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**Executive Order of the Managing Director, TNCDW**

**Present Tmt. Shreya P.Singh I.A.S**

**Sub** Empowerment of Urban Women SHG Members through Conduct of **Five Regional Food Festivals** to Enhance Livelihoods – Executive Order issued – Regarding.

**Ref** **Announcement No 42-(4)** made by the Honourable Minister for youth welfare and sports development- Announcement on the floor of Tamil Nadu Legislative Assembly on 26.03.2025 in the year 2025-26.

**Order:**

Tamil Nadu Corporation for development of women (TNCDW) is established for the empowerment of women, to assist in upgrading socio economic status of women living in urban agglomeration Viz., Corporations, Municipalities and Town Panchayats through Tamil Nadu **Urban Livelihood Mission (TNULM)**.

In light of the announcement made by the Honourable Deputy Chief Minister on the floor of the Assembly, this Executive Order is issued to initiate the conduct of Food Festival in 5 regions through the Tamil Nadu Urban Livelihoods Mission (TNULM) and Tamil Nadu Rural Livelihoods Mission (TNSRLM) for the financial year 2025-26.

**Announcement:**

**Following the great success of the food festival held at Marina Beach, Chennai, in December 2024, food festivals will be organized at the regional level in five zones during the current year.**

2024 டிசம்பரில் சென்னை மரினா கடற்கரையில் நடைபெற்ற உணவு விழாவின் வெற்றியை அடிப்படையாக கொண்டே, ஐந்து பகுதிகளில் இதேபோன்ற உணவு திருவிழாக்கள் நடத்தப்படவுள்ளன. இது பொதுவாக ஒவ்வொரு மாவட்டங்களின் தனித்துவமான உணவுப் பொருட்களை ஒரே இடத்தில் கிடைக்கும் வாய்ப்பை வழங்கும்.

**Preamble:**

Recognizing the success of the Food Festival held at Marina Beach, Chennai in December 2024, the Government of Tamil Nadu has committed to further empowering urban and rural women Self-Help Group (SHG) members by enhancing their economic opportunities by organising m

ore number of same events. Building on the success of the initial event, the Government has decided to organize similar food festivals across five regions, food festivals by creating opportunity for SHG women to showcase their skills and traditional food products, while allowing the public to experience the unique culinary dishes from all districts under one roof.

This initiative aims to expand the business and income-generating capabilities of SHG women and is aligned with the broader vision of improving the livelihoods of vulnerable groups, with a focus on sustainable economic benefits. This Executive Order provides the details, guidelines, and funding structure for the successful execution of this initiative.

**Objective:**

The objective of this initiative is to provide sustainable livelihoods and to show cause the skill of women SHG members by creating opportunities for them to expand their businesses and enhance their income-generating capabilities. The initiative will benefit at least 1000 women SHGs from urban and rural areas empowering them economically and contributing to their overall upliftment.

**Directives:**

The Project Directors of the District Mission Management Units (DMMUs) at the 5 regional level should take necessary steps for organizing regional food festivals as part of this initiative, in coordination with the respective Project Directors, of the districts, covering in 5 regions during the current financial year.



### **Details of Initiatives:**

- **Organization of Food Festival:**

Five regional food festivals will be organised in various strategic locations to promote local cuisine, encourage cultural exchange, and support local SHGs by providing them a platform to exhibit and sell their unique products. These festivals will also serve as a vehicle to generate awareness about the traditional foods and create business opportunities for SHGs, of Urban and Rural areas.

### **Financial Outlay:**

The funding for the estimated financial outlay for the entire initiative will be provided through the assistance under TNSRLM for the AAP 2025-26, B.2.8.3.3.

### **Implementation Methodology:**

**Selection Process:** Each district shall identify traditional food and Millets items and select SHG members who are skilled in preparing and maintaining the traditional methods of food preparation, which are unique in taste and flavour. The Project Directors Mathi should mobilise SHGs and taste check the food before selecting SHGs for food festival.

**Mobilization:** The District Mission Management Unit will mobilize a maximum no. of SHGs from each district, each presenting different traditional food items that are popular among the public in that region. Project directors Mathi Shall ensure that FSSAI registration is made available for groups once selected.

### **Fund Flow and Financial Assistance:**

The funding for the initiative will be from NRLM AAP 2025-26.

