

How Yash Dalwani Is Turning Street Food Hawkers to organised businesses - By his Charity Initiative "Ek Naya"!

Ab Banega Ek Naya Bharat!



Mumbai, Maharashtra Dec 10, 2024 (Issuewire.com) - *Imagine This Scene*

A tea vendor at a bustling street corner serves chai with the professionalism of a luxury café. Clad in a crisp uniform, using top-notch equipment, and maintaining impeccable hygiene, he creates a customer experience unlike any other. *Hard to believe? Welcome to [Ek Naya](#), the revolutionary initiative*

reshaping India's street food landscape.

In a country where 65% of the food service industry remains unorganized, this movement—spearheaded by visionary entrepreneur and restaurant consultant [Yash Dalwani](#)—is transforming dreams into realities.

Ek Naya: A Game-Changer for India's Street Food?

Every revolution begins with a spark, and for Yash Dalwani, it was an encounter with a struggling pani puri vendor. The vendor's challenges—poor hygiene, outdated practices, and limited growth opportunities—revealed the systemic issues plaguing India's street food ecosystem.

Yash Dalwani, renowned for his expertise as a [restaurant consultant](#), recognized an opportunity to uplift these vendors, not just as businessmen but as empowered individuals. *His vision?*

- **Organize the unorganized:** Bring professionalism to the unstructured food sector.
- **Enhance hygiene and safety:** Establish practices that ensure customer and vendor well-being
- **Skill development:** Equip hawkers with the tools and knowledge to succeed sustainably.

This vision laid the foundation for Ek Naya, a movement driven by empathy, innovation, and action.

Transforming Lives Through Organization and Empathy

Ek Naya is more than *just a charitable initiative*; it's a **mission** to revolutionize the unorganized food sector by helping street food vendors operate like organized businesses. As restaurant consultants, we understand the immense potential of this sector to not only uplift the lives of vendors but also enhance the experience of the millions who rely on these food hawkers for their meals.

Ek Naya bridges the gap between unorganized street food vendors and a more structured, sustainable way of doing business.

For vendors, it provides professional guidance to build sustainable businesses, improve hygiene and safety standards, and gain customer trust. Training programs focus on skill enhancement and operational efficiency, empowering vendors to grow as responsible entrepreneurs.

For customers, this transformation ensures access to safer and more hygienic street food, offering a consistent and enhanced dining experience. It also encourages them to support vendors who are now equipped to deliver quality food while adhering to higher standards, creating a win-win situation for all.

Through Ek Naya, we aim to create a ripple effect that uplifts not just individual vendors but the entire street food ecosystem. It's about turning challenges into opportunities, chaos into structure, and dreams into reality—one hawker at a time.

Meet Raghunath: A Chaiwala Who Dared to Dream

In Thane, Maharashtra, Raghunath operated a modest tea stall. A father with big dreams but limited means, he represented the countless hawkers striving to make ends meet.

Before Ek Naya, Raghunath's business faced:

- Outdated tools and infrastructure.
- A lack of hygiene standards.
- Minimal branding or customer engagement.

After joining Ek Naya, Raghunath's transformation was nothing short of extraordinary.

From Stall to Kiosk: The Incredible Transformation

Ek Naya didn't just revamp Raghunath's tea stall—it reimaged it:

- **Modern Equipment:** A professional coffee machine replaced his outdated tools.
- **Hygienic Infrastructure:** A sink unit, strategically placed dustbin, and clean workspace became standard.
- **Professional Branding:** Uniforms, gloves, and caps elevated his business's image.
- **Health-Conscious Upgrades:** Water purification units and essential utensils demonstrated a commitment to customer safety.

Beyond Physical Upgrades

The transformation wasn't just about aesthetics. Ek Naya empowered Raghunath with:

- **Business Training:** Introducing him to financial management and scaling strategies
- **POS Systems:** Making transactions seamless and professional.
- **Customer Service Skills:** Ensuring every customer interaction was exceptional.

Raghunath's stall, now branded as Swarajya Chai, is a symbol of hope and resilience. His income has increased, his family's future looks brighter, and he now operates with the confidence of an entrepreneur.

Raghunath's Life After Ek Naya: A Dream Realized

Before Ek Naya, Raghunath's tea stall in Thane was a small, modest operation. The lack of hygiene, outdated equipment, and minimal branding made it difficult for him to stand out in a competitive market. But after joining the Ek Naya movement, his life underwent a remarkable transformation.

