

NATIONAL CONCLAVE ON
INDIAN FOOD CULTURE



LET'S BRING THE
GOODNESS
BACK

21ST AUGUST, 2017 | SILVER OAK HALL
INDIA HABITAT CENTRE | NEW DELHI

Organised by



FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA

Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India



YES/Global Institute
a practicing think tank



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About FSSAI

The Food Safety and Standards Authority of India (FSSAI) has been established under Food Safety and Standards, 2006 which consolidates various acts & orders that have hitherto handled food related issues in various Ministries and Departments. FSSAI lays down science-based standards for articles of food and regulates their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food for human consumption. The authority is also responsible for creating an information network across the country so that the public, consumers, etc. receive rapid, reliable and accurate information about food safety and hygiene and related issues of concern.



About YES Global Institute and YES Culture

YES Global Institute, the practicing think-tank of YES BANK, has been established to focus on India's sustainable and inclusive socio-economic growth and development. The core focus areas of the Institute are Culture, Social Impact Sectors, D.I.C.E and Glocal Forums.

The Institute believes that India's economic growth must adopt a low carbon pathway, leapfrogging to a scenario of unique and resource-innovative technology manufacturing, sustainable agriculture and services. We firmly believe that India's glorious past and rich culture that is anchored in arts, crafts, frugal innovation and diversity must be leveraged to define the country's growth trajectory along a knowledge driven pathway.

The Institute, through its YES Culture initiative is dedicated towards the promotion, development and conservation of India's cultural heritage. YES Culture is positioned to drive financing and inclusive socio-economic development through the promotion of creativity and innovative Indian arts. We engage with the government, industry and academia to foster synergies between stakeholders.

YES Culture works towards identifying stand-out initiatives to engage with as key participants and partners. An important aspect of our work is advocating research on cultural issues and organizing and promoting platforms to augment awareness and public engagement with India's rich cultural heritage. Our key focus areas are Craft, Architectural Heritage and the Culinary Arts.

PERSPECTIVES



Mr. Rana Kapoor, MD & CEO, YES BANK and Chairman, YES Global Institute

“ The National Conclave on Indian Food Culture is a unique and pioneering platform for chefs, culinary entrepreneurs and policy experts to collaborate, preserve and promote India’s rich culinary heritage. India’s conventional creative and culinary culture has the potential to become its strongest pillar of Brand India. ”



Shri Pawan Aggarwal, CEO, Food Safety and Standards Authority of India

“ India has a rich culinary heritage that has evolved over centuries. Local food habits are primarily based on a holistic approach to nutrition as required by local people. FSSAI through this initiative is committed to strengthen the knowledge and wisdom of regional cuisines and culinary practices. In this National conclave, FSSAI along with other Govt organizations,



Ms. Preeti Sinha, Senior President, YES BANK and Glocal Convenor, YES Global Institute

“ Our culinary heritage is an embodiment of our ancient and varied community knowledge, traditions and social hierarchies. YES Global Institute has joined hands with FSSAI to design a road map for leveraging India’s traditional food knowledge on both domestic and global platforms. We are committed to accelerating sustainable, community based development and tourism through preservation, ideation and promotion of this rich heritage. ”



Sanjeev Kapoor, Padma Shri, Celebrity Chef and Author and Co-Founder, Food Food Network

“ Traditional Indian food is amongst the best in the world but still hasn't got its full due. There is so much to learn and savour from our cuisine and we need do our best to promote it, irrespective of any physical boundaries. Traditional Indian food is so good, everybody needs to experience it. ”



Chef Manjit Gill, Corporate Chef, ITC

“ Food is a central activity of mankind and one of the single most significant trade marks of culture and heritage. My kitchen is a mystical place, a kind of temple for me. It is a place where the surfaces seem to have significance, where sounds and flavors, tastes and feelings carry meaning that transmigrates from the past to the future. I have a sense of well-being knowing that there are Six seasons and Six tastes for body, mind and soul. ”

