

GOVERNMENT OF PUNJAB
DEPARTMENT OF TOURISM
(TOURISM BRANCH)

Notification

No. 10/ 134/2013-1TC 112787/1

23 October, 2013

The Governor of Punjab is pleased to frame Dhaba Scheme (Project Upgradation of Roadside Eateries Pure) as under :-



PROJECT UPGRADATION OF ROADSIDE EATERIES
AN INITIATIVE OF
PUNJAB HERITAGE AND TOURISM PROMOTION BOARD
TO UPGRADE ROADSIDE EATERIES (DHABA SCHEME)

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30/10/13
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1. **THE CONCEPT and OBJECTIVE**

The road-side eateries popularly called 'DHABAS' are an integral part of tourist visit on their way to different destinations. The services offered by Dhabas can make one's journey memorable. One of the key recommendations for the up gradation of tourism within the state of Punjab is the provision of high-quality service in these road-side eateries.

With the aim of providing standardized services to the tourists, and to supplement the availability of homely & hygienic food during their brief halt while travelling to various tourist destinations, PHTPB is launching a scheme to promote high-end eating experience in these road-side eateries, by the name PURE- Project Up gradation Roadside Eateries.. The scheme intends to improve the conditions of the existing services to the tourists/public by imparting free of cost training/technical support to Dhaba owners/staff and provide incentives in the form of annual prizes.

For Dhaba-owners who have the necessary aptitude and a place of suitable size and standards of comfort, it can be a useful source of building image of tourism within the State and at the same time additional revenue for the owners by getting promoted in different ways by the PHTPB, as well as an enjoyable business activity.

The PHTPB will invite dhaba-owners in the state of Punjab to join this scheme, for which training and incentives will be provided. In order to safeguard quality standards and protect the PHTPB's brand image, the

PAID C.A.M. No. PA/AD(A)/FCS/1432
Date 30/10/13
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Dated 29/10/13

No. Secy. Tourism 669-2
Dated: 28/10/13

2. Road Side Eateries (DHABAS)

For the purpose of this scheme Dhaba means any catering establishment which is not registered as a restaurant, serving meals & other eatables situated on National/State Highway of Punjab. It also includes wayside restaurants / roadside eateries which have live cooking display and open eating place should be included in this scheme.

3. SCHEME – PURE (PROJECT UPGRADATION OF ROADSIDE EATERIES)

Under the scheme dhabas situated on national and state highways will be identified /selected based on certain parameters benchmarked for the purpose and an on-site Training will be imparted with an objective to improve the overall service standards.

Training will be conducted by the Hotel Management Institutes located in different districts within the State which will cover;

- a) Food Production
- b) Food Service – Service Skills
- c) Hygiene (Personal & Work place) and Sanitation.
- d) Customer Relation
- e) Effective Management.

After the successful completion of the training program, Certification of the Dhabas will be done by the Training Institute with PHTPB followed by a Re-certification on quarterly basis to ascertain the service standards being maintained by the selected Dhabas.

This scheme would also be helpful in attaining the certification by Food Safety and Standards Authority of India (FSSAI) to the dhaba owner

The PURE certification will only be given to the Dhaba certified by FSSAI.

4. BENEFITS OF THE SCHEME

The PURE scheme will help to spread the economic benefits of tourism more widely around the state and offers participants the following opportunities:

1. Free of cost professional training courses to the service staff
2. Quality service coupled with hygienic standards.
3. Technical Support.
4. A useful source of add-on revenue for Dhaba Owners with the appropriate hospitality and business aptitudes by getting associated with PHTPB.
5. Free marketing support from PHTPB- The support of the PHTPB in marketing the PURE concept, through:
 - a) Promotion of the selected dhabas on the new Punjab Tourism website

- e) Promotion at domestic and international trade fairs
- f) Installation of Signage with PHTPB –PURE logos.

