



An Analytical Study of Challenges & Opportunities in Implementation and Running of GADH KALEVA in Different Districts of Chhattisgarh State

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Abstract

The study is aimed to analyze the challenges and opportunities of Gadh Kaleva in different District of Chhattisgarh State through a detailed survey. The study is exclusively descriptive in nature which carried a huge survey on Gadh Kaleva's of three districts of Chhattisgarh State i.e. Raipur, Ambikapur and Jagdalpur. Descriptive Survey Method is used to conduct the proposed study. The data collection is done through questionnaire, interview schedules, ire and secondary sources. Collected data are analyzed statistically to draw the inferences. Collected data are analyzed statistically to draw the inferences. These results show that the subjects like the food offered at Gadh Kaleva more than average which can be extended to Good and even Excellent by developing its various dimensions like exclusivity of Chhattisgarh cuisines, serving style, exclusive Chhattisgarh cooking etc. The concept of Gadh Kaleva is not only about serving Chhattisgarhi Food restaurant, but envisages a wider spectrum to establish PRIDE of Chhattisgarhi Food to represent the food culture of the country and provide entrepreneurship to the underserved areas of the state.

Keywords- Gadh Kaleva, Chhattisgarhi Cuisines

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Introduction

Gadh Kaleva is an initiative started by the Government of Chhattisgarh State to promote local cuisines all over the state and to raise the employability among those groups which lacks somewhere in educational qualifications. It is observed that Gadh Kaleva does not have a specific business plan and operates solely on raw material availability. Unfortunately, this type of approach is not customer-centric and can negatively impact business opportunities. A business plan can help eliminate this shortcoming. A business plan not only helps better plan for changes in raw material availability, but it also helps to set goals, perform analyses, maximize budgets, analyze profitability per unit, etc. People of Gadh Kaleva show courage, improve their market position and improve their lives. However, to succeed in a dynamic market, it is imperative that Gadh Kaleva people invest in education. Education in the form of research on the Internet and information about market conditions itself is enough to increase the owner's understanding of the business and increase its profitability.

Significance of the Study

The idea of the study is based on the Gadh Kaleva which is a food and drink site in different districts of Chhattisgarh State. Gadh Kaleva was established on January 26, 2016. Later in the year 2020 Chief Minister of Chhattisgarh announced to open it all the districts of Chhattisgarh State which is implemented by the respective authorities with proper budget and infrastructure designed particularly for Gadh Kaleva. Only traditional Chhattisgarhi dishes are served Gadh Kaleva. There is a system of dry and wet snacks and meals used mainly in the plains of Chhattisgarh. The entire atmosphere in Gadh Kaleva has been prepared in the form of a rural environment. Bronze and brass utensils used in the traditional culture of Chhattisgarh have also been arranged for serving food items. In the popularity of Gadh Kaleva, as a complement to Chhattisgarhi cuisine, its style of construction and its atmosphere are also an important aspect. In this place, where the artists of the Muria tribe of Bastar have marked the enchanting beauty on the basis of workmanship on wood, the artisans of Sarguja region have made relief work and jaali of clay, and various patterns of their traditional painting and painting on the wall have created a very beautiful environment. Gadh kaleva is being run by a Self Help Group which is running it since March 2016. Most of the employees working here are women. The foremost

objective of proposing this study is to analyse the current status/ challenges/ difficulties/ opportunities in operation of Gadh Kaleva. This survey will be useful to get a real scenario of the initiative started by Chhattisgarh Culture Department and its findings can be significant in regard to suggest measures related to wider spread/marketing and overall advancement of the concept.

Objectives

The study is aimed to analyze the challenges and opportunities of Gadh Kaleva in different District of Chhattisgarh State through a detailed survey.

Subjects and Methods

The study is exclusively descriptive in nature which carried a huge survey on Gadh Kaleva's of three districts of Chhattisgarh State i.e. Raipur, Ambikapur and Jagdalpur. Descriptive Survey Method is used to conduct the proposed study.

Data Collection

The data collection is done through questionnaire, interview schedules, ire and secondary sources.

Data processing

Collected data are analyzed statistically to draw the inferences.