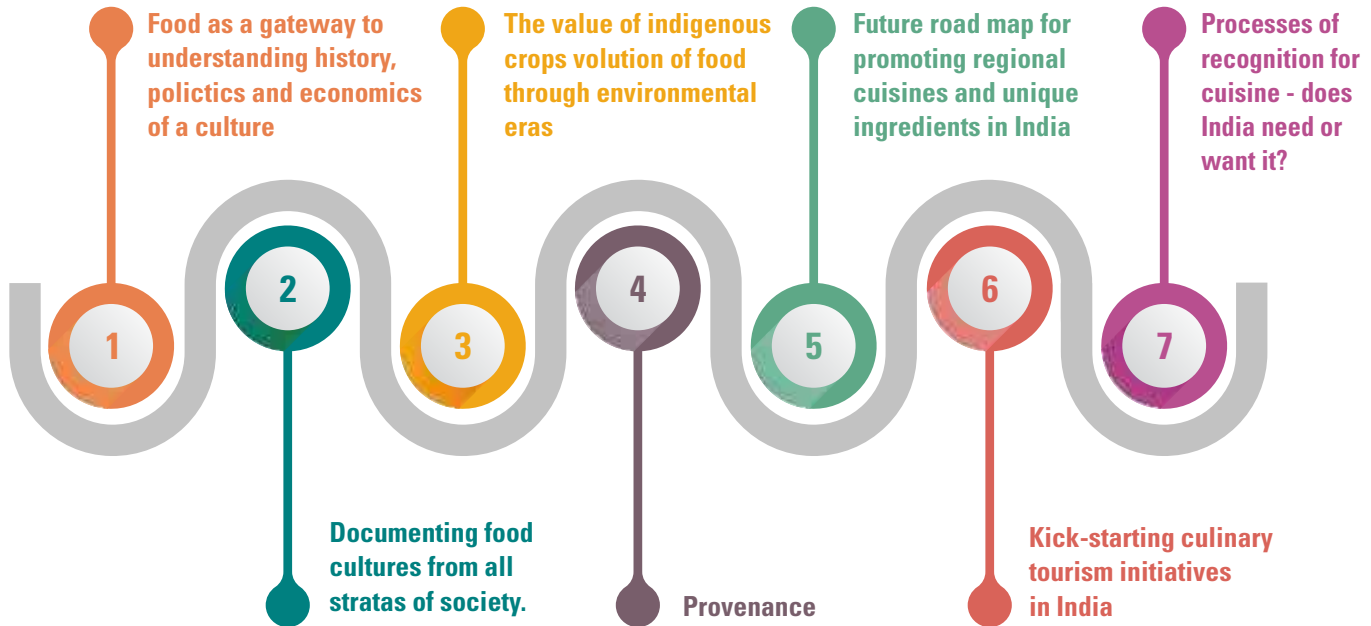


Sourish Bhattacharya, Food Writer (India Today Group); Blogger (Indian Restaurant Spy); and Co-Founder, Tasting India Symposium

“ India's Food Culture will go a long way in fulfilling the urgent need to archive the recipes that drive our vast culinary heritage. These recipes otherwise would have got lost in the passage of time. It is also an important vehicle to introduce the world to India's biggest soft power - its wealth of gastronomy. ”

PANEL DISCUSSION: WHAT IS INDIAN FOOD CULTURE?

Keywords:



India's intangible cultural heritage manifests in itself its varied ancient cuisines and culinary processes. As a mirror of society's evolution, food tells many stories of agricultural practices, techniques, ingredients, processes, religion, ritual practices, festivals and utensils, the knowledge of which have been handed down generations. In order to promote and position the safe, nutritional and traditional foods techniques and ingredients of India, we must take a multi-pronged approach to define Indian Food Culture.

Research and documentation is crucial. A trend in global food markets stresses documentation to understand various subliminal qualities of individual local traditions, rather than perceiving a regional cuisine as one over-arching entity. The variations of different religions, communities and caste add distinctiveness to regional cuisine, and through its recognition we can document and uphold the diversity and vibrancy of techniques and flavour in Indian cuisine. Documentation also

becomes imperative to expose urban residents to traditional recipes and modes of living, which can then be modified for the 21st century to encourage more sustainable and healthy lifestyles. For agriculturalists and the rural population, archiving and seed banks of indigenous varieties of seeds may go some way in trying to combat environmental issues, for example, flood resistant varieties of rice, or promoting the production of millets which are less water intensive than many rice varieties.

There are many shining beacons of the Indian dining scene, which takes an informed and innovative approach to modern dining such as Indian Accent, Masque, Bombay Canteen and Toast & Tonic. Using familiar tastes, names and ingredients, these restaurants have re-imagined what Indian food can look like contextually by blurring state boundaries, creating new stories, and defining an Indian way of presentation in a contemporary form. Through this effort chefs are

referencing the rich heritage and knowledge that India has to offer the world. In Bombay Canteen's own words, they 'embrace the past in the present.'

Until very recently, many specialties were confined to family kitchens, but curious minds around the country are now exploring ways to use this tradition from an entrepreneurial purview. In regional centres too, there is a revived vigour for promoting and documenting traditional dishes and chefs are maintaining a focus on the seasonal and locally grown produce, underlining the significance of provenance. Cultural expansion and access to the Internet means that we must make cuisines relevant and accessible for younger generations. This will emerge out of modernization and flexibility of regional Indian chefs to add diverse, global elements to dishes. There is, however, much work to be done in the F&B sector, working with hotel management institute, agriculturalists, chefs, sociologists, historians, economists and entrepreneurs to infuse the whole value chain with a flavour of India's indigenous food knowledge systems.

