

Original Research Article

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Consumer Perception towards Indira Canteen: A Study in Bengaluru

R. Raghupathi, M. J. Anjan kumar* and A. P. Bhavya

Department of Agricultural Economics, University of Agricultural Sciences,
GKVK Bengaluru, India

*Corresponding author

ABSTRACT

Food security has been a matter of concern in due to the global food crisis and rising food prices. For the urban poor, access to food is low due to high unorganized or informal sector employment which fetches low as well as irregular income. A major concern of any Government today is to avert deprivation and find some sustainable livelihood opportunities for the most neglected sections of the society. Government of Karnataka introduced Indira canteens, a chain of fast food joints for the urban poor to mitigate food insecurity in Bengaluru managed by BBMP. Our sample size consist of 30 respondents at different Indira canteen of which 66.66 per cent of respondents are at the age of 26-40 and more than 66.00 per cent are male respondents. Majority of the of the respondents (90 per cent) are educated at below metric level and 96.66 per cent of respondents are working in unorganised sector's like street vendors, taxi drivers, daily labours, construction workers and security guards. Two out of every three respondents have monthly income of less than Rs.10000. 76.67 per cent of the respondents opined that the food supplying is of sufficient quantity to eat at the Indira canteens. And also majority of the respondents (28/30) opined that the food supplying is of above average and good quality. Two out of every three respondents visit Indira canteens daily for their food need. Average daily savings due to setting up of Indira canteen 78.66 per cent over the previous expenditure of food security and of which 66.66 per cent of the saved money is being utilized for spending on sufficient quantities of fruits, vegetables and milk, which will improve the food and nutritional security. Remaining saved money is being utilized for medical, education and other needs, which would improve the socio-economic status of the urban poor.

Keywords

Food security,
Indira canteen,
unorganised sector,
Saving, Nutritional
security and Urban
poor

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Introduction

Food security has been a matter of concern in due to the global food crisis and rising food prices. For the urban poor, access to food is low due to high unorganized or informal sector employment which fetches low as well as irregular income. A major concern of any Government today is to avert deprivation and

find some sustainable livelihood opportunities for the most neglected sections of the society. Government of Karnataka introduced Indira canteens, a chain of Fast food joints for the urban poor to mitigate food insecurity in Bengaluru managed by BBMP. But millions of people here are construction workers, auto rickshaw drivers and barbers who do not have enough money. Indira Canteen was fed by

these people at a lower price. According statistics says that 28% children (below 5 years) in Bengaluru are underweight while 13% women and 10% men in the city don't get adequate nutrition.

Compared to other states the number of people day who can't afford two meals a day is more here. This is because Indira canteen passed here. As the tender notification for food catering services notified by BBMP, about 10 companies participated in the bidding process and five were shortlisted. Rewards, an NGO had the lowest bid, so it was given five constituencies. Of the others, only Chef Talk was willing to match the bid, so BBMP decided to give them additional constituencies.

Chef Talk Food & Hospitality Services Private Limited, Head office located in Mumbai and the regional offices are located at Bengaluru, Pune and Hyderabad. It will cater the food to all the Indira canteens except the Indira canteens located in 5 Assembly constituencies. Rewards, an NGO Head office located New Delhi and regional office located in Bengaluru and other few cities, supplying the catering services to remaining Indira canteens located in 5 Assembly constituencies.

This experiment designed with the objective of providing food to "Poorest of the poor". This project has started on a pilot basis, in the first phase, 101 canteens are opened to the public serving breakfast at Rs 5 per plate and Rs 10 for meals during afternoon and night.

Materials and Methods

The researcher has done a descriptive research to study the Perception of consumers towards Indira canteen. Convenience sampling technique has been used and the primary data were collected through well-

structured questionnaire. Secondary data were collected from the available records, websites etc. The data has been analysed with the statistical Tools like percentage analysis. Tabular analysis and Budget techniques used for analysis of impact on Indira canteen on individual's food security.

Results and Discussion

The table 1 shows that most of the respondents belong to the age group between 26 to 40 years, 67% are male, 33% are female, occupation level 40% of the respondent's labours, 26.67% of the respondent's drivers, education level 36.67% of the respondent's primary school (1-7), 26.67% of the respondents both illiterate and high school (8-10), marital status 80% of the respondents are married, 20% of the respondents are unmarried and most of the respondents' income level is between Rs.5000 – 10000.

