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Ethnic food marketing in Raipur city of Chhattisgarh

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Abstract

Self Help Groups (SHGs), in essence, works on the principle of “Self-reliance by the people”. In a country like India that has a significant population living in poverty, the concept of SHGs allows these people to work towards helping better their lives socially and financially by optimally utilizing the resources already at their disposal. Keeping the above mentioned details in regards to SHGs in mind, the research work was undertaken to understand the details and operations of Women SHGs in Raipur, Chhattisgarh. Raipur is home to four ethnic specializing restaurants run by the Monisha Womens’s SHG, of which, “Gadh Kaleva” is the restaurant selected to study purposes for this research work. Personal interviews were conducted with members of the Monisha Women’s SHG to gather primary information directly from the source, and at the same time, secondary information in the form of reports, journal and the internet was also relied on to develop initial understanding and support findings. In the selected SHG (Gadh Kaleva), of the total members, 44% comprise of women who are aged, 51% of respondents have only studied till middle school and this also happens to be the maximum level of literacy within the group, 65% of the members were married. This SHG offers a variety of seven Chhattisgarhi dishes out of which Chila contributes to about 30% of the SHGs output. Furthermore, in terms of sweets, Gadh Kaleva offers eight products out of which Airsa contributes to about 20% of their production output, the highest among the eight sweet offerings. The average Input-Output Ratio of Monisha women SHGs product in regards to breakfast products the maximum input-output ratio was 01:04.3 and Minimum input-output ratio was 01:02.3. In sweet products the maximum input-output ratio was 1:01.8 and minimum input-output ratio was 01:01.1. Similarly, VC Ratio of Monisha women SHGs product in regards to sweet product the Maximum VC ratio was 0.87 and Minimum VC ratio was 0.49 and in breakfast products the Maximum VC ratio was 0.65 and Minimum VC ratio was 0.41. On the basis of overall performance, it is found that, both for breakfast products and sweet products, products contributing towards maximum Input-Output Ratio and maximum VC Ratio are the ones that are contributing heavily to profitability.

There are some suggestions for future work that the studies should be undertaken and published in regards to all the Ethnic foods specific to the Chhattisgarh state so that awareness in this regards in the minds of the local public increases. Chhattisgarh government should encourage setting up of SHGs specializing in offering ethnic foods so that, in the future, this will allow for enhanced marketing for ethnic foods.

Keywords: Cost, Chila, Fara, Chausela, Marapitha, Dhuska Roti, Bhajiya, Thethri, Khurmi, Papchi, Khaja, Dehrauri, Pidiya, Airsa, Kari laddu, marketing pattern and constraints

Introduction

Kaur *et al.* (1996) ^[1] stated that during special occasions such as marriage or the first trimester of the location era, many traditional foods were considered sacred and consumed. Product of various kinds like khoa pinni, dal pinni, panjiri, halwa, Punjabs. A number of traditional foods-based pulses were registered by the Khote *et al.* such as Mothbean, pakoda, besan laddu, Dhokla. (1996).

Shukla (2009) ^[2] The majority (66.67%) found that the respondents were old age groups, tribal people (53.34%), analphabets (49.5%), medium family groups (66.66%) and individual families (51.43%). Most (77.14 per cent) leaders did not belong to any other organisation than SHG. With regard to record-keeping, the SHG 's maximum membership was medium-sized (74.29%) and the group's maximum members (66.67%) were small (up to 10 members).

Parthiban and Gnanakumar (2016) ^[3] We can determine that every SHG should choose the right product, proper training, proper governance, public support to deal with marketing problems and funding problems.) We need to be sufficiently educated to become aware of the market and market their products.

Traditional foods are foods and dishes that are passed through generations or which have been consumed for several generations.

Traditional food and dishes are traditional in nature, and tend to have a historic trace in a national dish, regional cuisine or local cuisine. The Gadh Kaleva is located in the heart of Raipur, Chhattisgarh's capital, near Mahant Ghasidas Memorial Museum. This restaurant is working towards enhancing the appeal of Chhattisgarhi ethnic food by only serving traditional Chhattisgarhi dishes to their customers is a cuisine. Here the system of dry and wet breakfast and food is incorporated reflecting the practice followed in Chhattisgarhi traditional food popular in the main areas of Chhattisgarh. This restaurant was established on January 26, 2016.

Establishment of this restaurant should be considered as one of the cultural divisions of Chhattisgarh state, considering the foods and drinks offered are an integral part of Chhattisgarhi traditional culture.