The traditional foods movement which is gaining steam, must also focus on initiatives that can help facilitate sustainable and community based development and tourism. Dharavi Biennale's, 'Indecisive Chicken' project, documenting the diversity and lives of women in India's informal settlements has helped many to start to understand the relationship between food and women's economic contributions to the city. Shahu Patole's 'Anna He Apoorna Brahma,'



documenting dalit community's food starts the process of bridging divides between communities through documentation and education. CSE's seminal works; 'First Food: A Taste of India's Biodiversity' and 'First Food: Culture of Taste' reminds us all of the biodiversity that India's land has to offer and of the seasonal, local specialties from around the country that many of us have never heard of, let alone relished.

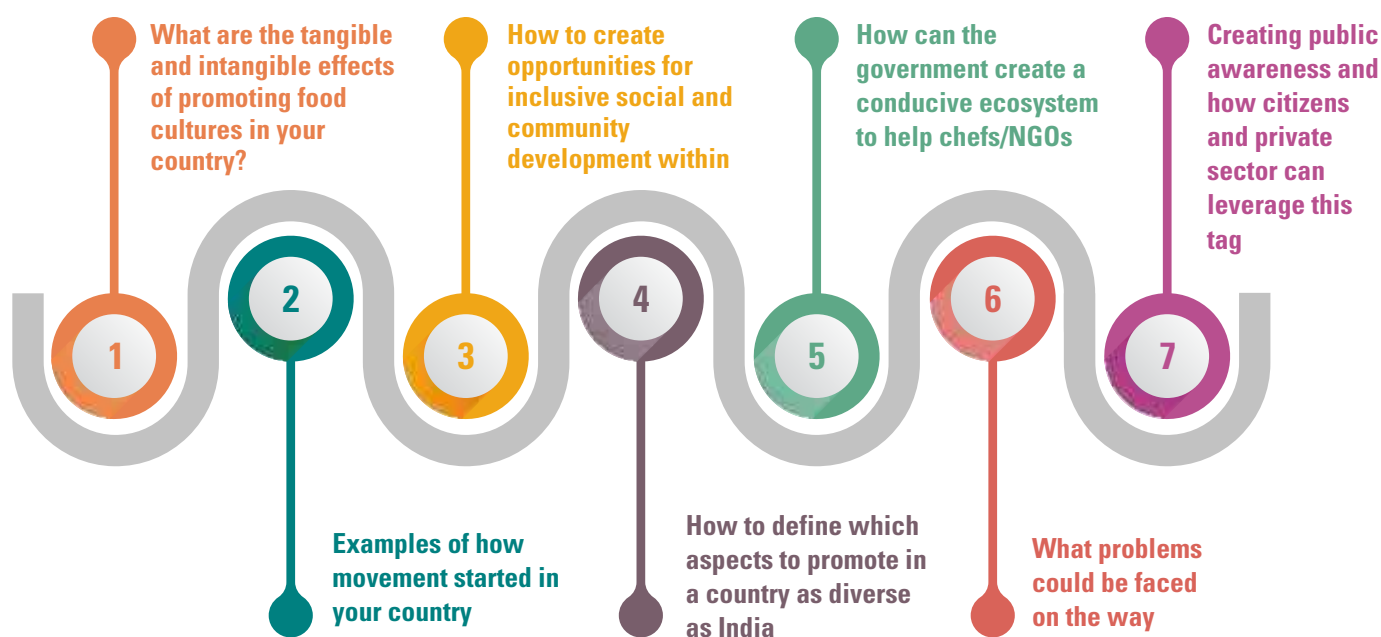
Food is a unique form of entertainment because of the approachability it offers coupled with the basic human need to eat. As food becomes an integral part of pop culture and culinary trends become part of the social fabric of our lives, high-profile chefs, TV and digital content, culinary festivals, meal delivery services all continue to grow at a rapid rate. Social media has the ability to allow real-time sharing of our experiences and with over 170 million posts of Instagram for #food, exposure to cuisines from global nooks and crannies has never been greater.

India must design a road map on how to leverage and promote its food culture for both domestic residents and international visitors, through food. It may be food hubs, food walks or food streets that are able to do this. Food has the ability to touch lives because of the connectivity that comes with eating, drinking and feeding the people we love. It can break down cultural, religious and social divides and connect us on a vital platform and engage all divergent members of our society if we understand the binds that hold us together.



PANEL DISCUSSION: SHARING INTERNATIONAL INITIATIVES FOR PROMOTING REGIONAL CUISINES

Keywords:



This panel discussion dives into the cause and effects of what global recognition on culinary knowledge and arts, driving potential opportunities for India's own tourism industry can be accountable to its culinary heritage.

In 2010, UNESCO recognized food for the first time as an integral part of cultural consumption and thus, awarded aspects of cuisines intangible cultural heritage status. This status is in order to "help demonstrate the diversity of [cultural] heritage and raise awareness about its importance." To campaign for Mexico's status, the government established The Conservatory of Mexican Gastronomic Culture (CMGC), which was also supported by NGOs and private stakeholders. The World Forum on Mexican Gastronomy was established, alongside national level meetings to develop models for safeguarding, recovering and protecting food systems and knowledge as an integral part of cultural heritage. This was, and continues to be a

serious commitment on the part of all involved, not only to launch a sustained campaign but also in order to maintain the status, continuous promotion, preservation and protection.