6. Incentives: Prizes for selected Road side eateries/Dhabas-

Ist Prize :	Rs. 11,000/-
IInd Prize:	Rs. 7,500/-
IIIrd Prize	Rs. 5,500/-

to be selected by a committee of PHTPB

7. Long Term Association with the Punjab Tourism Brand.

5. ROLE OF THE PHTPB

The PHTPB will administer, monitor and market the scheme - but the responsibility for promoting each individual dhaba and making a success of the business remains entirely in the hands of its owner.

In addition to providing substantial marketing support for the scheme, the PHTPB will take responsibility for the following activities:

- Registration of appropriate dhabas on the basis of certain parameters such as Min. Space, Location (highways), Parking area, lighting, Drinking water, Power back-up facility etc. designed for the scheme.
- Monitoring of quality standards through timely inspections.
- Provision of Training :- A 24 Hours or Six days (four hours per day) Training covering various aspects of Food Service, Food Production, Sanitation, Personal & workplace hygiene will be provided to Dhaba service staff which will be followed by quarterly 2-3 days(as needed thereon) Hand Holding Exercise.
- Certification / Recertification of the dhabas :- After a year's training & hand-holding sessions a joint Certification will be conferred to Dhabas by PHTPB & IHM. These dhabas will qualify for signages, a special mention in Deptt. website and other publicity materials such as brochures and promotion through Tourism Information Centers, Trade Fairs etc.
- Minimum four times inspection in a calendar year will be carried for recertification ascertaining the maintaining of service standards, qualifying thereby, to be remain registered with PHTPB.

6. FINANCIAL IMPLICATIONS

Finances involved in the scheme will include;

- 1) Training Charges/ Cost to the Training Institutes.
- 2) Uniform (loose aprons/Caps) for the service staff.
- 3) Signage'.
- 4) Publicity material / Brochures / Website Links etc.
- 5) Prizes: 3 No. per year.

7. REGISTRATION CRITERIA FOR THE TRAINING INSTITUTES

The Hotel management Institutes running the Ministry of Tourism sponsored Degree/Diploma or Certificate courses such as 'Hunar Se Rozgar Tak' training programs will qualify to be part of PURE-Scheme for conducting training in Road-side Eatery /dhabas falling in their respective zones.

Training Charges & Schedule of Payment to Training Institutes:-

A Professional service fees of Rs. 12,000/- will be paid to IHMs in total per Dhaba with break-up as under;

Training fees – 6000/-

Travel Charges(covering actual travel to outstation dhabas) – 4000/-

- a) 3000/- will be paid to the institutes in advance ie, before the start of training and remaining 3000/ after the successful culmination 5-days training.
- b) 2000/- will be paid during the course of hand-holding exercise and at the time of certification.
- c) Remaining 4000/- will be paid after the bi-monthly visit to the dhabas for the second successive year i.e. at the time of re-certification.

8. REGISTRATION CRITERIA AND GUIDELINES FOR ROAD-SIDE EATERIES/ DHABAS (Terms and conditions)

1. Road side Eatery/Dhaba should be either owned or on rent but not on encroached land.
2. Should be on National Highway/State Highway or on main routes of Tourist Sites within state or leading to other states.
3. Registration for the PURE will on voluntary basis.
4. The Road-side eatery /dhabas under consideration shall have certain fixed criteria as per; Minimum space, Provision of Rest rooms, Lighting , Cooking area, Cooking &Service ware, Drinking water, Fire Fighting, Parking etc. for to be covered under the terms of this scheme.

- 7. The premises must be in a good state of repair and meet the highest standards of hygiene, cleanliness and safety.
- 8. Adequate natural parking facility should be available.
- 9. An adequate Menu –Pricing depending upon the Facilities.
- 10. Every property that applies for registration must be prepared for timely inspection visits by the PHTPB's independent inspection team.
- 11. Registration /Certification will be valid for specific period.
- 12. PURE properties that apply for registration must provide the following supporting documents:
 - a) Application form - Annexure –I
 - b) Checklist of facilities - Annexure –II
 - c) Declaration at Annexure-III
 - d) Undertaking at Annexure-IV.
- 13. The registration fee of Rs. 500/- shall be paid at the time of certification from PHTPB.
- 14. The PURE property must undertake to maintain the required standards as prescribed by FSSAI – Food Safety & Standards Authority of India.
- 15. PHTPB reserves the right to modify its guidelines/terms and conditions from time to time. Any modifications will be communicated on its website and to members participating in this scheme.

