



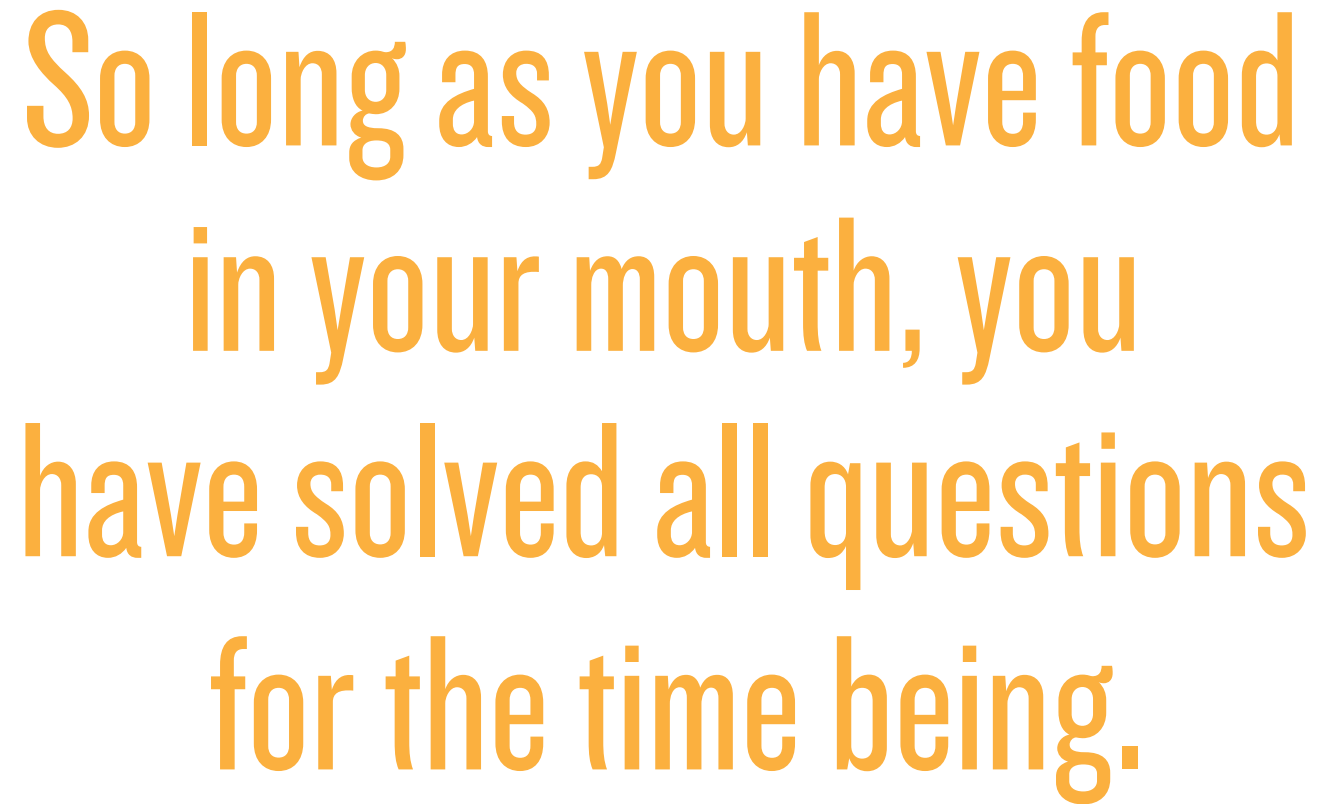
NASHTA • EXCHANGE





2013-2014 Design Ignites Change Student Fellowship

Made possible by the
Students of Plymouth Whitmarsh High and the Akanksha foundation,
World Studios, and Noopur Agarwal



So long as you have food
in your mouth, you
have solved all questions
for the time being.

Franz Kafka

A Quick Taste

What is the Nashta Exchange?

