

# RE-ORGANISING THE BUILDING BLOCK OF CORBUSIAN LEGACY

## BRIEF PROFILE

According to an estimate, there are more than 100 Street Vendors spread out in the entire Sector 35 Market and are engaged in street vending for their survival. As per operational guidelines (support to urban street vendors) the street vendors are categorized as stationary, peripatetic/wandering, Mobile & other and vending Zones are classified as restriction free, restricted and prohibited. Most of the street vendors are generally scattered in sector 35 but during evenings a bunch of Street food vendors emerge in a particular area, who serve you chicken soups to moms and other tempting street foods.

## DESIGN : FOOD TRUCKS

They have to covered and provision of water, disposal, waste , Gas NOCs must be obtained.  
Must have a dedicated spot which does not disrupt Pedestrian or traffic movement.  
Must comply to : Emissions guidelines, Proximity restrictions & Parking permits  
Food Trucks are designed in uniformity with standard size and dimension.



## CONCEPT PLAN & IDEA:

Following the lines of Delhi, the Concept plan is to "SET UP A FOOD STREET" in Sector 35 where all type of Foodies can come and enjoy some Street Food.

## IMPACTS OF SETTING UP FOOD STREET

- Improving Quality of Life
- Technological advancement
- Innovation
- Increased Entrepreneurship
- Increased Footfall
- New Opportunities
- Street Food Competitions.
- Proper Management
- Increased Revenue
- New Inventions and creations
- Increased Social Awareness level
- Economic Success of Street Vendors

## PROJECT FINANCIALS :

- Monthly revenue generation through rents.
- Increased Footfall
- Defined and Specific Food Street.
- Tourist Attraction.
- New variety of Street Food.
- Revenue generation through Food Festivals

## CURRENT CONDITION



## STREET FOOD MARKET

- Easy and quick availability
- Very tasty and wide variety
- Food in general very fresh (not stored)
- Source of earning for several people
- Extremely cost effective-inexpensive
- The positive aspects of Food Street are therefore:
- Caterers to a large number of consumers from all strata
- Provides traditional and ethnic food – local cuisines
- Cannot be replaced by restaurants due to lack of space
- Highly nutritious and provides a balanced diet
- Supports use of rural agricultural products
- Leads to appositve social interactions

## OUTGOING

Formulation of new Rules and Policies.  
Maintenance and Landscaping Costs.



## NEW INTERVENTIONS



## MANAGEMENT INFORMATION SYSTEM (MIS)

Street vending Plan must include methods of Monitoring system using MIS software. For such purpose, software has to be developed for monitoring after implementation of the street vending Plan to monitor the entire allotment, registration and the whole above process.

