclusion of SATTVIK Food Festival (Time: 9:30 PM)
9.	11-01-2025 (Saturday)	Initiation of the refund of the deposit amount
10.	18-01-2025 (Saturday)	Feedback meeting- SRISTI Office, 3:30 PM to 5:30 PM

Stall fees (SRISTI Innovations GST No. 24AAETS4798M1ZP)

There will be no discussion regarding a reduction in stall charges. The organisation covers expenses such as ground rent, mandap, lighting, cleaning, security, publicity, banners, and government taxes from the stall charges. As the organisation operates on a no-profit-no-loss basis without government funding or assistance, these charges are necessary.

Details of Stall fees				
Sr. No	Details	Stall charges for four days (inclusive of CGST/SGST) (in Rs.)	Stall Deposit (in Rs.)	Total Payment for four days (in Rs.)
1.	Hot Recipes			
	□ Individual / Self-Help Groups (SHGs) / Trust	35000/-	2000/-	37000/-
	□ Hotel / Restaurant (for professionals operating small hotels or restaurants)	50000/-	5000/-	55000/-
2	Commercial category: Ayurvedic Products/ Herbal Cosmetics/ Organic Food Packaging (Products/ Others)	50000/-	5000/-	55000/-
3	Books/ exhibitions, handicrafts, cultural, publicawareness stalls	25000/-	5000/-	30000/-
4	Corporate Sponsorship (Starting from Rs 1 Lakh) For ecofriendly products and services only	--	--	--
5	One Table Space in the pandal (a) For one to three products (b) For more than four products (c) For all branded products	15000/- 20000/- 25000/-		15000/- 20000/- 25000/-
6	Prakrutik Khedut Haat: Four days charges per table			
	Accredited farmers involved in self-cultivation and agriculture-based livelihoods can sell agricultural products such as groundnuts, pulses, spices, grains, vegetables, fruits, sugarcane juice, jaggery, ghee, etc. Note: Value-added products such as aloe vera, amla, bijora, honey, herbs, syrups and beverages, herbal cosmetics, millet products, etc., will fall under the table space category. A separate seating arrangement will be provided for Kheduthaat participants.	4000/-		4000/-

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22nd Traditional Food Festival

Date: December 28-31, 2024 (Saturday-Sunday-Monday-Tuesday)

Time: 11:00 am to 09:00 pm

Venue: Shri Bhagwat Vidyapeeth, Sola, SG Highway, Ahmedabad

Contact: 079 27913293, 27912792, 99253 20793, Email: sattvik@sristi.org

Application Form for Registration of Stall

It is necessary to read the rules and guidelines before filling in the details.

Name of stall holder:

Address:

WhatsApp Mobile

GST No.If you want to take advantage of GST, attach a certified copy of GST

PANEnclose certified copy of PAN Card

In which name do you want the GST receipt?

.....

Those who want to take GST credit should pay the charges only from the bank account of the company/firm.

Information to be filled by Office

Basic information about the stallholder

Urban stall holder:..... Rural stall holder:

Female entrepreneur Male entrepreneur Young student

Farmer..... Female farmer.....

Tribal forest farmer

Organisation (NGO) Women's group SHG

Stall Category

(1) Hot recipe- Individual Rural women entrepreneur group Hotel/ restaurant.....

(2) Product stall (3) Book Exhibition- NGO (4) Table Space

(5) Farmer Haat- Small Farmer: Table For more than one table

Stall charges, with GST and deposit

Stall charges..... Deposit..... Total.....

- Individual hot dish stallholders must pay a separate deposit fee in addition to the stall support amount. Deposits will be refunded 15 days after the festival’s completion, provided the stallholder has adhered to all rules.
- Deposits will not be refunded to stallholders who fail to follow the rules and guidelines.
- Deposits will also be forfeited for those who do not comply with the cleaning requirements.
- The allotted stall cannot be transferred, contracted, or subcontracted to another stallholder or operated in partnership.
- Only registered and approved products may be sold or promoted at the stall.
- Stalls are allotted to individual stallholders only, and no partnering or sub-contracting is allowed.

Self-Declaration/Affidavit

I,, have read and understood all the guidelines about taking stalls in the Traditional Food Festival. I/we fully agree with the details of these guidelines. All assistants and family members working in the stall have read these guidelines, and I/we undertake to follow them. Hiring Mr./Mrs..... (mobile number) From our family/ firm for cleaning my stall. Keeping in view the objectives of the Traditional Food Festival, I/we register the stalls only as per the discussion and suggestions made with the selection committee. I hereby agree that if I/we fail to comply with these rules and guidelines, the organising institute (SISTI Innovations) has the right to cancel my stall during the festival itself. Considering all these, I am paying the SATTVIK stall charges + GST of Rs. via cash/cheque/online payment Dated into AXIS bank, Memnagar (Ahmedabad) branch of SRISTI Innovations with Account Number 032010100568227 (Branch code: 1873; IFSC Code: UTIB0001873). I am enclosing the original bank slip of payment herewith.

Signature of Stall Holder:

Date:

Only for office use:

Bank Name: _____ **Cheque/Cash/Online:** _____ **Amount** _____
Date of deposit in Bank: _____
Verified by: _____

Address: SRISTI Innovations, AES Boys Hostel Campus, Opp. Arpan Newborn Care Centre,
 Next to AES Sports Complex, Gujarat University Area, Navrangpura, Ahmedabad-380009
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Sr. No.	Name of the Forgotten dish	Method of preparing the dish	Reason for choosing the dish and its specialty