Research shows that around 40% of the students living in poverty in Mumbai end up dropping out before finishing high school, as earning a small wage to put food on the table takes precedence. But when educational programs offer meals to their students, there is a better attendance rate. There is an opportunity to provide these underserved students with nourishment. By doing so, we are leading them to a brighter future.

Nashta Exchange aims to not only help the underprivileged students of Mumbai, but also to bring student groups together, across borders by means of food diplomacy. Through the program, high school groups in the U.S. and India come together to help create opportunities for each other. American high school students, on a volunteer basis, operate a food stall where all of the proceeds go towards buying meals for high schoolers in India. Nashta Exchange provides the students with tool kits featuring everything they need to get started, in efforts to facilitate true exchange. Nashta Exchange provides a social media platform, where the two student groups can interact. American students learn about Indian culture while Indian students get meals to help nourish them and their families. Our ultimate goal is to franchise the program to as many groups as possible as no one must learn on any empty stomach.

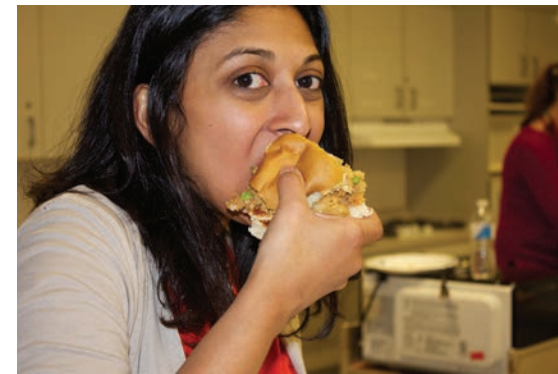


Our Main Dish



Why Pav Bhaji?

Pav bhaji is a street food dish that originated in Mumbai, but is now wildly popular in most metropolitan areas of India. Pav bhaji consists of bhaji (a thick potato-based curry) served on baked pav (bread.) The origin of this dish is traced to textile mill workers in Mumbai in the 1850s. The mill workers used to have lunch breaks too short for a sit-down meal, and a light lunch was preferred to a heavy one, as the employees had to return to strenuous physical labor. A vendor created Pav Bhaji by using leftovers of other dishes available on his menu. Within time the dish has become wildly popular all over India and other parts of Europe and Asia, and we hope it enjoys the same success in the U.S.





PAV BHAJI RECIPE

An Indian “sammy” of “curried mashed potatoes.”

The messier the better.

Ingredients (Yields 8)

2 teaspoons chopped garlic
1 cup chopped onions
2 teaspoons grated fresh ginger
1 cup chopped roma (plum) tomatoes
2 cups frozen cauliflower
1 cup frozen green peas
1 cup frozen carrots
4 potatoes, boiled
3 tablespoons pav bhaji masala
Salt to taste
1 tablespoon lemon juice
8 hamburger buns/Pav Rolls
1/2 tablespoon butter
1/4 cup chopped fresh cilantro
1 stick of butter



Directions

- 1.** On medium heat sauté garlic and green chili for 30 sec in butter. Stir in onions and ginger. Cook until onions are brown. Add tomatoes, and cook until pasty.
 - 2.** Add cauliflower, peas, carrots and potatoes with pav bhaji masala to pot. Cover, and cook (stirring occasionally) for 15 minutes.
 - 3.** Uncover, and continue to cook for 15 Minutes on Low heat while mashing the mixture. Season with salt, and stir in lemon juice.
 - 4.** Toast the dinner rolls, and spread lightly with butter. Serve garnished with chopped onion, green chili and cilantro.
 - 5.** Enjoy with friends and family! And remember it's a forgiving dish so feel free to add more or less of something and whatever veggies you so desire!
-