5 regions identified are as follows.

1. Coimbatore
2. Chennai
3. Madurai
4. Trichy
5. Thanjavur

### **Implementation Strategies:**


- The Project Directors of the District Mission Management Units (DMMUs) are hereby directed to ensure the efficient execution of this project, within the stipulated timelines. All necessary steps must be taken to mobilize and coordinate the efforts of all concerned stakeholders.
- The DMMUs are directed to coordinate the implementation of the regional food festivals with the State Mission Management Unit (SMMU). The Project Directors of the Nodal/ Regional heads should must also collaborate with the respective district SHGs, private sector partners, and other relevant stakeholders to ensure smooth and timely execution.
- For each regions the selected SHGs shall be intimated to state for finalising on the number of SHGs and stalls.
- The DMMUs should submit regular progress reports on the execution of the initiative to the Chief Executive Officer (CEO), TNSRLM for review and further guidance.

### **Effective Date:**

- ❖ This Executive Order shall be effective immediately, and all concerned Project Directors are requested to initiate the execution process promptly. The Department Heads and the District Mission Management Units are urged to ensure that the maximum impact is achieved for the beneficiaries, in alignment with the objectives of the TNSRLM. The guideline for organising the Food Festival is enclosed here with for reference.

  
Shreya P. Singh I. A. S  
Managing Director  
TNCDW

**Enclosed:** Guidelines for Food Festival

  
17/4/2025  
Smt. P. V. M.



# Tamil Nadu Corporation for Development of Women

## Food Festival

### A Guide for execution

- **Introduction**

#### **Traditional Cuisine Carnival – A Conceptual Overview**

The Traditional Cuisine Carnival is envisioned as a vibrant celebration of Tamil Nadu's rich culinary heritage, deeply rooted in the customs, traditions, and cultural practices of its diverse communities. Food, in this context, is not merely a source of sustenance—it is a living expression of history, geography, and identity. The use of indigenous ingredients and regionally sourced resources reflects the socio-economic journey and lifestyle of people across the state, contributing to the immense diversity and richness of home-grown cuisine.

In south Indian culture, food holds symbolic significance beyond its nutritional value. Its preparation and presentation are acts marked by care, dignity, and cultural value, often forming the core of social and ceremonial occasions. Recognizing this, the Traditional Food Festival aims to harness the cultural and economic potential of local culinary practices.

At the core of this initiative lies the empowerment of **women-led enterprise units**, particularly those part of **Self-Help Groups (SHGs)**. By building a network that supports entrepreneurship in the food service sector, the Food Festival seeks to create sustainable livelihood opportunities through the revival and promotion of traditional cuisines, street food, and regional specialties.

The concept is further brought to life through engaging street food festival scenes—where customers interact with vendors at kiosks, symbolizing community engagement and economic participation.

The idea for this Food Festival stems from the resounding success of the **Food Festival held at Marina Beach, Chennai, in December 2024**. Inspired by the positive outcomes in the sales and enthusiastic public response, the **Government of Tamil Nadu** is expanding this initiative across the state to conduct 5 food festival at regional level i.e. Chennai, Coimbatore, Madurai, Trichy and Thanjavur.

This expansion aims to provide a platform for SHG women to showcase their culinary expertise and unique food products, representing every district under one roof.

Ultimately, the Traditional Food Festival is not just a food event—it is a **strategic initiative** designed to enhance the **economic resilience of women**. By fostering entrepreneurship, encouraging cultural preservation, and promoting inclusive growth, this initiative aligns with the broader vision of sustainable development and social empowerment.

- **Operational Framework & Guiding Principles**

The Government of Tamil Nadu has initiated the **Traditional Food Festival** with the objective of promoting and preserving customary food preparation methods, while creating economic opportunities for first-generation women entrepreneurs. This initiative adopts standard procedures and best practices to ensure quality, hygiene, and consistency in food services, bringing together women-led enterprises under a unified platform for learning, sharing, and growth.

**Objective**

- ✦ To recognize and promote regional culinary traditions.
- ✦ To support women entrepreneurs by organizing under one roof **Community-Based Organizations (CBOs)** through the (NULM and NRLM) TNCDW.
- ✦ To build a scalable and sustainable model of food-based enterprise through skill enhancement and technical support.
- ✦ This initiative aims to make the food festival a **cultural icon** and a flagship platform for women's entrepreneurial success.