Today, not just India, but the market of catering has become very powerful and organized all over the world, and it is also available in Chhattisgarh to see everywhere, where we can see restaurants, dhabas, snacks, corners, etc. in different ways. But they do not get traditional Chhattisgarhi food and drink in any of these places, which is how Gadh Kaleva is able to differentiate itself in the market and create a space for itself while also furthering traditional Chhattisgarhi food values.

Sampling Methodology

Out of 4 women SHGs, 1 self help group were selected as respondents for the present study. Sampling methodology of the present study, 01 woman SHG was selected from Raipur district purposively on the basis of their willingness of participating in the study and the convenience of the study.

Data Collection

The data collection was interview schedules, designed questionnaire and secondary sources. To arrive at the raw material, labour cost and other inputs.

Calculation of ethnic food products per Kg cost and their per Kg. Cost.

Tools Analysis of

$$\text{Input-output Ratio: } \frac{\text{Total Output}}{\text{Total Input}}$$

$$\text{VC Ratio: } \frac{\text{Total Output}}{\text{Gross Income}}$$

Results and Discussion

In this chapter the results and discussion are presented which were obtained during the work. The chapter deals with the study related to the Performance of women Self Help Groups based on forest produce processing unit of Raipur district.

1. To document the ethnic food from the selected food outlets.
2. To estimate Cost and returns of different ethnic food outlets.
3. To analysis marketing pattern of selected ethnic food.
4. To identify the constraints in business of ethnic food and suggest to some suitable majors to solve the problems.

To document the ethnic food from the selected food outlets

Chhattisgarh's major agricultural output is in the form of rice, leading to the state popularly being referred to as in Hindi "Dhan ka Katora" or in English "Bowl of Rice". This is why most of the traditional Chhattisgarhi dishes are derived from rice being the main ingredient. Besides rice, other mainly used ingredients in Chhattisgarhi traditional foods are wheat flour, gram flour and other lentil derived flours.

List of ethnic products: Breakfast and Sweets

Breakfast

1. Chila
2. Fara
3. Chausela
4. Dal Bada
5. Marapitha
6. Dhuska
7. Bhajiya

Sweets

1. Thethri
2. Khurmi
3. Khaja
4. Papchi
5. Dehrauri
6. Pidiya
7. Airsa
8. Kari laddu

Table 4.3: Cost and returns of different ethnic foods.

Sl. No.	Particulars	Chila	Fara	Chausela	Dal Bada	Marapitha	Dhuska	Bhajiya
		Cost	Cost	Cost	Cost	Cost	Cost	Cost
		(Rs / Kg)	(Rs / Kg)	(Rs / Kg)	(Rs / Kg)	(Rs / Kg)	(Rs / Kg)	(Rs/1kg)
1	Raw Materials Cost	45	35	70	110	40	25	140
2	Packaging Materials Cost	2	2	2	2	2	2	2
3	Labour Cost	17	34	34	34	17	17	17
4	Other Cost	15	15	17	17	15	15	15
5	Total Cost	79	86	123	163	74	59	174
6	Quantity	40	60	25	1kg	1200gm	20	1kg
7	MRP	20/-per plate	20/-per plate	20/-per plate	20/-per plate	50/-per plate	20/-per plate	20/- per plate
8	Sale Price (Total Returns)	400	200	300	250	250	200	280
9	Net Returns (TR- TC)	321	114	177	87	176	141	106
10	Input- Output Ratio	1:5.1	1:4.3	1:2.4	1:53	1:3.4	1:3.4	1:1.1
11	Variable Cost (VC) Ratio	0.19	0.49	0.41	0.652	0.296	0.295	0.87
12	VC Ratio (%)	19	49	41	65	29	29	87

Table 4.4: Cost and returns of different ethnic sweets

S.N. No.	Particulars	Thethri	Khurni	Delrauri	Papchi	Airsa	Khaja	Pidiya	Kari laddu
		Cost (Rs / Kg)	Cost (Rs / Kg)	Cost (Rs / Kg)	Cost (Rs / Kg)	Cost (Rs / Kg)	Cost (Rs / Kg)	Cost (Rs / Kg)	Cost (Rs / Kg)
1	Raw Materials Cost	145	193	200	200	130	241	344	165
2	Packaging Materials Cost	2	2	2	2	2	2	2	2
3	Labour Cost	17	17	34	17	17	17	17	34
4	Other Cost	15	15	17	15	15	17	15	17
5	Total Cost	179	227	253	234	164	277	378	218
6	Quantity	30	60	15	20	20	30	30	42
7	MRP	350	350	450	300	330	350	450	250
8	Sale Price (Total Returns)	350	350	450	300	330	350	450	250
9	Net Returns (TR- TC)	171	123	197	66	166	73	72	32
10	Input- Output Ratio	1:1.90	1:1.5	1:1.8	1:1.3	1:2.0	1:1.3	1:1.2	1:1.1
11	Variable Cost Ratio	0.5114	0.791	0.563	0.78	0.496	0.792	0.84	0.872
12	VC Ratio (%)	51	79	56	78	49	79	84	87