Statistical Analysis

1. What did you think about our food? - **Excellent, Good, Average and Below Average**

Table Number - 1
Descriptive Statistics

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Customers * Q1	30	100.0%	0	0.0%	30	100.0%

Table Number - 2

Results showing the Mean, Standard Deviation, Skewness and Kurtosis pertaining to the question “What did you think about our food?” responded by Customers who visits Gadh Kaleva

	N	Mean	Standard Deviation	Skewness	Kurtosis
Q1	30	2.33	.66	.42	.83

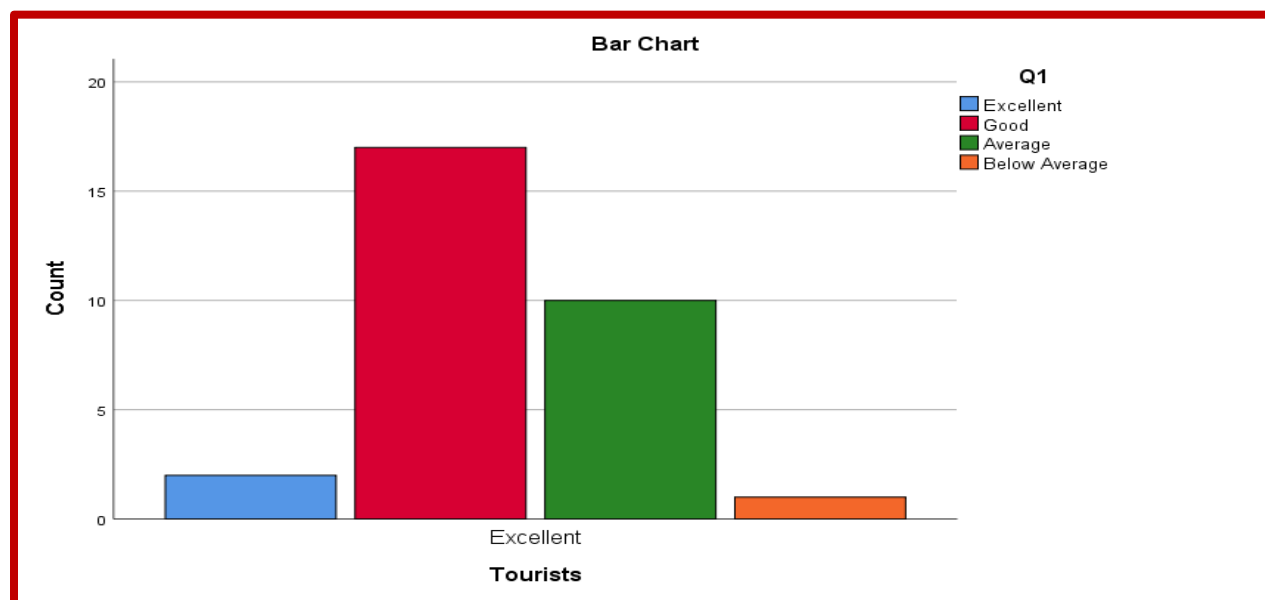
Table Number – 3

Descriptive statistics showing the results of the responses (Excellent, Good, Average and Below Average) pertaining to the question “What did you think about our food?” responded by Customers who visits Gadh Kaleva

			What did you think about our food?				Total
			Excellent	Good	Average	Below Average	
Customers	Excellent	Observed Frequency	2	17	10	1	30
		Expected Frequency	2.0	17.0	10.0	1.0	30.0
		% within Tourists	6.7%	56.7%	33.3%	3.3%	100.0%
		% within Responses	100.0%	100.0%	100.0%	100.0%	100.0%

Figure Number – 1

Figure showing the results of the responses (Excellent, Good, Average and Below Average) pertaining to the question “What did you think about our food?” responded by Customers who visits Gadh Kaleva