The most significant outcome of this is the self-evaluation that the process demands. This automatically records indigenous knowledge and techniques to further have a trickle-down systematic impact on the eco-system of agriculturalists, producers, chefs, restaurateurs and home cooks.

Scandinavia has been leading a quiet revolution over the last ten years in order to establish modern Nordic cuisines and ingredients into the vocabulary of restaurants and home chefs around the world. In the last 70 years, French nouvelle cuisine has dominated, followed by Mediterranean cuisine; El Bulli - Spanish modernism then lead the way in the early 2000s. Now, however, Nordic staples have influenced

culinary thought in an undeniable way. This has been influenced by chefs such as Rene Redzepi, Magnus Nilsson and Mathias Dahlgreen who lead serious operations to document, research and develop Nordic cuisine. This movement was also underlined by 'The Nordic Kitchen Manifesto', formulated in 2004, summarizing ten points on purity, seasonality, ethics, health, sustainability and quality.

Providing a conducive eco-system for Nordic cuisine to develop and flourish within the region has meant that there has been a natural progression for these values and flavours to migrate globally. This has imbued food cultures the world-over with a little bit of New Nordic values; hyper-local, seasonal and sustainable ingredients that embody the culture of taste.

However, ultimately, in India, we need to ask why these tags such as Michelin Stars and UNESCO statuses might be needed or wanted. One of the most significant outcomes of promoting a country's cuisines will always be its impact on tourism.

Our imaginations go wild when dreaming of cuisines such as Spain, Italy, France, Japan and Singapore. In all of these cases, there has been a focused promotional strategy in order to associate tourism with gastronomy for both domestic and international markets. In France, a wide variety of traveler's needs are suited because of the diversity of tourism offerings that are conceptualized such as visits to primary and secondary producers of food, gastronomic festivals, farmers markets and food fairs. Since the 1970s, France has positioned its gastronomy with the ultimate conviction that the best produce, techniques, dishes and rituals of cookery happen on its soil.

Over a third of tourists spending worldwide, is devoted to food, thus promoting India's cuisine is of supreme importance to ensure a quality experience. In India, in order for these niche tourism offerings to be promoted at both private

and public level, one needs to look at food as a cultural offering in two ways. First is promoting local produce and techniques through historic consciousness. And second will then become an accommodation of the diversity of tourism in an inclusive way, by offering food that suits their culinary and cultural palate, such as halal foods, gluten free substitutes, and dairy free substitutes. This will enable a holistic approach to culinary tourism.

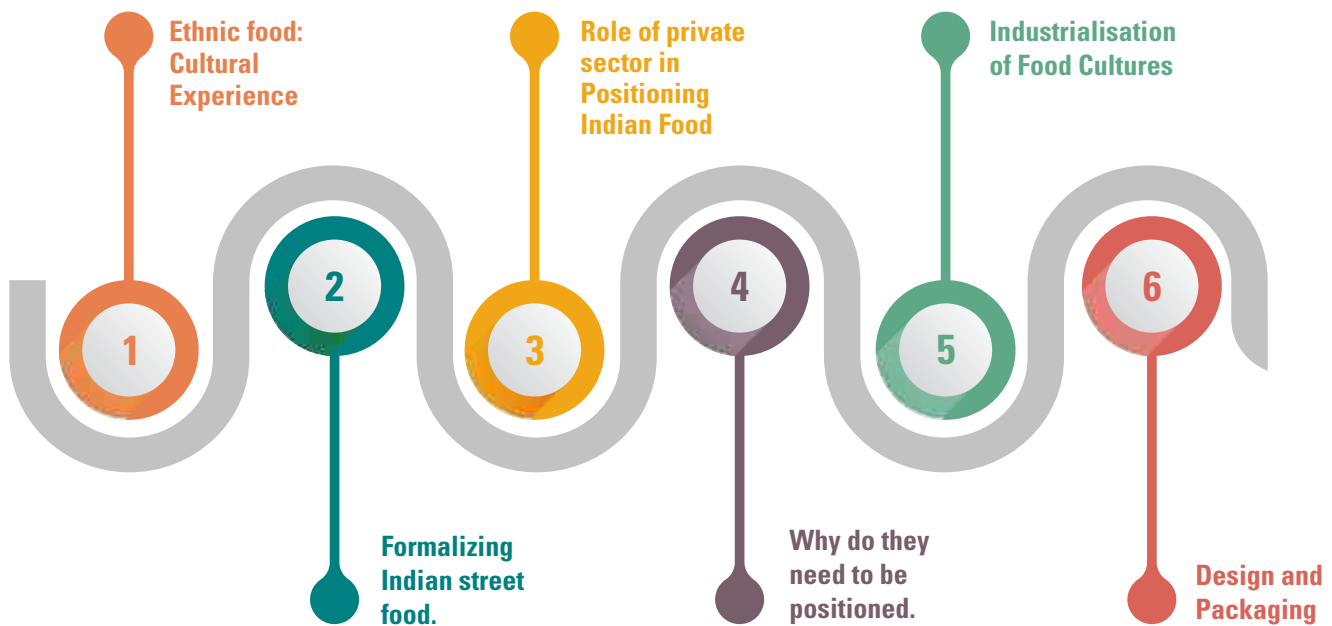
These will have the following effects. Firstly, job creation in regional centres will be activated and when tourism is sustainably planned, it can go a long way in benefitting the whole community. A good example would be initiatives such as Amal Women's Training Centre and Restaurant in Marrakech in Morocco which has empowered underprivileged women, presented by a lack of opportunities and given on-the-ground vocational training in a restaurant and cookery school. This is a must-visit for all tourists when visiting the city. Secondly, rural communities, with shifting scenes away from traditional economic sectors can enjoy a comparative advantage when thinking about traditional cuisines. Tourism can allow these communities to fuel sectors of the local economy such as agriculture as well as providing in-situ opportunities.