Initial Project Goals

Fall 2013

- Establish confirmed partnership between U.S. and Indian Student group + facilitator
- Launch website
- Determine exact location for food stand (farmers market, football game, park, etc.)
- Verify vendor codes for chosen venue
- Establish partnership with local U.S. grocery that can donate ingredients, and other mentors in food industry

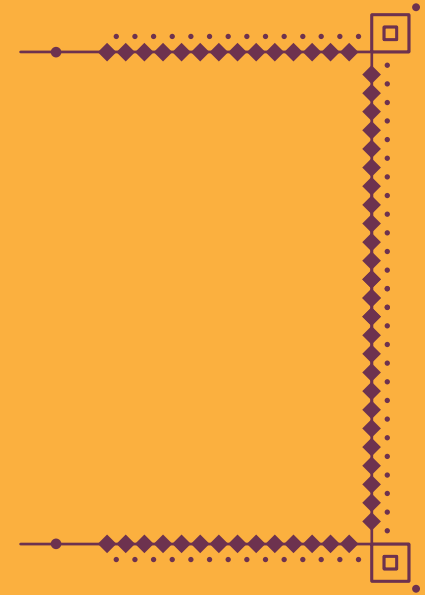
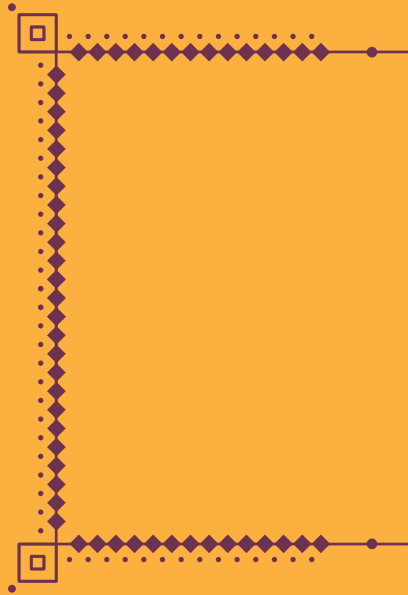
Winter 2014

- Meet with U.S. student group
- Establish a team of 4 U.S. high school students to be part of the pilot project
- Teach the student team how to prepare the dish
- Establish a dialogue online between the two student groups

Spring/Summer 2014

- Provide students with the tool kit
- Help students set up their first venue
- Help student run the first stand
- Document the process
- Work to promote and improve operations

Fall 2013



The Schools

Challenges

Finding the right group to work with in India was easy—based on a relationship already established between Noopur and an after school program at Akanksha Foundation, Cuff Parade Mumbai.

The children of Akanksha are desperate for new opportunities to educate and broaden their horizons. Finding a commitment from a U.S. counterpart, involving students of the same 14-16 year age range, proved more challenging. Several U.S. schools were contacted in the New York, New Jersey, and Philadelphia area. All of the teachers seemed interested, but perhaps not as enthusiastic as we were about carving out the time in an already demanding curriculum.

Solutions

Finally, like in all creative endeavors, we turned to what we knew. Through the help of Alice Drueding, an MFA Design Advisor to Noopur, she was introduced to Mandy Edwards. Ms. Edwards taught at a high school just 15 miles from Temple University where Nashta Exchange was initially conceptualized. Mandy teaches a college-prep program at the high school that prepares an underserved population with tremendous potential—focusing on leadership, confidence, exposure, and acceptance. She loved the idea of her students, an already diverse group, championing their own “business” and meeting new friends across the world.

Outcomes

In the end having a school literally right down the road from where Noopur was studying made sense—it was easy, like all great partnerships. It also kept the project local instilling pride and support from all that were involved from teachers, students, parents and advisors. Noopur was able to visit the school often and the AVID kids were also able to tour Temple University’s campus.

Our U.S. Bhaji Walas

Plymouth Whitemarsh High | Plymouth Meeting, PA



Meet Our U.S. Bhaji Walas

Plymouth Whitemarsh High | AVID Class



Ms. Edwards



Josh



Daniella



Lauren



Ali



Ayana



James



Sharayah



Myah



Julianna



Gabriel



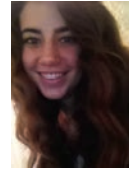
Mousa



C.J.