Not only did Raghunath's stall, now named Swarajya Chai, get a complete makeover with modern equipment, professional branding, and improved hygiene standards, but he also gained invaluable business skills. His income increased as his customer base grew, and his family's financial stability improved. With training in financial management, customer service, and operations, Raghunath learned to run his business like a true entrepreneur. Today, he operates with the confidence of someone who has truly reinvented their future, and his stall is a beacon of hope and success for other street food vendors dreaming of a better life.

Why [Ek Naya](#) Matters?

India's street food vendors are the backbone of its culinary culture, yet they face numerous challenges:

- **Unorganized Operations:** Lack of proper systems and resources.
- **Hygiene Concerns:** Operating in unsanitary conditions.
- **Limited Growth Opportunities:** No access to skill development or professional tools.

Through Ek Naya, Yash Dalwani and [DNY Hospitality](#) are addressing these issues head-on. The mission includes:

- **Organizing the Unorganized:** Structuring the 65% unorganized food sector.
- **Improving Hygiene:** Enforcing cleanliness to boost customer trust and business growth.
- **Skill Development:** Training hawkers in professional, hygienic practices.
- **Government Collaboration:** Working closely with the approving authorities to improve hygiene and food safety among street hawkers while simplifying licensing.
- **Ensuring Sustainability:** Helping hawkers establish stable, long-term businesses.

Eligibility: Who Can Join the Ek Naya Journey?

Not all vendors qualify for Ek Naya. The program carefully selects hawkers who:

- Operate in unhygienic or challenging conditions.
- Demonstrate strong motivation to improve.
- Lack of access to traditional support systems.
- Show a willingness to learn and adapt.

Selection Process:

- Family background evaluation.
- Income assessment.
- Business practices review.
- Measuring the potential for transformation.

This rigorous process ensures that Ek Naya's support goes to those who need it most.

A Collective Movement: Alone We Can Do Very Little; Together We Change the World

Our Collective Asks:

To Industry Leaders:

- Share expertise and resources
- Mentor street food entrepreneurs
- Create sustainable support networks

To Government Authorities:

- Streamline licensing processes
- Create dedicated hawker zones
- Simplify bureaucratic procedures

To Social Workers and Volunteers:

- Amplify the movement's impact
- Mentor aspiring entrepreneurs
- Spread awareness about transformation

Alone, we make ripples. Together, we create waves of change.

"Givers, Always Gain!"

The Vision for 2026

By 2026, Ek Naya aims to transform 2,500 street food vendors into confident, professional entrepreneurs. This ambitious goal reflects the vision of Yash Dalwani and his commitment to a better future for India's hawkers.

Join the Movement: Be the Change

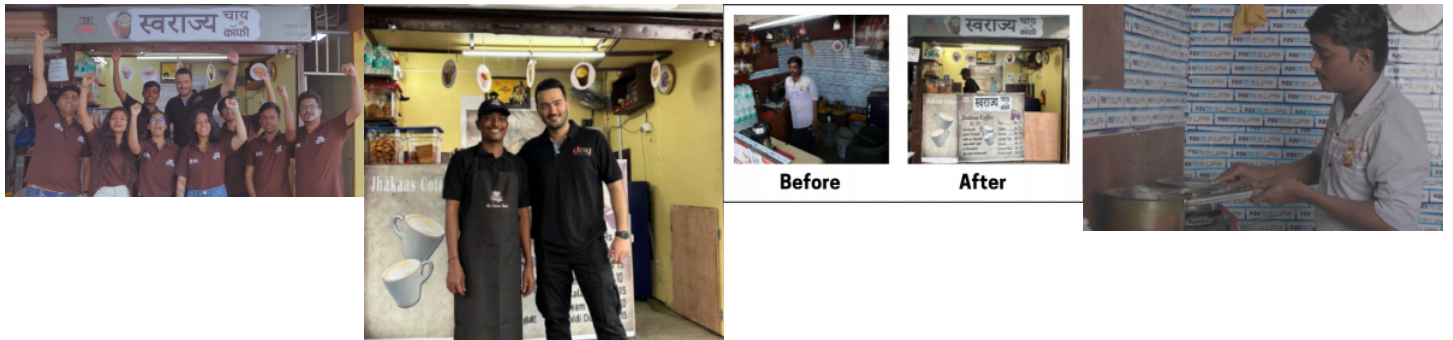
Ek Naya stands by the belief that **"Givers Always Gain!"**

Here's how you can contribute:

- **Spread the Word:** Share stories of transformed hawkers.
- **Support Local Vendors:** Choose street food as a symbol of trust and quality.
- **Collaborate:** Volunteer or partner with us to amplify the impact.

Together, let's create a more hygienic, inclusive, and professional street food ecosystem.

Ab hoga 'Ek Naya' Bharat!



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