In conclusion, through promotion and drive to redefine and rebrand a country's cuisine, we must work to establish infrastructure through feasible modals unique to Indian systems already in place. We would need to document best practices that drive global thought and instill in tourist's the faith in the benefits of the Indian Cuisine. This will address misconceptions about Indian food; promoting regional diversity, ancient knowledge about health and unique prescriptive natural solutions to maintaining a good body, health and mind. Within this plan, we must strategize for sustainable community development which embodies the ethics of Ayurveda and retraces local histories as these tags can work for the people of India, rather than becoming esoteric badges.

PANEL DISCUSSION

CEOs PANEL: 'ROLE OF FOOD INDUSTRY IN PROMOTION OF TRADITIONAL FOODS'

Key Words:



Ethnic food has become serious business. It has made deep inroads into the global metropolitan culture all over the world. It has become a marker of the width of one's cosmopolitan experience. Ethnic food as a public concern now occupies the same place that health food did three decades ago. Because everyone is looking for newer, stranger and rarer kinds of ethnic eating-places, the variety of ethnic cuisine available in the global metropolitan culture has proliferated enormously in the last twenty years.

A couple of examples should give the reader a flavor of how in global cosmopolitanism, the expanding tradition of ethnic dining has become an institution and a billion-dollar enterprise. Fast food chains like Fast Trax, Yo China, and Bikanervala compete with Multi National Corporations and have over a long and intense period of time been able to introduce consumer-friendly concepts. Bikanervala is a great example that takes Indian street food into a more formal

and regulated setting. When Manish Aggarwal Director of Bikanervala Foods Pvt. Ltd. started a chain of fast-food restaurants all across the country he added modern technology to the wealth of inherited knowledge to develop this chain of fast food restaurant thus becoming a global brand with overseas presence.

All entrepreneurs would agree, some of the biggest challenges in delivering a world class service is in quality control, training enterprises, quality and transport of raw materials, standardizing finishing touches and finally importance of presentation. Within these challenges are fantastic business opportunities waiting to be seized and fine tuned with emerging entrepreneurs.

One can glean the role of the private sector in positioning traditional Indian foods around the world. One may ask, does the positioning limit itself to the final meal that is placed in front of

you? A simple answer to the question would be - No. Positioning Indian food requires an overall resurgence of purpose and need to excel and make it a matter of national pride. This includes accommodating practices at food storages for the purpose of protecting the original flavor of the food, to appropriate transportation conditions that do not result in wastage. As best practices can only come from the land of its origin, Indian food requires extensive documentation and regulations that aid and govern its indigenous market, protect its farmers and come up with innovative technologies to preserve food traditions.

Secondly what is achieved from positioning Traditional Indian Food. As Indian food comes in all varieties and qualities, it requires an industry around it to be positioned, monetized and traded. The food industry has the unique ability to create a vast livelihood structure in each geographical area to tackle the problem of gross unemployment in India.

A trend that caught like wild fire in non-metropolitan India is the concept of a "Delux, Multi Cuisine Restaurant". Pushpesh Pant, food historian noticed a debilitating homogenization of food and a constriction of awareness and memory. Many wedding feasts no longer have any traditional dishes from the communities of the newlyweds, but a generic Punjabised menu supplemented by a "chow mein" stall. Little of the food lore of old has passed down to the urban kitchen of the nuclear family.

Food is a social and cultural marker which is tied to much symbolic meaning in our society and the diversity of recipes, ingredients and processes which we have access to-is unique in its breadth and diversity. Design and Innovation of these traditional recipes for modern Indian dining is also growing in its popularity globally as well as its reach in India's metros. Yet, India has yet to attain what has been seen as the holy grail of food statuses – the Michelin Star. Currently, London boasts of five separate Michelin stars restaurants

serving Indian cuisine such as Benares, Tamarind, Gymkhana and Quilon and New York holds 2 Michelin star restaurants that bring modern Indian food from the subcontinent.