Brenna



Alexa



Cory

Meet Our Indian Bhaji Walas

Akanksha Foundation, After School Program | Ushma Seth



Ushma Didi



Karan



Sumita



Rahul



Fahim



Reshma



Aarti



Mahesh



Umesh



Nigita

Getting To Know One Another

Profiles

Once we had our students and teachers on board, the groups got to know each other through letters. Technology wasn't always readily available in the Indian classroom for such things as Skype or blogging, so we started by creating bios that introduced ourselves.



Fahim



Playing cricket, making sketches of sceneries, reading books are my hobbies. I don't like to have long hair, hence my hair is always kept short. What kind of hair style would you like to have? I wear glasses. I like to watch WWE. I go to school. My schools name is Marwadi Comm in IX std. In WWE my favourite wrestler is John Cena and Rock. Do you name is Fahim. The word Fahim was derived by my grandfather. I am temper. I like to wear short pants and t-shirt as it is very hot in Mumbai. When I meet a new person I feel very nervous to talk, but later on I get comfortable. I go to study in Akanksha. Akanksha symbolizes sense of humor, integrity, and looking forward to make new friends in America, inspite of being far away.

Aarti



I am Aarti and I love to face challenges and obstacles in my life. I am studying in Xth grade in a school called Y.L.H.S. Mumbai is the place where I was born. I live with my parents and my siblings. My hobbies are reading novels and story books. I spend most of my time with my siblings. In my free time my mother takes us to the garden to see the beauty of nature. My favourite place is my school because it is the place where I have learned to speak English and meet new people. My dream is to become a pilot because I want to travel around the world.



Daniella

Hi my name is Daniella and I'm 15 years old, my birthday is October 27th, 1998. I'm in 9th grade and go to Plymouth Whitemarsh High School. I grew up in Conshohocken, a town in Pennsylvania near a big city. I have a few hobbies but they are drawing, reading, and dancing. I don't like drawing people but I like drawing cool designs and I love to read romance and fantasy books. When I grow up I want to be a designer to design and decorate rooms with patterns and colors that I think would look good together. I speak Spanish and English and my mother is from Costa Rica, which is a country in Central America. My friends would describe me as artsy, fun, quiet at first and really caring towards my friends. I'm hoping that I get to be friends with you and learn more about you.

Launching the Website

Challenges

An original website was designed when Nashta Exchange was first conceptualized by Noopur. Unfortunately, as we started in on the pilot project with our first schools we realized that what we had originally was not user friendly for the students and teachers and was proving to be cumbersome to not only build out but also maintain. We needed something fast and most people seemed more interested in what the students had to say than us—of course!

Solutions

Like before, by going back to basics and what we knew, with the help of good friend [Emily Colburn](#) (Web Developer and Designer), a new site through WordPress.com featuring the blog as the focal point was created. By paring down the site, for these initial stages we were not only able to ‘go live’ sooner, but also our users were able to make/monitor entries with ease.

Outcomes

We ended up saving time and money with a pared down site. There were user permissions that were built into WordPress that allowed Noopur to give everyone different levels of access enabling the teachers to monitor what the students were posting. The user friendly back-end of WordPress also allowed both Noopur and Emily to make design edits easily.



NAMSTE!

Emily Colburn | Developer Wala

Launching the Website

NashtaExchange.com



Original Site



New Blog

The Prep

Challenges

With little to no knowledge in buying, selling, and cooking food on a larger scale, we were overwhelmed with not only finding the right location to cook, but what the costs and vendor licensing issues would be that come with it all. Being a small venture we were unable to get the attention of some of the local food stores and markets for the use of space and ingredients and the fees were much higher than we could take on.