9. SELECTION PROCEDURE

The Teams involved in the selection of Road-side Eateries/ Dhabas for training will include:

- The Institutes of Hotel Management.
- Punjab Heritage and Tourism Promotion Board

10. IMPLEMENTATION OF TRAINING.

- The Training will be provided by the Institutes of Hotel Management following one common Training Module, to the dhabas falling in their respective zones as identified by each training Institute.
- The eligible applicant will be required to attend one or more on premises training sessions and qualify for a Certificate from the training providers & PHTPB.
- On receipt of the Certificate, the PHTPB will go for installation of signages at the premises and take the other marketing



PROJECT FOR UP GRADATION OF ROADSIDE EATERIES

REGISTRATION CRITERIA AND GUIDELINES

1. Where to apply:
Applications should be submitted to :

PURE SCHEME
Punjab Heritage and Tourism Promotion Board
Plot No 3 Sector 38 A
Chandigarh- 160036
2. The registration of ROADSIDE EATERY/DHABA will only be done in those cases where the ROADSIDE EATERY/DHABA are fully developed and serving food & beverage in hygienic conditions from the tourism point of view.
3. It is mandatory to have minimum facilities as per annexure II for registration to be granted of the ROADSIDE EATERY/DHABA.
4. The registration shall be valid initially for one year from the date of issue of the registration, subject to inspection by a committee constituted by Punjab Heritage and Tourism Promotion Board.
5. The ROADSIDE EATERY/DHABA applying for registration will have to provide all the information supported by required documents as per the following formats:-
 - a) Application Form as at Annexure-I.
 - b) Checklist of facilities at Annexure-II.
 - c) Declaration at Annexure-III
 - d) Undertaking at Annexure-IV.
6. The ownership documents of property to be used as ROADSIDE EATERY/DHABA are to be furnished at the time of submission of application to Punjab Heritage and Tourism Promotion Board. In case there are more than one owners of the property in question, a "No Objection Certificate" from all owners is to be submitted along with the application form to Punjab Heritage and Tourism Promotion Board.
7. The application fee shall be payable to the Punjab Heritage and Tourism Promotion Board, Chandigarh through Demand Draft.

9. The availability of facilities and services will be evaluated as per the enclosed checklist at Annexure II (The checklist will have to be duly filled in and signed on all pages and submitted to Punjab Heritage and Tourism Promotion Board along with the Application Form).
10. An inspection committee of Punjab Heritage and Tourism Promotion Board will inspect the ROADSIDE EATERY/DHABA and recommend its registration and thereafter surprise inspection shall be carried out at regular intervals to monitor and check whether the specified standards are being maintained.
11. No sign boards or logo or name of Punjab Heritage and Tourism Promotion Board, except as stated below, will be displayed in any form including printed publicity material, cash receipts, letter heads, rubber stamps etc. by the ROADSIDE EATERY/DHABA owners. Violation of this condition will attract cancellation of registration.
12. A registration certificate shall be issued by Punjab Heritage and Tourism Promotion Board which shall be displayed at the entrance area of the ROADSIDE EATERY/DHABA. Approved ROADSIDE EATERY/DHABA owners may use the term Member PURE PROJECT on their sign boards or their other printed materials together with the scheme logo.
13. The Rules and Regulations of the concerned departments/agencies of the Government shall be strictly adhered to, by such approved ROADSIDE EATERY/DHABA owners. They should ensure that no rules or norms are violated in any manner. It will be the sole responsibility of the ROADSIDE EATERY/DHABA owner to face the consequences, if any action is initiated by these departments. Such approved ROADSIDE EATERY/DHABA shall identify the Punjab Heritage and Tourism Promotion Board against any action taken or contemplated to be taken against them by any agency, whether Government or not, for violation of any of their obligations in respect of any rules or norms which they are, in the course of their trade, expected to adhere to.
14. Any illegal activity carried out on the ROADSIDE EATERY/DHABA premises in violation of the provisions of any law will entail exclusion from the PURE SCHEME as well as liability to prosecution under the status concerned.
15. Punjab Heritage and Tourism Promotion Board reserve the right to modify these guidelines / terms and conditions from time to time.

