

**“Relevance of a Traditional Eatery in Today’s Fast Food World”
Online interactive session with Shri Ashutosh Joglekar,
Proprietor, Prakash Shakahari Upahaar Kendra (Vegetarian Snack Centre),
Dadar (West), Mumbai**

10 September 2020, at 5:30 pm

During the session on “Relevance of a Traditional Eatery in Today’s Fast food World”, Shri. Ashutosh Joglekar shared insights how an eatery serving traditional food items since 1946 continues to enjoy popularity even in an era dominated by processed fast foods. The secrets behind this success were the dedicated efforts of the third generation which continues to follow the footsteps and sound business principles of the founder.

1. Self-Reliance

The remarkable and distinctive features of the eatery are that the flavors of the items and the accompaniments have remained unchanged over the years. To this, Mr. Joglekar attributed the fact that the unique flavors which were developed during his grandfather’s (the founder’s) time, were achieved by keeping a watchful eye on the ingredients used and the process. Even the spices and condiments used in the preparation are ground in-house, under the meticulous supervision of the owner and the recipes have passed down from generation to generation. Unlike other commercial restaurants which are completely dependent on the expertise of the cook, Prakash Restaurant is self-reliant - even if the cook changes, the patrons do not even know that it is a new cook! The taste remains unchanged!

2. Perspective on Advanced Technology

While “adapting the latest technology to remain relevant and current in the world” seems to be the new global mantra, Shri Joglekar has actually demonstrated it otherwise. In his subtle and down to earth style, he explained that technology is a good servant but a bad master. He has brought in technology only where there was a need to upgrade. He realized that with changes in government taxation the billing process had to change - it was done with immediate effect. He brought in technology for better operational efficiency. However; when it came to the actual cooking part of it, he explained how using newer gadgets could alter the traditional taste of the food and hence technology in the kitchen was kept at its minimum.

3. Humble Attitude

Selflessly, the owner and the staff start work at about 4.00 am so that patrons can have their breakfast before going to work. For every word of appreciation towards his restaurant’s food showered on him by the interviewer or the participants, he simply attributed it to his late grandfather! While it is natural for any second/ third generation entrepreneur to talk about the modernization brought about in the establishment, Shri Joglekar proudly spoke of the continuation of the values laid down by the founder.

4. Takeaway

The world is changing every day; disruptive technologies and disruptive ideas are the new business mantras. However, Shri Joglekar has practically demonstrated how important, commercially profitable, and value adding it is to remain true to old values. His opinions reflect a strong respect and connection to roots and tradition. Shri Joglekar has taught us that by sticking to real time customer satisfaction,

one does not need to market himself or his organization. There is no need for strategies on customer loyalty programs... the customer remains loyal when the business simply delivers the promised values day after day... generation after generation! This profound lesson taught by one 'local' eatery cannot be taught even by MNC franchises like McDonald's which keeps innovating its customer loyalty programs every month.

At the end Shri Joglekar appreciated the initiative of Vidyalankar Dnyanapeeth Trust for organizing such practical events to give real-world knowledge to students and staff.

Report compiled by:- Prof. Jay Bhatt & Prof. Sachin Bojewar and edited by Prof Meenakshi Nandula of Vidyalankar Institute of Technology