**Capacity Building & Technical Support**

- ✦ Women entrepreneurs participating in the Food Festival.
- ✦ Mentored orientation and hands-on training.
- ✦ Continuous support from technical agencies for improving business operations, service quality, and branding.
- ✦ Assistance in navigating certification requirements, particularly **FSSAI certification**, before integration into the food fest network.



- **Scope of Enterprises to be Covered**

This initiative supports Self-Help Group (SHG) women operating in a variety of food service categories, including:

- ❖ Canteens
- ❖ Restaurants
- ❖ Fast food outlets
- ❖ Catering units
- ❖ Minor Millet snacks production units
- ❖ Mathi Cafes

Focus is given to equip these entrepreneurs with the skills necessary to operate in a sustainable and professional manner in the competitive markets.

- **Emphasis on Quality, Hygiene & Branding**

- ❖ Strict adherence to hygienic practices and food safety standards is mandatory.
- ❖ Guidance to be provided on improving service quality and customer experience.
- ❖ SHG networks will evolve as specialist community organizations, offering peer-to-peer mentoring and technical assistance in areas such as branding, packaging, and market outreach.

- **Cultural & Economic Integration**

- ❖ The Food Festival seeks to preserve the **flavor, taste, and identity** of regional and traditional food items.
- ❖ Periodic organization of the Food Festival will be embedded it into the social fabric, establishing it as a legacy event passed on to future generations through SHG networks.
- ❖ This initiative aims to make the Food Festival a **cultural icon** and a flagship platform for women's entrepreneurial success.

- **Institutional and Event Protocols**

To ensure uniformity and professionalism, the following protocols are recommended:

- ❖ **Uniform attire:** Entrepreneurs must wear aprons and caps as a mark of decorum and identity under the SHG initiative.
- ❖ **Procurement practices:** Items such as cutlery, kitchen spices, and tissues required during the event should be sourced within the SHG network. This promotes **resource mobilization**, cost-efficiency, and adds value to the internal SHG supply chain.

- **Sustainability & Future Vision**

- ❖ The Food Festival must be institutionalized as an annual or biannual event at local, regional and state levels.
- ❖ Expansion across districts will enhance visibility and participation.
- ❖ The initiative will continue to strengthen the **economic empowerment of women**, while preserving and promoting the rich culinary heritage of Tamil Nadu.

- **Background and Initiative**

This shift poses a serious challenge to the transmission of culinary heritage to the younger generation. The current parenting generation, influenced by fast-paced urbanized lifestyles, faces increasing difficulty in passing on these cultural practices. As a result, there is a growing disconnect between traditional values and modern living.

- **Culinary Entrepreneurship- Vehicle for Tradition and Livelihood**

Building upon the strength of this SHG framework, the state has now identified the promotion of **traditional cuisine** as a strategic livelihood opportunity. This approach not only aims to revive regional food practices with authentic local taste and flavor but also serves as a platform for economic empowerment of SHG Women.

Through structured interventions such as **food festivals, traditional Food Festival, and entrepreneurship development programs**, SHG women are being encouraged to take up culinary ventures that celebrate Tamil Nadu's rich food legacy. These initiatives reinforce the idea that cultural preservation and economic progress can go hand in hand.

- **Reviving Heritage Through Taste**

Once known simply as "Food for All," the initiative has now evolved into a more nuanced and culturally rooted vision: **"Healthy Food with a Homely Taste."** This transformation reflects a deeper intent in preserving the traditional flavors and culinary heritage down to generations.

In an age where convenience often overshadows culture, there is an urgent need to rediscover and celebrate the rich legacy of our ancestors through the food they prepared, shared, and cherished.

To rekindle this fading treasure, the concept of a **Food Festival or Food Mela** has emerged as a vibrant platform. These gatherings are not merely festive events but are cultural revivals.

By showcasing long-forgotten recipes, traditional cooking methods, and the intrinsic link between health and heritage, these melas aim to reintroduce the philosophy of food as a source of wellness and peace.