The Scheme of Dhaba will be implemented through Punjab Heritage and Tourism Promotion Board, Plot No.3, Sector 38-A, Chandigarh.

Dated Chandigarh
03-10-2013

GEETIKA KALHA, IAS,
Principal Secretary to Government of Punjab,
Department of Tourism.

Endst. No. 10/ 134/2013-ITC

October , 2013

A copy alongwith a spare copy is forwarded to the Controller, Printing and Stationery, Punjab with the request that this notification may be published in Punjab

Endst. No. 10/ 134/2013-1TC

October, 2013

A copy is forwarded to all the Financial Commissioner, Principal Secretaries and Administrative Secretaries, Punjab Government for information and necessary action.

sd/-

Deputy Secretary

To

All the Financial Commissioner,
Principal Secretaries/Administrative Secretaries,
Punjab Government.

Endst. No. 10/ 134/2013-1TC *113240/1*

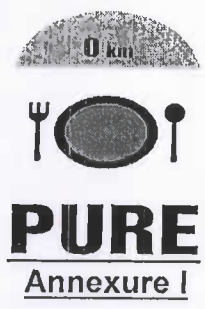
23 October, 2013

✓ A copy is forwarded to the following for information and necessary action:-

- 1 Secretary/Chief Secretary to Govt. of Punjab.
- 2 Secretary/Principal Secretary, Tourism
- 3* Private Secretary/Secretary Tourism
- 4 Director Tourism, Plot No.3, Sector 38-A, Chandigarh.
- 5 Executive Director/Punjab Heritage & Tourism Promotion Board,
Plot No.3, Sector 38-A, Chandigarh.
- 6 Managing Director/ Punjab Tourism Development
Corporation, SCO 183-84, Sector 8-C, Chandigarh

sd/-

Deputy Secretary



Application Form for Pure Project Up gradation of roadside eateries-Dhaba Scheme

1) Name of the Roadside Eatery/Dhaba _____

Location address of the Dhaba _____

Helpful directions to the Dhaba/Nearby landmark _____

2) Name, address and qualifications of the Dhaba owners with background note _____

a) Tel. no _____

b) Mobile No. _____

3) Details of the roadside eatery/Dhaba and activities*.

(a) Status of ownership of the Dhaba	
(b) Details of public areas for the following facilities	
(i) Dining Space	
(ii) Parking facilities	
(iii) Adequate lighting	
(iv) Drinking water	
(v) Power backup	
(c) (i) Additional facilities available, if any (Not mandatory) (ii) Details of Fire Fighting equipment/ hydrants etc.	

* See Facility Checklist for Category descriptions.

(4) Photographs of the roadside Eatery/Dhaba: Pl. attach photographs of your Roadside Eatery/Dhaba

(5) Details of Registration fee (Rs five hundred only), payable by Demand Draft only, of: (Only after training is over) Payable in the name of "Punjab Heritage and Tourism Promotion Board".

D.D. No. & date	
Name of Bank	

(6) Check list details as per Annexure II (enclose a copy of the checklist, duly certified that the stated facilities are available in the roadside eatery/dhaba)

(7) Consent of acceptance of the regulatory conditions (please enclose a copy of the prescribed undertaking as per Annexure IV duly signed by the owner of the roadside eatery/dhaba).