The table 2 shows that 100% of the respondents are fully aware about the low price level at Indira canteen

The table 3 shows that 76.67 per cent of the respondents opined that they are supplying sufficient quantity of food to eat to the Indira canteen visitors 16.67% of the respondents no opined and also 6.67% of the respondents are disagree of the sufficient quantity of food is being provided at Indira canteen.

The table 4 shows that 76.67 per cent of the respondents opined that they are supplying average taste of food in the Indira canteen 16.67% of the respondent's opined good taste of the food and 6.67% respondents are in poor taste of food in the Indira canteen.

The table 4 shows that 76.67 per cent respondents claim that they are satisfying the taste of food at the Indira Cantonese, with

16.67 per cent of the respondents having a good taste of food and 6.67 per cent talented canteen of food in Indira.

respondents daily, 26.67% of the respondents weekly and also 6.67% of the respondents visit in to the Indira canteen is monthly (Fig. 1 and 2).

The table 5 shows that 66.67% of the

Table.1 Personal details of the respondents

Sl.No.	Particulars	No. of respondents	Percentage to the total
1.	Age(year)		
a)	0-25	5	16.67
b)	26-40	20	66.67
c)	41-60	5	16.66
	Total	30	100
2.	Family Type		
a)	Nuclear	24	80
b)	Joint	6	20
	Total	30	100
3.	Gender		
a)	Male	20	66.67
b)	Female	10	33.33
	Total	30	100
4.	Education Level		
a)	Illitrate	8	26.67
b)	Primary(1-7)	11	36.67
c)	High school(8-10)	8	26.67
d)	College and above (<10)	3	10
	Total	30	100
5.	Occupation Level		
a)	Labours	12	40
b)	Driver	8	26.67
c)	Security	5	16.67
d)	Vendors	4	13.33
e)	Student	1	3.33
	Total	30	100
6.	Marital Status		
a)	Married	24	80
b)	Unmarried	6	20
	Total	30	100
7.	Monthly Income Level		
a)	<5000	7	23.33
b)	6000-10000	13	43.33
c)	11000-15000	8	26.67
d)	>15000	2	6.67
	Total	30	100

Source: Primary data

Table.2 Awareness of the respondents towards the low price level at Indira canteen

Awareness	No. Of respondents	Percentage to the total
a) Fully aware	30	100
b) partially aware	-	-
c) Somewhat aware	-	-
d) Not at all	-	-
Total	30	100

Table.3 Opinion towards the sufficient quantity of food provided at Indira canteen at the lowest price

Opinion	No. Of respondents	Percentage to the total
a) Agree	23	76.67
b) No opinion	5	16.67
c) Disagree	2	6.67
TOTAL	30	100

Table.4 Opinion towards the ‘good’ taste of food types provided at Indira canteen

Opinion	No. Of respondents	Percentage to the total
a) Good	5	16.67
b) Average	23	76.67
c) Poor	2	6.67
Total	30	100

Table.5 How often you visit Indira canteen

Visit	No. Of respondents	Percentage to the total
a) Daily	20	66.67
b) Weekly	8	26.67
c) Monthly	2	6.67
d) Yearly	-	-
Total	30	100

Table.6 Expenditure on meals before and after Indira canteen (per day)

Particulars	Before Indira canteen		After Indira canteen	
	No. Of respondents	Percentage to the total	No. Of respondents	Percentage to the total
Meals per day				
A. One	-	-	2	6.67
B. Two	11	36.67	10	33.33
C. Three	19	63.33	18	60
Total	30	100	30	100
Average Daily Savings Due To Indira Canteen(Rs)	78.66		20.83	

Table.7 Expenditure on meals before and after Indira canteen (per day)

Particulars	Before Indira canteen		After Indira canteen	
	No. Of respondents	Percentage to the total	No. Of respondents	Percentage to the total
a) Yes	12	40	11	36.67
b) No	18	60	19	63.33
TOTAL	30	100	30	100