Solutions

Through the help of **Monika Luczak** at **Saucy by Nature**, we were advised to stay small and stay local. By keeping everything on-campus we would be able to forgo the mounting rules, regulations, and fees of a more public venue and it seemed like a much more size-appropriate audience for our abilities. Monika also pointed out that logistically it would be easier than transporting people and goods to and from an off-site location. We would also save the hassle of securing/adjusting to a new venue each time we set up shop.

Outcomes

We were able to save time and money by staying on campus. We could redirect funding towards just our minimal overhead costs in cooking. Ms. Edwards was able to secure the ‘abandoned’ home-economics classrooms, which the school was happy to see used. The rooms were fully equipped with multiple appliances that offered a great space for communal cooking. Forgoing permissions slips and not having to ask for more time commitments outside of school from the students made the parents happy —and us!

HELLO!

Monika Luczak | Food Mentor Wala



Winter 2014

Learning to Cook



Challenges

Now that we had the space we needed to get the students familiar with the best practices of food prep/cooking and introduce them to preparing Pav Bhaji. They eventually needed to perfect the dish and be able to cook from start to finish (including clean-up), working independently from Noopur and the teacher as a unified group.

Solutions

Dr. Sen V. (leader of cooking workshops for child nutrition), encouraged us to create kits for the students that included everything they needed to get from start to finish. We then divided the students into groups of 3 or 4 per cooking station, set the supplies out and let them find their way through the meal each time.

Outcomes

After 3 cookings sessions, the students felt confident with the rather forgiving meal. It was a great surprise to learn how curious the students were about the specifics of the dish. Conversations in the kitchen revolved around the origins of the dish and how/where the specific Indian spices and bread (Pav) were procured and made. They were also interested in the Hindi translations for everything we were working with. Eventually we learned the preferences of everyone and as a team we were able to designate certain roles for each student—who does the dishes, who cuts the potatoes, who is the quality/taste tester, who makes sure everyone is on the same step in the cooking process. After every session, we would always eat together as one big family.



Hi Hi!

Dr. Sen V | Pediatric Nutrition Wala

Cooking Kits

Box 1

Pots, Griddles, Bowls, and Colanders x 6



Box 2

Countless sets of Cutting Boards, Knives, Serving Spoons, Measuring Cups



Box 3

Cleaning Supplies, Storage Containers, Paper Plates and Napkins



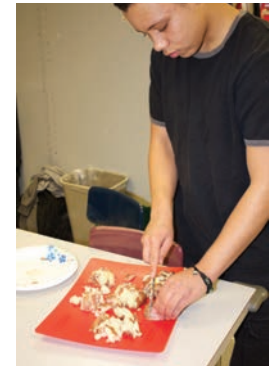
Box 4

Produce, Spices, Ghee, Pav Bread from the Indian food store



Our First Cook

Friday | February 7, 2014



Our First Cook

Friday | February 7, 2014





Our Second Cook

Wednesday | March 5, 2014



Our Third Cook

Wednesday | April 9, 2014



Blogging

Challenges

Though the kids were excited about their new friends overseas, keeping the momentum we initially started with was hard. The U.S. students, were finding it difficult to keep up with writing their own posts and with their other academic writing assignments. It became obvious that a handful of students not only excelled at the writing process, but also enjoyed it, while others did not. In India, it was becoming too cumbersome to have the kids commute to a computer lab as there was no technology available for them in the rented classroom space they use.

Solutions

We held a group blogging session at Plymouth Whitmarsh High, where we divided the kids into 3-4 groups. The person most enthusiastic about writing turned the groups' sentiments into a single post. In India, Ushma Didi had the students write by hand and then emailed their thoughts to Noopur who posted on their behalf.