Signature of the Authorized Signatory

(Copy of Authorization, wherever necessary, to be attached)

(NOT TO BE FILLED UP BY THE APPLICANT)

Recommendation by the trainer :

Annexure – II

CHECKLIST FOR FACILITIES & SERVICES	
Primarily transient, full time operations, 7 days a week in season	N
Dinning Areas, bathrooms, public areas and kitchens fully serviced daily	N
All floor surface clean and in good repair	N
Separate Public rest rooms for Ladies and Gents with soap, a washbasin, a mirror, a sanitary bin with lid in Unisex & ladies toilet	N
Dining Room/Area serving Breakfast, Lunch & Dinner	N
Crockery & Glassware unchipped/Stainless Steel	N
Clean Cutlery	N
Refrigerator with deep freezer	D
Segregated storage of meat, fish and vegetables. (If applicable)	N
Tiled walls, non-slip floors	N
Head covering for production staff	N
Germicidal cleaning of floors	N
Clean utensils	N
Six monthly medical checks for production staff	D
First -aid training for all kitchen staff	N
Safe Drinking water	N
Garbage to be segregated – wet and dry	D
Garbage Disposal	N
Staff Uniforms for front house staff	D
Staff rest rooms	D
Provision for First aid kit	N
Shop / kiosk	D
Staff trained in fire fighting drill & First Aid	D
Fire fighting equipment	N
Parking Facilities	N

Checklist of facilities for approval and registration of Roadside eatery/ Dhaba

Name and Location:

(N: Necessary , D : Desirable)

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Annexure III

DECLARATION

To

**The Chief Executive Officer,
Punjab Heritage and Tourism Promotion Board
Plot No 3 Sector 38 A
Chandigarh- 160036**

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and registration of my Road side eatery/ Dhaba under the PURE scheme and hereby agree to abide by them. I also agree that my Road side eatery/ Dhaba will be open any time for inspection by officials of the Punjab Heritage and Tourism Board and any other persons authorized by the Board.

The information and documents provided are correct and authentic to the best of my knowledge. I hereby agree to sign a detailed undertaking on the requisite stamp paper at the time of registration of my ROADSIDE EATERY/DHABA as per the undertaking at Annexure-IV and an affidavit as per clause-13 of the guidelines.

Place:

Authorized Signatory _____

Date:

Name _____

Address _____

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Annexure-IV

UNDERTAKING

I _____ owner/Partner of the
_____ Road side
eatery/ Dhaba located at Village _____ Distt.
_____ have understood the concept of the PURE Scheme initiated
by Punjab Heritage and Tourism Promotion Board and agree to adopt the
scheme on the following terms and conditions:

1. That Punjab Heritage and Tourism Promotion Board (PHTPB) will act as facilitator and promoter of the concept of Road side eatery/ Dhaba in Punjab and publicize my above mentioned ROADSIDE EATERY/DHABA to potential guests.
2. That I would ensure highest standards of hospitality, hygiene, and integrity which would create a good impression about Punjab.
3. That I will submit monthly returns of data by 10th of the following month, to Punjab Heritage and Tourism Promotion Board, Chandigarh on guests accommodated in the required format for statistical records. (Applicable to Dhabas offering accommodation only).
4. That I will advise Punjab Heritage and Tourism Promotion Board of any changes to my offer which may affect their publicity of my Road side eatery/ Dhaba.
5. That I will abide by the rules and regulations of the concerned departments / agencies of the Government. I shall be responsible if any violation is committed by me which attracts initiating of action against me by the concerned department.
6. I/We hereby indentify the Punjab Heritage and Tourism Promotion Board against any action taken or contemplated to be taken against me/us by any agency, whether Government or not, for alleged violation by me/us of any obligations in respect of any rules or norms which I/We are in the course of their trade, expected to adhere to. It shall be my/our sole responsibility to defend such alleged infringement at my/our cost without involving PHTPB in any way whatsoever, whether directly or indirectly.
7. That I shall deposit a Registration fee of Rs. 500/- (Rupees Five Hundred only) by DD on any nationalized bank, payable to Punjab Heritage and Tourism Promotion Board, at Chandigarh on the completion of training, before being enlisted in the PURE scheme.

Signature _____

Name _____

Address _____

Date of execution of agreement.