## IMPACT OF PROJECT :

- The positive aspects of Food Street vending is:
- Source of earning for several people
  - Caterers to a large number of consumers from all strata
  - Highly nutritious and provides a balanced diet
  - Extremely cost effective-inexpensive
  - Easy and quick availability;
  - Very tasty and wide variety;
  - Food in general very fresh (not store)
  - Provides traditional and ethnic food – local cuisines;
  - Cannot be replaced by restaurants due to lack of space
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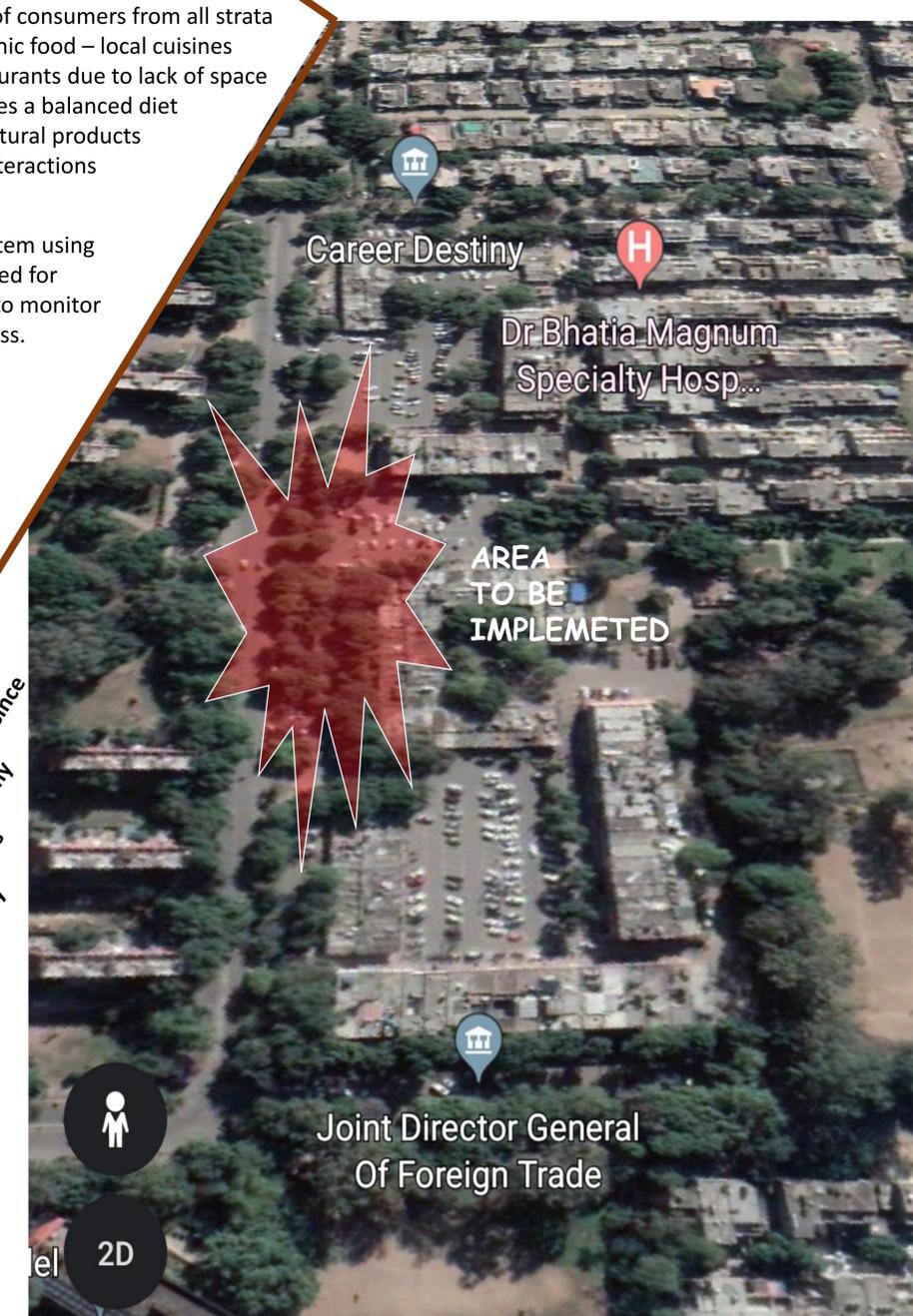
## BENEFITS :

Monthly Street Food Festivals can be conducted with an entry fee.  
Would help generate revenue  
And can be scaled up as a bigger event gathering  
Food bloggers and critics  
And most importantly  
Foodies all over the Country.

*Kamna Singh  
A homemaker, M.tech in Computer Science and a big Foodie. Ever since moving from Delhi after being married, I could not tempt my taste buds with good Street Food. There are numerous street vendors located in numerous sectors. My Motive is to unite them into one place.  
Contact : 904.1166133*



FROM SECTOR TO NEIGHBORHOOD : ECONOMY GENERATION BY STREET FOOD  
RE-IMAGINING SECTOR 35



Joint Director General  
Of Foreign Trade