To make the first Breakfast product Chila 20/- per plate (2 piece) respectively and the input-output ratio is 1:05.1, were variable ratio 0.197 and minimum VC% is 19% ratio was obtained in case of SHG for Chila.

There is same product farra 20/- per plate respectively and input-out ratio is 1:04.3, were variable ratio 0.48 and minimum VC% is 0.149 ratio was obtained in case of SHG for Farra.

Same product chusela 20/- per plate respectively and input-output ratio is 1:02.4, were variable ratio 0.41 and minimum VC% 14 ratio was obtained in case of SHG for Chusela.

Same product DalBada 20/- per plate respectively and input-output ratio is 01:05.3 were variable ratio 0.65 and minimum VC% 65 ratio was obtained in case of SHG for DalBada.

Same product Marapitha 50/- per plate respectively and input-output ratio is 01:03.4 were variable ratio 0.296 and minimum VC% 29 ratio was obtained in case of SHG for Marapitha.

Same product Dhuska 20/- per plate respectively and input-output ratio is 01:03.4 were variable ratio 0.295 and minimum VC% 29 ratio was obtained in case of SHG for Dhuska.

Same product Bhajiya 20/- per plate respectively and input-output ratio is 01:01.1 were variable ratio 0.87 and minimum VC% 87 ratio was obtained in case of SHG for Bhajiya.

There is Same Sweet dishes product Thethari 350rs /kg respectively and input-output ratio is 01:01.9 were variable ratio 0.5114 and minimum VC% 51 ratio was obtained in

case of SHG for Thethari.

Same product Khurmi 350rs /kg respectively and input-output ratio is 01:01.5 were variable ratio 0.79 and minimum VC% 79 ratio was obtained in case of SHG for Khurmi.

Same product Dehrauri 450rs /kg respectively and input-output ratio is 01:01.8 were variable ratio 0.563 and minimum VC% 56 ratio was obtained in case of SHG for Dehrauri.

Same product Papchi 300rs /kg respectively and input-output ratio is 01:01.3 were variable ratio 0.78 and minimum VC% 78 ratio was obtained in case of SHG for Papchi.

Same product Airsa 330rs /kg respectively and input-output ratio is 01:02.0 were variable ratio 0.496 and minimum VC% 49 ratio was obtained in case of SHG for Airsa.

Same product Khaja 350rs /kg respectively and input-output ratio is 01:01.3 were variable ratio 0.792 and minimum VC% 79 ratio was obtained in case of SHG for Khaja.

Same product Kari laddu 250rs /kg respectively and input-output ratio is 01:01.1 were variable ratio 0.87 and minimum VC% 87 ratio was obtained in case of SHG for Kari Laddu.

Same product Pidiya 450rs /kg respectively and input-output ratio is 01:01.2 were variable ratio 0.84 and minimum VC% 84 ratio was obtained in case of SHG for Pidiya.

- Monisha self help group makes its product in the shop itself and sells it in the shop itself.
- There are 2 Marketing Channel available for producer, Producer to consumer
 Producer ----- Zomato or Swiggy -----
 Consumer

Constraints in business of ethnic food and suggest to some suitable majors to solve the problems

Production

- There is no help from Chhattisgarh government, the place, water and electricity were given free of cost to these self-help group by the previous government and now these people are being taken from them since the new government has come, due to which they are facing problems.
- Members could work on their own but now due to coming of current govt. they are facing many problems.
- They are waiting for tender.
- Parking problem.

Marketing

1. Lack of Advertisement.
2. Lack of Skilled person.
3. Local people have difficulty in marketing due to lack of knowledge about Traditional restaurant.

Suggestion for betterment of selected SHGs (Gadh kaleva)

Developing Interest of the Market

The locals of Raipur are taken with the new fads in the market like fast food store (McDonald's, Domino's) and lack awareness of the benefits of ethnic foods. Hence, it is important to create relevant awareness. This awareness can be created by running special discounts or placing banners outside the restaurants that boast about the health benefits of ethnic foods.