Such efforts cannot be one-time occurrence. A **sustained process of training, mentorship, and community engagement** is essential to ensure that this knowledge is not just a onetime affair, but a concept that needs to be linked actively and passed on to generations. From the preparation of millet-based dishes to the use of herbal ingredients, the focus must remain on empowering individuals, particularly women with the skills and confidence to uphold these practices.

The idea for this food carnival found its true momentum following the **overwhelming success of the Food Festival held at Marina Beach, Chennai, in December 2024**. The event saw enthusiastic participation from across demographics, affirming that the appetite for culture is very much alive. Inspired by this resounding public response, the state government of Tamil Nadu has taken the lead in embracing and expanding this initiative. What began as a single celebration has now become a part of a broader developmental agenda, with women's empowerment at its core. In this convergence of taste, tradition, and transformation, the humble food mela becomes more than an event—it becomes a movement.

- **Schedule Can be included:**

- ✦ Inauguration Ceremony-“**Aru Suvai Arambam**”-
- ✦ Tamil Nadu's **Millet & Spice Symphony** –Millet & spice Cooking Workshop
- ✦ **Paati Samayal** Live: Taste the Secrets of Generational Cooking
- ✦ **Tunes of Tradition**: Folk Dance and Musical Delights

If one has to enjoy the provision in line with the concept floated through the above arrangements, it doesn't stop with the provision of taste, flavor and ambience alone but, facility management, presentation, hygiene and accounts keeping have to go hand in hand.

For this it is planned to augment all those that fall in favour of both buyer and seller. So, additional focus on all the above facilities needs to be concentrated in order to full fill the customer's satisfaction. This will in turn make them carry the tastier moment and the rich regional customs under which they are backed up with, leading to mental harmony among all those who come across their times.

It will boost their confidence in happily exchanging their values of tradition and under the richest culture in which they are resting on. It is also certain that these periodical festive events will help them in a long way to transpire their rich legacy to others and will have pride in being in such a rich environment.

Above all, the behavior of individual will reflect on keeping their surroundings, be it family, office or society will spread holistically for harmony and humane among people.

**Key Focus Areas for Implementation:** To align with the above vision, the following components are essential:

1. **Taste & Flavor:** Ensure dishes represent true regional flavors using traditional methods.
2. **Ambience:** Create a setting that feels warm, welcoming, and culturally immersive.
3. **Facility Management:** Maintain clean, accessible, and well-organized spaces for guests and vendors.
4. **Presentation:** Focus on traditional plating and decor to enhance visual appeal.
5. **Hygiene & Cleanliness:** Strictly enforce food safety, cleanliness, and sanitation protocols.
6. **Accounts & Vendor Coordination:** Keep clear records and ensure smooth transactions for both buyers and sellers.
7. **Balanced Support:** Efforts must benefit **both the customer and the vendor**, promoting a fair and enjoyable experience for all participants. Each aspect—from logistics to presentation—should work in harmony to **maximize visitor satisfaction**.

The successful execution of the food festival also depends on the integration of the following key components:

- ✦ Facility management
- ✦ Presentation aesthetics
- ✦ Hygiene standards
- ✦ Systematic accounts and vendor coordination

- **Facility management:**

It is mandatory to empower women's groups to pursue their ventures and sustain their livelihoods by utilizing the skills they have acquired, enabling them to compete with established business giants in the market. To preserve the authenticity, taste, and flavour of traditional food preparations, this initiative seeks to mobilize community-based organizations through food festival, as part of the mission's ongoing efforts.

The Self Help groups shall be provided with comprehensive knowledge and practical training to adhere to strict standards, with particular emphasis on maintaining high quality in food production and service, managing bulk procurement and cooking processes, and offering a diverse range of food items as a priority.



Additionally, SHG women participating in the culinary food festival shall be accommodated in close proximity to the event venue, with preference for lodging within the same campus equipped with all necessary facilities or, alternatively, the nearest suitable hotel to minimize local travel time. In the event of off-campus accommodation, adequate connectivity shall be ensured.

Furthermore, essential amenities such as clean toilets and bathrooms, continuous running water, and appropriate bedding facilities shall be arranged to ensure the entrepreneurs are well-rested and prepared for their daily participation in the mela.

Selection of Teams.