Interpretation

Table Number – 1 shows the Descriptive Statistics which indicates that there were 30 subjects (Customers who visits Gadh Kaleva, N=30) who participated in the survey. There was no missing case. Table Number – 2 shows results of Mean, Standard Deviation, Skewness and Kurtosis pertaining to the question “What did you think about our food?” asked from the Customers who visits Gadh Kaleva. The value of Mean is found 2.33, value of Standard Deviation is found .66, value of Skewness is found .42 and value of Kurtosis is found .83. Table – 3 shows the results related to the responses of tourists in relation to the question “What did you think about our food?” The observed frequency has been found 2, 17, 10 and 1 respectively for Excellent, Good, Average and Below Average. The expected frequency has been found 2.0, 17.0, 10.0 and 1.0 respectively for Excellent, Good, Average and Below Average. Percentage within subjects has been found 6.7%, 56.7%, 33.3% and 3.3 % respectively for Excellent, Good, Average and Below Average. Percentage within responses has been found 100.0%, 100.0%, 100.0% and 100.0% respectively for Excellent, Good, Average and Below Average.

2. How good is the look, feel and smell of our ingredients? - **Excellent, Good, Average and Below Average**

Table Number - 4

Results showing the Mean, Standard Deviation, Skewness and Kurtosis pertaining to the question “How good is the look, feel and smell of our ingredients?” responded by Customers who visits Gadh Kaleva

	N	Mean	Standard Deviation	Skewness	Kurtosis
Q2	30	2.96	.31	.42	.83

Table Number – 5

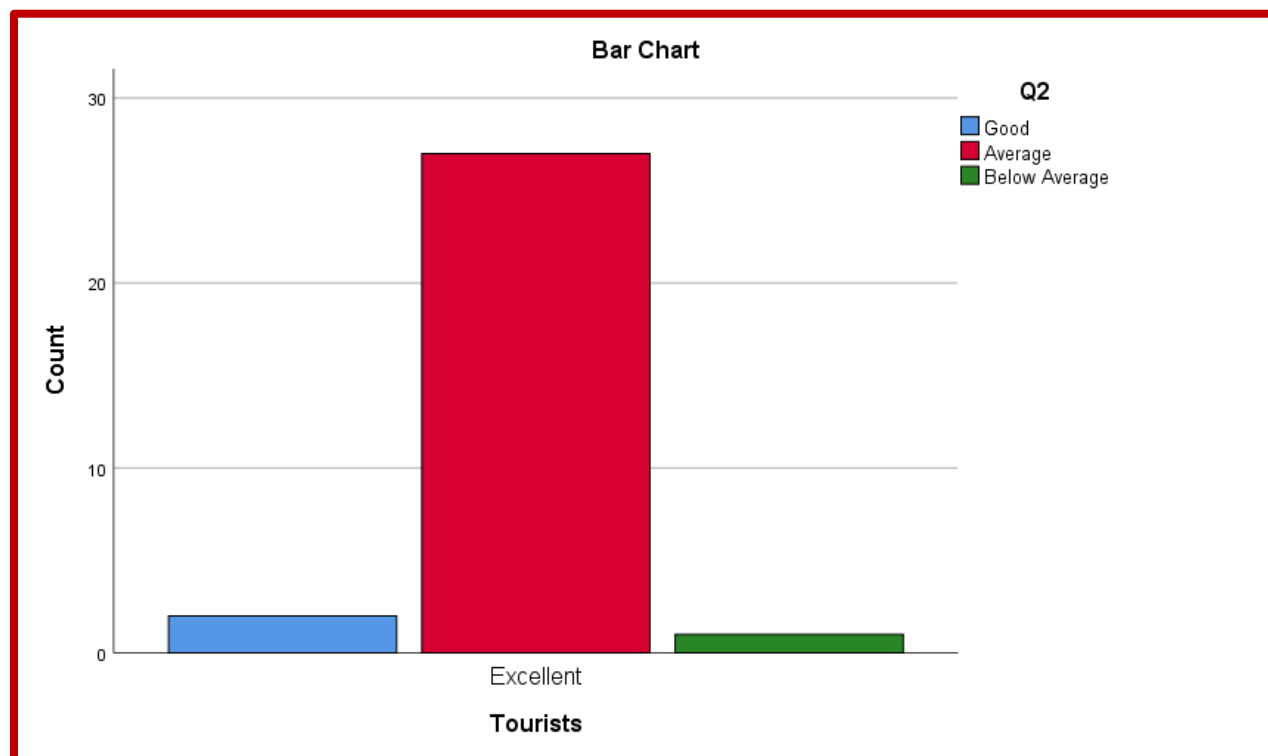
Descriptive statistics showing the results of the responses (Good, Average and Below Average) of the question “How good is the look, feel and smell of our ingredients?” responded by Customers who visits Gadh Kaleva