Outcomes

By making the whole process less of a 'chore' it became fun again. Blogging became the largest focal point of the project for our Indian students. Not only were they able to practice writing/reading in English, but they also gained experience with different devices—computers off-site at the Akanksha Foundation head-quarters and with an iPad that Ushma Didi would bring into the classroom. Across the ocean, the American students were excited to see their own work 'published' and those that were more excited about writing would comment on posts on their own.

Blogging





A decorative corner graphic in the top-left corner, consisting of a vertical line of small squares, a horizontal line of small squares, and a small square at the corner, all in a light purple color.

Spring 2014

A decorative corner graphic in the top-right corner, consisting of a vertical line of small squares, a horizontal line of small squares, and a small square at the corner, all in a light purple color.

Setting Up Shop



Challenges

After perfecting our Pav Bhaji recipe, we were eager to start selling and making money to help the Indian students. We needed to find the best time and place to sell on campus (a bit of a logistical nightmare) and try to prepare ourselves, despite our lack of experience in running a successful food stall.



Solutions

We consulted with our good friend **Monika** who gave us feedback each step of the way. She encouraged us to shadow existing food stalls and consider every detail—who is going to be front of house serving and talking to customers, who will be in back cooking? How will you set up? Do you have access to power, will you need a covering for an outdoor sell? What branding will you have? We also talked to business advisor **Lisa Canoura** about how to create a lean / sustainable business model.

WahWah!

Lisa Canoura | Business Consulting Wala

Outcomes

Through Lisa's help we started considering the books and our budget in a new way, hopefully paving the way for future endeavors. Despite our efforts, setting up shop for the first time kept being thwarted by bad weather and lack of attendance. Monika encouraged us to stay positive, learn to “walk before running” and to use what small windows of opportunities we had as more of an introduction to the student body. Instead of selling we accepted donations that amounted to about \$40 in profit or a weeks worth of meals for the India students.

The Necessities

| | | | |
|------------|----------------------------------|--|--|
| CJ | Head Cook | | |
| Josh | Sous Chef | | |
| Brenna | Front of House | | |
| Ali V | Front of House | | |
| Julianna | Cash Handling | | |
| Lauren | Cash Handling | | |
| Cory | Plating/Presentation | | |
| Gabby | Cutting/Cleanup/ Cash Handling | | |
| Daniella | Front of House | | |
| James | Cooking/Set up/Tear Down | | |
| Musa | Set Up/Tear Down/ Front of House | | |
| Ayana | Front of House | | |
| Myah Jones | Set Up/Tear Down Head | | |
| Alexa | Cooking team lead | | |
| Ali B | Cooking team lead | | |
| Gabriel | Cooking team lead | | |
| Sharayah | Set Up/Tear Down | | |

Student Roles

| Indian Store | Whole Sale Produce | |
|-----------------------|---------------------------|--|
| 1 box ghee | 4 heads cauliflower | |
| 1 box pav bhaji masal | 16 potatoes | |
| 200 pav buns | 4 heads of garlic | |
| Indian cookies | 6 onions | |
| Indian chips | 1 ginger | |
| | 16 roma tomatoes | |
| | 2 packs frozen green peas | |
| | 3 bags of carrots | |
| | 3 lemons | |
| | cilantro | |

Grocery List

| | |
|---------------------------|--|
| 3 tables | |
| Butcher paper/table cloth | |
| 3 griddles | |
| 4 hot plates | |
| napkins | |
| forks/knives | |
| carboard plates | |
| cash box | |
| 8 extension cords | |
| large trash can | |
| recycling bin | |

Equipment

| | | | |
|--------------------|-----------------------------------|--|--|
| 20 Shirts | Order by May 13th | | |
| flyers | 100 printed delivered by May 16th | | |
| stickers | Delievered by May 16th | | |
| sandwich board | Print with "Donation"update | | |
| photographer/video | Stephani Werning | | |
| print outs of pics | Mount/easels | | |