- **Food Service Presentation and Hygiene Protocols**

The process of food preparation is not limited to maintaining quality, hygiene, taste, and flavors. An equally important aspect is the way food is served, reflecting the cultural and regional sentiments of the community. The way food is presented significantly influences customer satisfaction and business growth.

- **Customer Service and Social Decorum**

To enhance and add value to the product, it is essential that social decorum in customer service becomes an integral part of the training programs for Self Help Group (SHG) members. Proper orientation on customer-friendly service practices is crucial to build customer trust and loyalty. Recognizing this need, the Mission adopts a multipronged approach, with a special focus on:

- ❖ Training food vendors in the presentation and delivery of food.
- ❖ Maintaining a respectful, courteous, and culturally sensitive service environment.
- ❖ Encouraging practices that attract more customers, thereby promoting the livelihood development of vulnerable groups associated with the Mission.

- **Dress Code and Protective Wear**

Adoption of proper dress codes and protective gear while handling and serving food.

- **Cleanliness and Personal Hygiene**

The Mission places strong emphasis on the practice of cleanliness and self-hygiene among food vendors. This includes:

- ❖ Regular orientation sessions on hygiene practices.
- ❖ Cleanliness and proper food handling.
- ❖ Making personal hygiene a habitual practice to maintain food safety and uphold customer trust.

- **Awareness to follow hygienic practice in food service:**

This is one of the most important aspects covered by the senior mentor. Health and well-being of the entrepreneurs and the people involved in the food court has always been the maximum priority. The senior mentors were involved in ensuring that right from the stay of the entrepreneur to daily activity all aspects of well-being are kept and maintained. During health emergencies also the senior mentor was involved in consulting the entrepreneur with the doctor and making sure the right treatment is received to them at the right time.

- **Readiness Protocol**

**Planning and Preparedness for Culinary Carnivals**

Promote women food entrepreneurs through periodical conduct of **Culinary** to enhance livelihood opportunities and this should form an integrated schedule within the annual activity plan. This initiative aims to create a platform for displaying culinary skills, encouraging entrepreneurship, and generating income at an improved scale.

**Training and Orientation**

- Explain the concept and objectives of the food mela, highlighting its role in supporting livelihood development through increased income opportunities.
- All participants should be well-informed, confident, and equipped for active involvement during the food festival.

**Essential Arrangements and Logistics**

A resolute team should be responsible for arranging all necessary provisions, including:

- Accommodation facilities
- Food preparation appliances and utensils
- Allocation and total number of stalls

This ensures seamless event operations and effective management of resources. Once these factors finalized, the details must be communicated promptly to all other stakeholders involved.



## **Venue Finalization and Site Planning**

When selecting the event venue, relevant factors to be considered are:

- Relevance of the location to the event's theme
- Availability of space and infrastructure
- Accessibility to resources and amenities
- Recommendations from the event management and organizing team.

These considerations are vital for ensuring the smooth conduct of the Culinary Carnival and delivering a rewarding experience for both entrepreneurs and visitors.

### **• Nomination process:**

The objectives, details, and particulars of the event shall be formally communicated to all district-level stakeholders through an official Letter issued by the District Mission Management Unit (DMMU). Once the event venue is finalized by the organising team, all stakeholders, including the event participants should be convened for a fair and pragmatic discussion to emphasize the significance of the event and its potential impact.

During this meeting, the process for selecting members from various Self-Help Groups (SHGs) or existing SHG-based enterprise groups for participation in the event will be undertaken, and necessary travel arrangements for the selected groups within the region will be coordinated accordingly.

### **• Resource Allocation Plan**

All stakeholders shall be actively engaged in coordinating the Culinary Carnival in a manner that reflects strong organizational capacity and garners public appreciation, while ensuring that participating members derive meaningful benefits from the scheme.

The preparatory stage is to define roles and responsibilities of officers and other stakeholders in the district administration for effective handling of the carnival towards successful implementation.