Fig.1 Flowchart showing food security through Indira canteens

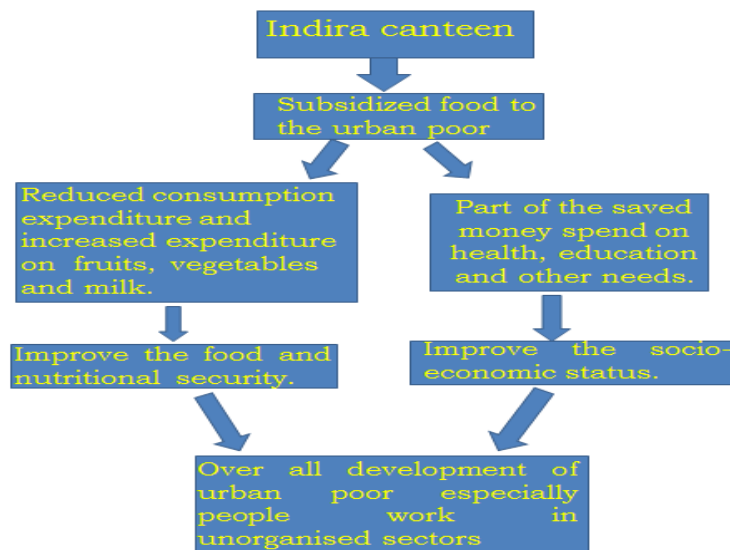
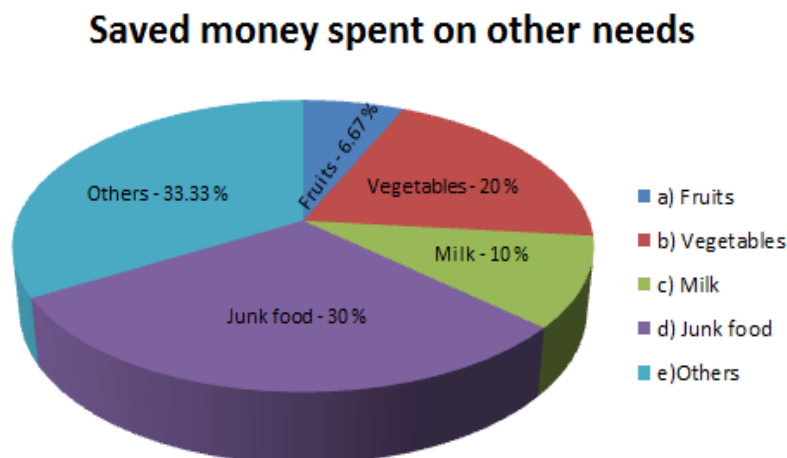


Fig.2 Pie chart showing saved money spent on other different needs



The table 6 shows that 63.33% of the respondents two times and also 36.67% of the respondent's expenditure on meals per day

before Indira canteen is three times. And also after Indira canteen 60% of the respondents three time, 33.33% of the respondents two

times and also 6.67% of the respondent's expenditure on meals per day Indira canteen is one time.

The table 7 shows that 60% of the respondents not meet the enough food for the daily and also 40% of the respondents meet the food enough daily of the before Indira canteen and also seen the simultaneously after Indira canteen 63.33% of the respondents not meet the food enough daily and also 36.67% of the respondents meet the food enough daily after Indira canteen.

The table 6 shows that 33.33% of the respondents expenditure saving money for the others purpose like medical expenses, saving, education, watching movies and personal consumptions, 30% of the respondents are expenditure on junk foods, 20% of the respondents expenditure on vegetables, 10% of the respondents expenditure on milk and also 6.67% of the respondents expenditure on fruits.

Conclusion

Two in every three people working in unorganized sector visit Indira canteen daily, which shows the food insecurity to the urban poor and Indira canteen, is trying to address it.

Average Daily expenditure before setting up of Indira canteen was Rs. 78.66 per day and after setting up of Indira canteen, the

expenditure on food is reduced to Rs. 20.83 per day. So, he can save Rs. 57.93 per day, which he can utilized for other necessary needs like fruits, vegetables and milk, which will improve the food and nutritional security.

33.33 per cent of saved money is spent on other needs like health, and education, which will improve the socio-economic status of the urban poor.

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