Several global brands such as Mc Donalds, Taco Bell, Pizza Hut, KFC have entered the Indian market and rapidly altered their products to suit the Indian palette, however the same hasn't been acquired for Indian brands abroad. It is important for products to incentivize and make fun each visit by paying heed to customer quirks. A good example can be found in Japan, where opening your mouth wide to swallow a burger is considered very rude and unattractive for women. The Dentsu Inc agency has created for the Japanese fast food chain Freshness Burger a new type of packaging, called 'Liberating Wrapper'. Burger king on the other hand in Japan offers a hands free gadget for eating a burger. These quirky innovations and design interventions provide that much needed incentive to consumers in constantly visiting back again.

To be able to explore an Indian method of designing, presenting and packaging food one can reference Indian scriptures wherein certain foods were eaten in certain vessels for aesthetic, medicinal or utilitarian reasons. These are highly marketable traditions bringing narratives to the fore. These design elements can be found on the crossroads of behaviors, global and local trends, alternative, yet available resources which natural or local and finally utilitarianism. It is dynamism and innovation which remains at the centre of any successful brand, which gives legitimate potential for Indian brands to explore foreign landscapes. A good example is PaperBoat which has heavily marketed traditional Indian drink in convenient packaging which has easy of transport.

The private sector remains a key player in building this industry and taking its potential to global heights by not only adhering to international standards of business and quality, but playing an important role in creating a better society that treasures its rich intangible culture.



LET'S BRING THE **GOODNESS** BACK

'Indian Food Culture - Let's bring the Goodness Back' is a collaborative project led by FSSAI to promote safe and wholesome food, showcasing regional cuisines, rediscovering our distinct culinary identity and reconnecting people with their rich cultural past.

Background

Regional food habits were primarily based on a holistic approach to nutrition as required by local people, and are ideally suited to meet our health needs. The wisdom of the ages captured through Ayurveda and Yoga teaches us to be mindful of what, when and how we eat. A balanced approach to preparing, eating and digesting food, based on every individual's unique body-mind type is key to wellbeing and sound health. But as the eating habits of Indians are changing, we run the very real danger of losing our local food heritage.

Approach

The initiative adopts a structured and holistic approach to curate, share and popularize knowledge on Indian Food Culture and engage people to make more informed food choices. A systematic framework based on five pillars is being co-created with a cross section of stakeholders including central and state government authorities, food scientists and historians; chefs; food writers and authors; experts; corporates and multi-nationals; bloggers; restaurateurs; food revivalists; and influencers. The five pillars are:

1. Developing a **National Recipe Archive**
2. Creating and supporting local **Food Hubs**
3. Facilitating and Branding **Safe Food Streets**
4. Supporting and recognizing regional **Food Festivals**
5. Encouraging **Food Trails**

NATIONAL RECIPE ARCHIVE

FSSAI in alliance with government bodies, stakeholders involved in food sector, and domain experts such as celebrity chefs, food historians, columnists, and food bloggers has taken up an initiative to develop a National Recipe Archive through a dedicated online portal. This portal, FOODCAST, would be unique in bringing out the historical background, origin, ingredient's health quotient, and nutritional aspects of the cuisine. The National Recipe Archive shall serve as central database depicting local and regional food recipes of India. "FOODCAST" is a food forecast report- a digital platform highlighting recipes, ingredients and foods suitable for a particular region during each season.

The intent of this is to ensure revival of our culinary heritage, promotion and recognition of local and regional recipes and helping people to make more informed food choices. The work of sourcing and vetting some basic recipes has been initiated, but every state will need to participate in order to enrich and update this initial database, for a more holistic representation of their rich regional and local cuisines.

In the National Conclave, the stakeholders will be deliberating on and recommending a strategy for:

1. State wise mapping of regional and local cuisines.
2. Developing State Food Repositories (plans for sourcing of Recipes, recognition to the recipe Provider, etc.)
3. Integration/linking State repository with the central database i.e. National Recipe Archive.
4. Dissemination and engagement

FOOD HUBS

Food Hubs are envisaged as strategically located facilities that could offer local and regional cuisines as part of a larger cultural experience. Hubs would be located at points of interest such as tourist attractions or religious places. A hub would do more than offer just food, it would offer a cultural experience, for example, there could be a food museum, a historical display of utensils, food talks or food trails.

India has a rich and diverse culinary heritage, and each state or city's food hub could become a hub for economic growth, culture, tourism and safe and nutritious regional cuisines. A unique and recognizable brand for such regional food hubs could be created, which would not only assure the visitors of the quality and safety of the food being served, but also showcase India's culinary soft power to international visitors.