			How good is the look, feel and smell of our ingredients?			Total
			Good	Average	Below Average	
Customers	Excellent	Observed Frequency	2	27	1	30

		Expected Frequency	2.0	27.0	1.0	30.0
		% within Tourists	6.7%	90.0%	3.3%	100.0%
		% within Responses	100.0%	100.0%	100.0%	100.0%

Figure Number – 2

Figure showing the results of the responses (Good, Average and Below Average) of the question “How good is the look, feel and smell of our ingredients?” responded by Customers who visits Gadh Kaleva



Interpretation

Table Number – 4 shows results of Mean, Standard Deviation, Skewness and Kurtosis pertaining to the question “How good is the look, feel and smell of our ingredients?” asked from the Customers who visits Gadh Kaleva. The value of Mean is found 2.96, value of Standard Deviation is found .31, value of Skewness is found .42 and value of Kurtosis is found .83. Table – 5 shows the results related to the responses of tourists in relation to the question “How good is the look, feel and smell of our ingredients?” The observed frequency has been found 2, 27 and 1 respectively for Good, Average and Below Average. The expected frequency has been found 2.0, 27.0 and 1.0 respectively for Good, Average and Below Average. Percentage within subjects has been found 6.7%, 90.0% and 3.3 %

respectively for Good, Average and Below Average. Percentage within responses has been found 100.0%, 100.0% and 100.0% respectively for Excellent, Good, Average and Below Average.

3. How good is the culinary expertise of our restaurant? - **Excellent, Good, Average and Below Average**

Table Number - 6

Results showing the Mean, Standard Deviation, Skewness and Kurtosis pertaining to the question “How good is the culinary expertise of our restaurant?” responded by Customers who visits Gadh Kaleva