- ❖ Stakeholder Communication and Outreach
- ❖ Event Planning and Execution
- ❖ Raw Material Procurement and Delivery Logistics

- ❖ On-site Storage and Material Distribution
- ❖ Inventory Control and Resource Management
- ❖ Pricing Strategy and Revenue Management
- ❖ Product Display Planning and Group Allocation
- ❖ Financial Planning and Budget Disbursement
- ❖ Billing Staff Training and Operational Coordination
- ❖ Coupon Distribution and Redemption System
- ❖ Stall Layout and Infrastructure Setup
- ❖ Crowd Control and Waste Disposal Management
- ❖ Media Coverage and Visual Documentation
- ❖ food Standards and Quality Assurance
- ❖ Integrated Event Coordination and Supervision

- **Stall Design and Floor Plan Confirmation**

#### **Cooking Area Planning**

The requirement of space and layout for the cooking area must be carefully assessed, considering the volume of food preparation planned for the event. A detailed plan should be developed to organize activities related to the preparation, safe handling, and efficient movement of food from the cooking area to the event site.

Special emphasis must be placed on ensuring a continuous and systematic delivery mechanism to the stalls, maintaining both speed and hygiene standards. The plan should prioritize convenience in delivery routes and proximity to the stalls based on the type and quantity of food being prepared, while also adhering to safety and operational guidelines.



### **Wash Area Provision**

A designated shared wash area shall be arranged at both the cooking gala site and the event stalls, subject to the availability of adequate space at the venue. This area must be equipped with a reliable water supply and proper drainage facilities to support the washing of large utensils, cooking equipment, and other service materials.

The provision of this facility is essential to maintain hygiene standards, ensure operational efficiency, and facilitate smooth functioning of food preparation and service activities throughout the event.

### **Service Counter Layout**

At the forefront of each stall, a designated service counter space shall be arranged for the display and service of prepared dishes. These counters serve as the primary interaction point between the entrepreneurs and the customers, ensuring smooth, organized, and hygienic service.

Additionally, wherever feasible, live cooking counters may be set up alongside the serving counters to engage visitors and enhance the overall customer experience. The inclusion of live culinary demonstrations not only showcases the skills of the entrepreneurs but also acts as a key attraction, drawing increased footfall to the stalls, contributing to the success of the event.

### **Central Dining Area and Utility Provisions**

A dedicated dining space shall be allotted at the centre of the food court, strategically surrounded by all participating stalls to ensure ease of access for customers. This central arrangement facilitates smooth movement, encourages participation across all stalls, and enhances the overall experience of the event. To maintain cleanliness and hygiene within the premises, dustbins are to be placed at regular intervals around the dining area in clearly visible and accessible locations, minimizing the risk of littering. Additionally, hand washing stations shall be installed on all sides of the food court, ensuring that visitors and participants have convenient access to sanitation facilities, thereby upholding hygiene standards throughout the event.

### **Menu Design and Pricing:**

Careful menu planning should be done to avoid duplication of similar dishes across different stalls, ensuring variety and novelty for the visitors.

Pricing strategies and refining their menu offerings based on customer preferences and feedback gathered during the initial days of the mela.

### **Procurement Planning and Supplier Coordination**

To ensure the smooth conduct of the Cooking Carnival, vendors for the supply of perishable goods such as vegetables, groceries, and other consumables essential for food preparation must be identified well in advance. Preference shall be given to suppliers from local markets surrounding the event venue to support the local economy and facilitate timely delivery.

Additionally, suppliers for utensils, appliances, kitchen equipment, paper rolls, cleaning materials, and other essential resources should also be identified locally wherever feasible. In cases where local markets are unable to meet the demand, organizers must identify and negotiate with vendors from external markets to arrange for bulk supply on the event day and during peak requirements without delays.

- **Promotion of SHG Products and Enterprises**

With an aim to promote Self Help Group (SHG) products and enterprises, the procurement of frequently required materials such as tissue papers, uniforms, cutlery, and accessories should, as far as possible, be sourced from SHG-run enterprises. This initiative not only supports community enterprises but also enhances the visibility of SHG products in public events.

To foster a sense of identity and uniformity, each participating entrepreneur should be provided with a distinctive uniform, and wherever possible, these uniforms should be procured through a dedicated SHG group engaged in tailoring services.



### **Eco-Friendly Initiatives**

In alignment with sustainability practices and to minimize the use of plastic within the event premises, eco-friendly cutlery made of areca nut leaves and other biodegradable alternatives shall be encouraged. While recognizing the higher cost associated with such materials, their usage will contribute to the event's image as an environmentally conscious gathering and promote the adoption of sustainable practices in community-level enterprises.