The benchmarks for hygiene and safety must be pre-decided and rigorously implemented. Some common infrastructural facilities including water, waste disposal and lighting would need to be ensured. These food hubs could offer unique local and regional dishes, demonstrate relevant cooking techniques and showcase our food wisdom that has evolved over the centuries. Local businesses and street food vendors may be engaged to set up outlets and provide well-priced traditional foods of that region. These hubs can also act as a point where one can buy region-specific, indigenous ingredients and food items; attend events on local food cultures through talks or short films.

The issues to be discussed at the National Conclave will include:

1. Strategy for designing the structure and components of Food Hub
2. Infrastructure support
3. Timelines for implementation
4. Private sector engagement and/or partnership
5. Strategy for promotion and Information Education and Communications (IEC) activities

SAFE FOOD STREETS

A Food Street is a dedicated street for eating out. Every state has its own famous and unique food streets, which showcase its local and regional cuisines and are tourist attraction points. From Delhi's Chandni Chowk to Mumbai's Khao Galli, India's 'food streets' are repositories of age-old delicacies and are must-eat locations. However, these food streets are suffering under the widespread concern on basic hygiene practices and are perceived to be unsafe.

To upgrade existing food streets across the country and provide safe and hygienic local eating experiences for domestic and international tourists alike, benchmarks for hygiene and sanitary conditions must be pre-decided by FSSAI and state government bodies. Large-scale training and capacity building of street food vendors needs to be an integral part of this pillar.

Credibility may be provided by recognizing such streets as a "Safe Food Street" through plaques or a certificate of excellence.

State governments play an important role for implementing safe food streets for potential economic growth of the tourism and culture industry of the country, apart from providing hygienic and sanitary eating conditions.

During the National Conclave, it is proposed we deliberate on:

1. Execution plans for upgrading existing food streets
2. Strategy for Promotion and IEC Activities
3. Support Required
4. Timelines for upgradation

FOOD FESTIVALS

Food festivals showcase popular dishes, representing preferences of the local community and establishing ecological links. The goal is to have high quality regional food festivals that are professionally managed events, true to the region's food story and community spirit.

Food Festivals are held in almost every city, and the Indian Food Culture initiative could leverage this well-attended format to promote local and regional cuisines. A network of food festivals with a strong element of local flavours could be created in different states, culminating in a national level festival every year. Every state could host its own food festival, with special support to vendors showcasing the regional cuisines. This National level festival would then recognize and award the best vendors from each region and it could become the consolidated platform to showcase the diverse Indian cuisines from all parts of our nation. Through the medium of a Food Festival, encompassing all states, we would canonize the plethora of cuisines that represent various communities in the country.

The entire effort should be branded and made aspirational, to ensure the widest participation from both the vendors and citizens. Such festivals will also lead to increased local resilience and recognition to vendors.

The participants in the National Conclave would come up with their recommendations on:

1. Integration of existing regional food festivals into this network
2. Strategy to develop a calendar of food festivals and culinary events (State & National level)
3. Strategy for IEC Activities/advertising and marketing campaigns
4. Infrastructure support

FOOD TRAILS

This is an informative and engaging way to share food, its history and the stories behind different dishes and cuisines. To enhance the popularity of food trails, Indian Food Culture could have its own certification system based on certain pre-requisites and promote such food trails through tying it in with all the other pillars e.g. they could be displayed through the FOODCAST portal, made a part of the Food Hub concept or integrate recognized food streets as part of their repertoire.

Points for discussion at the National Conclave will be:

1. Creating common criteria to recognize food trails for certification
2. Mapping existing efforts
3. Execution plans to integrate Food Trails with the 4 other pillars
4. Strategy for promotion and IEC Activities
5. Planning a strategy for helping local people design and execute their own walks

The Indian Food Culture Initiative is thus an effort to create a cohesive framework that ties together the many existing efforts in this area by curating, upgrading and creating an aspirational branding to help us rediscover our local and regional food heritage.

FOOD SURVEY FOR UNESCO WORLD HERITAGE STATUS FOR FOOD IN INDIA

The “intangible cultural heritage” as defined by UNESCO in their convention means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artifacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. This survey will assess the impact of UNESCO designation on cultural intangibles in India such as food. It will explore whether a 'UNESCO intangible cultural heritage' designation can in fact alter the existence of cultural & heritage treasures; in terms of awareness, visitation, funding, growth or quality of experience. Your responses are pertinent to the very process of understanding the mind of veritable citizens and understanding the value of procuring designation status for several existent culinary treasures of India.