	N	Mean	Standard Deviation	Skewness	Kurtosis
Q3	30	2.26	.44	.42	.83

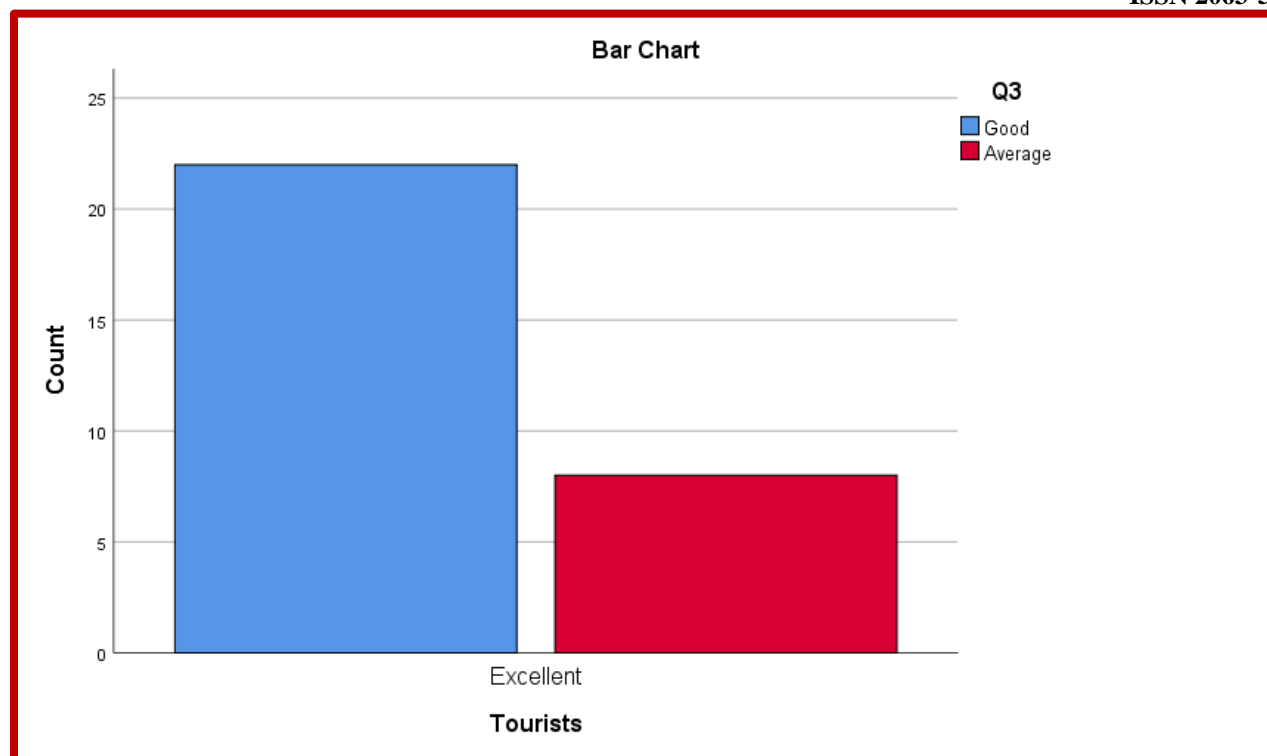
Table Number – 7

Descriptive statistics showing the results of the responses (Good and Average) of the question “How good is the culinary expertise of our restaurant?” responded by Customers who visits Gadh Kaleva

			How good is the culinary expertise of our restaurant?		Total
			Good	Average	
Tourists	Excellent	Observed Frequency	22	8	30
		Expected Frequency	22.0	8.0	30.0
		% within Tourists	73.3%	26.7%	100.0%
		% within Responses	100.0%	100.0%	100.0%

Figure Number – 3

Figure showing the results of the responses (Good and Average) of the question “How good is the culinary expertise of our restaurant?” responded by Customers who visits Gadh Kaleva



Interpretation

Table Number – 6 shows results of Mean, Standard Deviation, Skewness and Kurtosis pertaining to the question “How good is the culinary expertise of our restaurant?” asked from the Customers who visits Gadh Kaleva. The value of Mean is found 2.26, value of Standard Deviation is found .44, value of Skewness is found .42 and value of Kurtosis is found .83. Table – 7 shows the results related to the responses of tourists in relation to the question “How good is the culinary expertise of our restaurant” The observed frequency has been found 22 and 8 respectively for Good and Average. The expected frequency has been found 22.0 and 8.0 respectively for Good and Average. Percentage within subjects has been found 73.3% and 26.7% respectively for Good and Average. Percentage within responses has been found 100.0% and 100.0% respectively for Good and Average.

Results & Discussion

The subjects of the present study were asked “What did you think about our food?”. The results revealed that majority of subjects (17) responded that they grade the food as “Good”, 10 subjects said that the food is of average category. Only 2 subjects graded the food as of excellent quality and only 1 subject said that the food is of below average category. When subjects were asked – “How good is the

look, feel and smell of our ingredients?” the observed frequency has been found 2, 27 and 1 respectively for Good, Average and Below Average. For this question also, the subjects were given four options - Excellent, Good, Average and Below Average but the results revealed that none has chosen the “Excellent” option. Majority of subjects i.e. 27 have responded on Average. When subjects were asked – “How good is the culinary expertise of our restaurant” the observed frequency has been found 22 and 8 respectively for Good and Average. None has selected rest of the two options – Excellent and Below Average. These results show that the food served in Gadh Kaleva is being liked by the subjects in an above average manner which could reach to the Good and further to the Excellent category by working on its various dimensions like the exclusiveness of Chhattisgarhi Cuisines, Serving Manner, exclusive Chhattisgarhi culinary art etc. The concept of Gadh Kaleva is just not a restaurant which is serving Chhattisgarhi Food, rather it envisages broader spectrum to establish the PRIDE of Chhattisgarhi Food in order to represent the Food Culture of the State and providing opportunities of self-employment to the uncovered areas of the State.

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