Advertising

For any business to be successful and generate sales, it needs to attract customers. At the moment Gadh kaleva has not undertaken any kind of marketing for themselves. The cheapest form of advertising they can undertake is developing a web presence. Creating a page where appealing photos of the ethnic foods are shared along with descriptions of health benefits can greatly help Gadh kaleva. Furthermore, advertising will also help develop market interest and encourage other ethnic food enthusiasts to set up their own business.

Packaging

Humans are visual creatures who instinctively get attracted to good look, neat and tidy products. It would greatly benefit Gadh kaleva if they invested in their packaging design so enhance their visibility and impact on the market.

Grading

Another smart way to enhance credibility of the offerings at Gadh kaleva is to seek out grading from credible organizations. These grading systems would not only enhance the public image of Gadh kaleva and attract more business, but will also encourage the restaurant itself to strive to improve and promote healthy competition.

Business Plan

At the moment, Gadh kaleva doesn't have any concrete business plan and merely operate business as per the

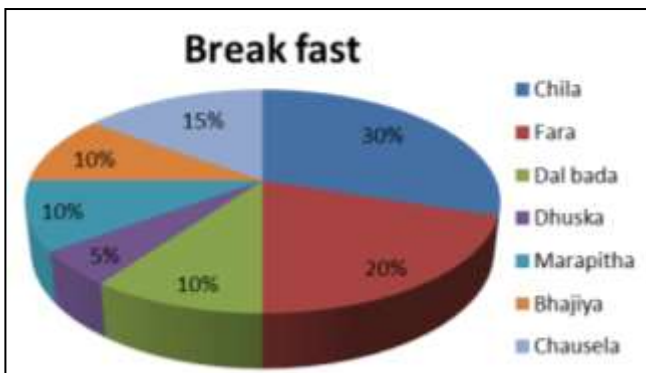


Fig 1: Breakfast foods

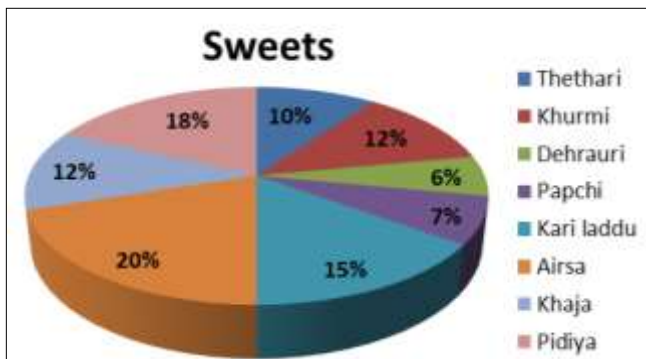


Fig 2: Sweets

Marketing pattern of selected Ethnic Food.

- The marketing pattern of the Chhattisgarhi food of the SHG under the study can be depicted as a System in which they directly produce & their product to the consumers without branding which producer are the trend to producer to the product so that their socio economic status can be improved and they can utilize leisure time and generate extra income from it.
- Monisha self help group are use Online Services linked with Zomato and Swiggy. They do 13-15% Online Delivery per day from Zomato and Swiggy.

availability of raw materials. This sort of approach is sadly not customer focused and may negatively impact business opportunities. Having a Business plan will help resolve this drawback. A business plan will not only help successfully plan for any changes in raw material availability but also help in having targets, undertaken analysis, optimally utilize budgets, analyse profitability per unit, etc.

Education

It should be noted that despite lacking higher education, the people at Gadh kaleva have shown courage and taken steps to better place themselves in the market and enhance their lives. However, in order to thrive in a dynamic market, it is imperative that people at Gadh kaleva invest in their education. Education in the form of internet research and staying informed in regards to market conditions in itself is more than enough to enhance the owners understanding of their business and increase profitability.

Parking

An obvious issue at the time seems to be that of lack of available parking spaces, this leads to customers discouraged from eating at Gadh kaleva. A simple solution for this would be to section off a designated space to allow for customers to park their vehicles.

Government Encouragement

Government should come up with schemes that would extend support to the current four ethnic restaurants in Raipur while at the same time providing subsidies or other kind of support to others who are interested in setting up SHGs that sell ethnic foods.

The Government of Chhattisgarh should pay attention to the opening of shops for traditional foods in all the districts of the state or to include these foods on the menu chaets of all hotels and restaurants.

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