

## Street food festival aims to change perceptions

STAFF REPORTER

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Visitors try out street food from across the country at the NASVI's street food festival in the Capital. | Photo Credit: [Sushil Kumar Verma](#)

### **Tenth edition promotes idea that street food is not only tasty but hygienic as well: event coordinator**

With the motto to change the perception about street food, the 10th edition of the annual street food festival organised by the National Association of Street Vendors of India (NASVI) kick-started in the Capital on Friday.

The event, which is being held at the Indira Gandhi National Centre of Arts from December 14 to December 16, promotes the idea that street food is not only tasty but hygienic as well.

National coordinator of the event, Arbind Singh said, "We began with the idea to promote entrepreneurship amongst these vendors, and change the perception about street food regarding hygiene. Today, when these vendors display their food at this scale, they get recognition."

“Malls are getting repetitive and street food not only promotes regional flavour, but refreshing and affordable as well,” he added.

The event was held at a greater scale this year with the Food and Safety Standards Authority of India (FSSAI) and the Ministry of Tourism co-organising it. Started with a mere two-three States, it has grown over 26 States and 500 regional cuisines.

The food festival had visitors from all age groups, especially youngsters. There were several vendors who made their debut, while some had participated earlier as well.

The *tandoor chai* from the capital city of Rajasthan was one of the main attractions. The stall had around 500 guests within few hours of the event.

Apart from the tandoor chai, people gorged on sweets from West Bengal, Litti Chokha from Bihar, chicken from Telangana, and various other stalls.

“The *masala* is the main ingredient that makes our tea so special, but it’s a secret so we cannot tell you the recipe,” said Sonu Bhargav on the overwhelming response they received for their tandoor chai.

“We have been participating in this festival since 2015, and the response each year is really good. We have learnt the importance of hygiene and how to present our dishes in a more attractive manner,” said Jaikishan, a vendor from Rajasthan.

Keeping up with hygiene aspect, the FSSAI integrated their Eat Right Mela with event. The Eat Right Mela is a part of ‘Swasth Bharat Yatra’ to encourage people to eat healthy, eat safe, and eat fortified. It also promoted companies that are coming up with healthier alternatives. Several officials of FSSAI were present at the event.

“The festival, and the venue are much bigger this year, there are more number of stalls and cuisines,” remarked Tanya, a student who attended the festival last year as well.

The organisers are expecting more visitors on the second and third day.