- **FSSAI Compliance and Licensing**

The Food Safety and Standards Authority of India (FSSAI), constituted under the Food Safety and Standards Act, 2006, serves as the apex regulatory authority for ensuring food safety and maintaining quality standards across the country.

#### **Mandatory Licensing for Food Service Activities**

It is compulsory for all entities engaged in food service — including temporary food stalls, fast food counters, and culinary events at public gatherings — to obtain a valid FSSAI registration or licence. This ensures that the food prepared and served to the public adheres to the prescribed safety and quality standards.

#### **Responsibilities of DMMU and SHG Compliance**

The District Mission Management Unit (DMMU) is responsible for ensuring that only FSSAI-certified SHG members and food entrepreneurs participate in the event. In cases where participating units are not certified, necessary assistance should be extended to help them procure the required licence prior to the event.

#### **Promotional Activities**

Promotion is a critical component in ensuring the success and visibility of any public event. The responsibility of the promotional team is to execute the advertising and publicity in a focused and intensive manner.

To attract the public and enhance footfall at the venue, banners and signages were strategically placed across the event site, beginning from the entrance and extending to all predominant junctions within and around the venue. These visual elements have to be designed and positioned to maximize visibility and generate mass appeal among visitors attending the 'Mela'.

- **Financial Management and Cash Flow Monitoring**

The APO (A&A) of the District Mission Management Unit (DMMU), in coordination with the Management Information System (MIS) personnel, is responsible for preparing a comprehensive financial plan for the event. This plan should be tailored to suit the venue requirements, local context, and scale of the event.

#### **Key Responsibilities**

The financial management team will oversee the following tasks:

- ❖ Training of billing staff on financial procedures.
- ❖ Issuance of Coupons/recharge cards, reconciliation and reporting.
- ❖ Maintenance of financial registers and records for transparency and accountability.
- ❖ Daily reporting of stall-wise and overall revenue and tracking all expenditures related to event operations.
- ❖ Daily Financial Reporting and Transparency

A consolidated financial statement must be prepared at the end of each event day, documenting:

- ❖ Stall-wise revenue
- ❖ Overall income generated
- ❖ Total expenditure incurred

This report should be shared daily with the women entrepreneurs participating in the Food Court. Maintaining this level of transparency in both income and expenditure strengthens trust and reliability among vendor participants and minimizes the potential for financial disputes between the DMMU and beneficiaries — ensuring a win-win situation for all stakeholders.



## **Records and Registers to be Maintained**

The financial management team must design and maintain the following registers:

- ❖ Stock register for issuance Coupon/recharge cards.
- ❖ Daily Coupon Issue Register
- ❖ Cash Flow Register
- ❖ Stall-wise Sales Record
- ❖ Daily Consolidation Sheet

These records should be systematically updated and preserved for audit, reporting, and future reference.

## **• Outcome Goals**

The objectives of the event are designed to deliver both tangible and intangible benefits to the community, participants, and visitors. The intended outcomes include:

### **✦ Creating Lasting Culinary Memories:**

To leave guests with memorable, flavourful experiences deeply rooted in regional tradition and cultural identity.

### **✦ Fostering Mental Harmony:**

To offer a calm, nostalgic atmosphere reflective of local culture, thereby promoting mental well-being among visitors.

### **✦ Building Community Confidence and Pride:**

To inspire a sense of confidence and pride within the community, encouraging them to share, preserve, and celebrate their rich culinary and cultural heritage.

### **✦ Heritage Preservation:**

To help preserve traditional food practices with millets and traditional rice varieties and cultural expressions through regular, meaningful public events.

#### ✦ **Promoting Positive Social Behaviour:**

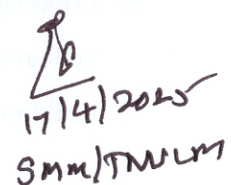
To extend the spirit of harmony and humanity fostered at the event into homes, workplaces, and the broader society — supporting the practice of positive, community-cantered social behaviour.

#### • **CONCLUSION OF THE EVENT**

The Regional Food Festivals should serve as an on-ground training platform for most of the SHG participants. Through their active involvement, they receive hands-on experience in foodservice management, inventory handling, hygiene protocols, financial management, and customer engagement.

  
CEO/TNSRLM.

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17/4/2025  
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