	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
The World Heritage Status (WHS) designation spurs marketing, publicity and attention to the commodity/food; both locally or globally.						
Food items become more commercially viable after designation has been obtained.						
Designation encourages tourists to spend more which benefits local businesses.						
Designation enhances brand value of the commodity/item.						
You include a WHS commodity/site on your travel itinerary if applicable.						
You would try the item if it has attained the designation.						
The title World Heritage Status is more appealing than 'National Treasure'						
WHS experience makes the commodity more authentic						
Designation attracts more funding.						
Designation aids site education and interpretation.						
International recognition can offer opportunities for social development						
Designation leads to overcrowding, in turn pressurizing local infrastructure.						
Designation results in increased consumption and purchase of food items.						
Community pride and sense of responsibility increase with designation						
Designation promotes sense of stewardship of global heritage						

1. Please indicate your gender

- Female
- Male

2. Please indicate your age

- 18-25
- 26-40
- 41-60
- 61 or over

3. What is the highest level of education completed?

- High School
- Some College
- University
- Graduate
- Masters
- Doctoral
- Professional

4. What is your own annual income?

- Less than INR 1 Lakh
- ₹ 1 Lakh - 5 Lakhs
- ₹ 5 Lakhs - 10 Lakhs
- ₹ 10 Lakhs - 15 Lakhs
- ₹ 15 Lakhs - 30 Lakhs
- ₹ 30 Lakhs - 50 Lakhs
- More than ₹ 50 Lakhs

5. How many times a week do you eat out or order in on average per month?

- Never
- 1-2 times
- 3-4 times
- 5-6 times
- More

6. What kind of cuisines do you eat when you do this:

- Asian Food (Japanese, Chinese, Thai)
- North Indian Food (Punjabi, Tandoori)
- South Indian Food
- Northeastern Food
- Mexican
- Italian
- Other (please state)

7. If you could nominate an aspect of Indian food culture or a regional cuisine of India to be the recipient of UNESCO Intangible heritage status, which would it be and why?

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8. When travelling do you pick up local produce?

.....



Call for Traditional Recipes

Email:
traditionalfood.fssai@gmail.com
yes.culture@yesbank.in

FSSAI in alliance with government bodies, stakeholders involved in food sector, and domain experts such as celebrity chefs, food historians, columnists, and food bloggers has taken up an initiative to develop a National Recipe Archive through a dedicated online portal. This portal, FOODCAST, would be unique in bringing out the historical background, origin, ingredient's health quotient, and nutritional aspects of the cuisine. The National Recipe Archive shall serve as central database depicting local and regional food recipes of India. Your contribution can be part of this prestigious project.

NOTES

Guidelines for Filling Recipe Form

1. List all ingredients in order of use, as described in step-by-step instructions.
2. Ingredient quantities to be mentioned both in grams and teaspoons/tablespoons and cups. Standard measure to adopt is 1 teaspoon = 5gm, 1 tablespoon = 15 gm, 1 cup = 250gm.
3. Requirement of cooking vessels / other equipment to be mentioned at the start of the recipe. General guidelines are fine. For example, 1 medium size handi for cooking, 1 kadai for frying / fryer, 1 small mixing bowl.
4. If the recipe has different elements (chutney along with a fried dish), ingredients and methods to be broken up as per the different elements.
5. If an ingredient requires pre-preparation, then that process should be added to the ingredient list, for example, 3 tablespoon/45gm finely chopped onion, 1 number beaten egg.
6. Generic names of ingredients to be used and not brand names. Also, detailed description of the ingredient where ever necessary would really help. For example, 1 teaspoon/5gm white butter and not 1 teaspoon Amul butter.
7. As far as possible, recipes to use ingredients that are generally available across different geographic regions. Where ever this is not possible, we can mention that this is a specialised ingredient without which this recipe would be incomplete. We can also mention a general indication of where one can usually find these ingredients. For example, Nannari syrup can mostly be found in local South Indian stores or an online food store.
8. Its best to stick to natural/safe ingredients instead of substitutes. For example, refined sunflower oil/butter/ghee instead of Dalda/Fat spread.
9. Where ever required and possible, we must mention alternate names of ingredients that are not common. For example, Nannari syrup is also called Sarasparilla syrup. We can also mention a brief description on uncommon ingredients. For example, Nannari is a medicinal root herb that is most effective in cooling the body in summer.
10. Would be helpful if we mention the general size of cooking vessel/bowls. For example, mix in a large mixing bowl.
11. Method preparation should be as bullet points and should be short and concise.
12. Mention approximate cooking times along with specific temperatures/ processes being used. For example, Fry in medium hot oil for approximately 4 minutes, till golden brown.
13. Mention serving temperatures and general guideline on the serving vessel. For example, serve hot on a plate.
14. Mention storage guidelines, for example, can be stored in airtight containers in room temperature.
15. Helpful tips and general guidelines can be mentioned at the end of the recipe.
16. Alternative methods of cooking for the same recipe can be mentioned at the end, if applicable. For example, the fish can also be baked in a medium hot oven instead of frying.
17. Garnish information should be mentioned separately where ever required.



Contact us

Food Safety and Standards Authority of India

FDA Bhawan, Near Bal Bhavan,
Kotla Road, New Delhi - 110002 India
Toll Free Number: 1800112100
www.fssai.gov.in

YES Global Institute | YES BANK

9, Nyaya Marg, Chanakyapuri, New Delhi 110021
091-11-6656 9000
yesinstitute@yesbank.in
www.yesinstitute.in