Promotional Materials

| | | | |
|------------------|--|--|--|
| 2:30 PM | Start Chopping/Setting up Stations | | |
| 3:00 PM | Start Cooking Bhaji/Both Batches | | |
| 3:15 PM | Set up crew begins w/Noopur | | |
| 3:45:00 PM | Finish cooking/Start Clean up | | |
| 4:30 PM | Start of tournament/ Selling sandwichies | | |
| 6:30 pm /time of | tear down | | |

Run of Show

Tracking the Numbers

| Nashta Exchange | | | | |
|--------------------------------|---------------|---|-----------------|---------|
| 100% Vegetarian • 100% Helpful | | | | |
| 1st Cooking Session: 12 People | | | | 2/6/14 |
| Supplier | Items | Description | Total Expense | |
| Ikea | Cookware | Pots, Griddle, Cutting Boards, Knives, Spoons, Boxes, Towels, Bowls, Containers | \$161.00 | \$11.00 |
| Pak-Indo Market | Spices/ Bread | Pav Bhaji Masala, Pav Buns | \$11.00 | |
| Redner's Warehouse Market | Groceries | Produce: Tomatoes, Cauliflower, Potatoes, Peas, Onion, Ginger, Garlic, Salt Cleaning Supplies: Sponges, Soap | \$79.61 | |
| | | | \$251.61 | |

Our 1st Event (WE COOKED)

Volleyball Tournament | May 28, 2014



Our 1st Event (WE SET UP)

Volleyball Tournament | May 28, 2014



Our 1st Event (WE PLAYED)

Volleyball Tournament | May 28, 2014



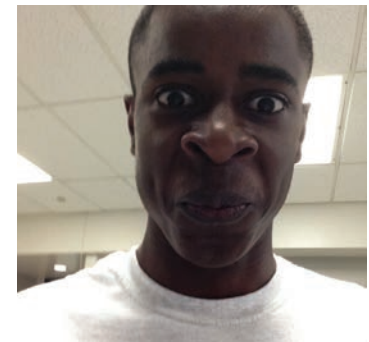
Our 1st Event (we ate)

Volleyball Tournament | May 28, 2014



Our 2nd Event (WE COOKED)

Pick-Up Basketball Tournament | June 4, 2014



Our 2nd Event (WE SET UP)

Pick-Up Basketball Tournament | June 4, 2014



Our 2nd Event (WE PLAYED)

Pick-Up Basketball Tournament | June 4, 2014



Our 2nd Event (we ate)

Pick-Up Basketball Tournament | June 4, 2014



Spreading the Movement



NashtaExchange.com

NashtaExchange@gmail.com

[Facebook.com/NashtaExchange](https://www.facebook.com/NashtaExchange)

Instagram: [@NashtaExchange](https://www.instagram.com/NashtaExchange)

Akanksha.org

As we work towards a sustainable business model, our next steps, with the help of a few enthusiastic student interns, are to continue finding opportunities to cook and sell, while promoting our initiative through various social media platforms as well as old fashion flyers , posters and postcards in and around the community. With the new school year we hope to set a more regular schedule of when content will be shared to continue the excitement not only amongst the students, but also with our followers. #wewanttospreadthebhajilove

Future Goals

Fall 2014

- Set up Skype date with all of the students
- Visit to India school to see what other needs Nashta Exchange might be able to help with
- Kids continue to blog
- Outline a schedule for the Winter semester

Winter 2015

- Create business plan for expansion
- Apply to Temple University's New Venture grant
- Seek out more partnerships and support opportunities in and around the community
- Help facilitate/organize a sell every month for the rest of the semester at the U.S. school

Spring/Summer 2016

- Try to get one additional U.S. school interested in piloting Nashta Exchange at their school in the fall
- Continue documenting progress
- Create promotional video
- Increase presence of stand on campus





100% VEGETARIAN
100% HELPFUL
NASHTA-EXCHANGE

100% VEGETARIAN
100% HELPFUL
NASHTA-EXCHANGE

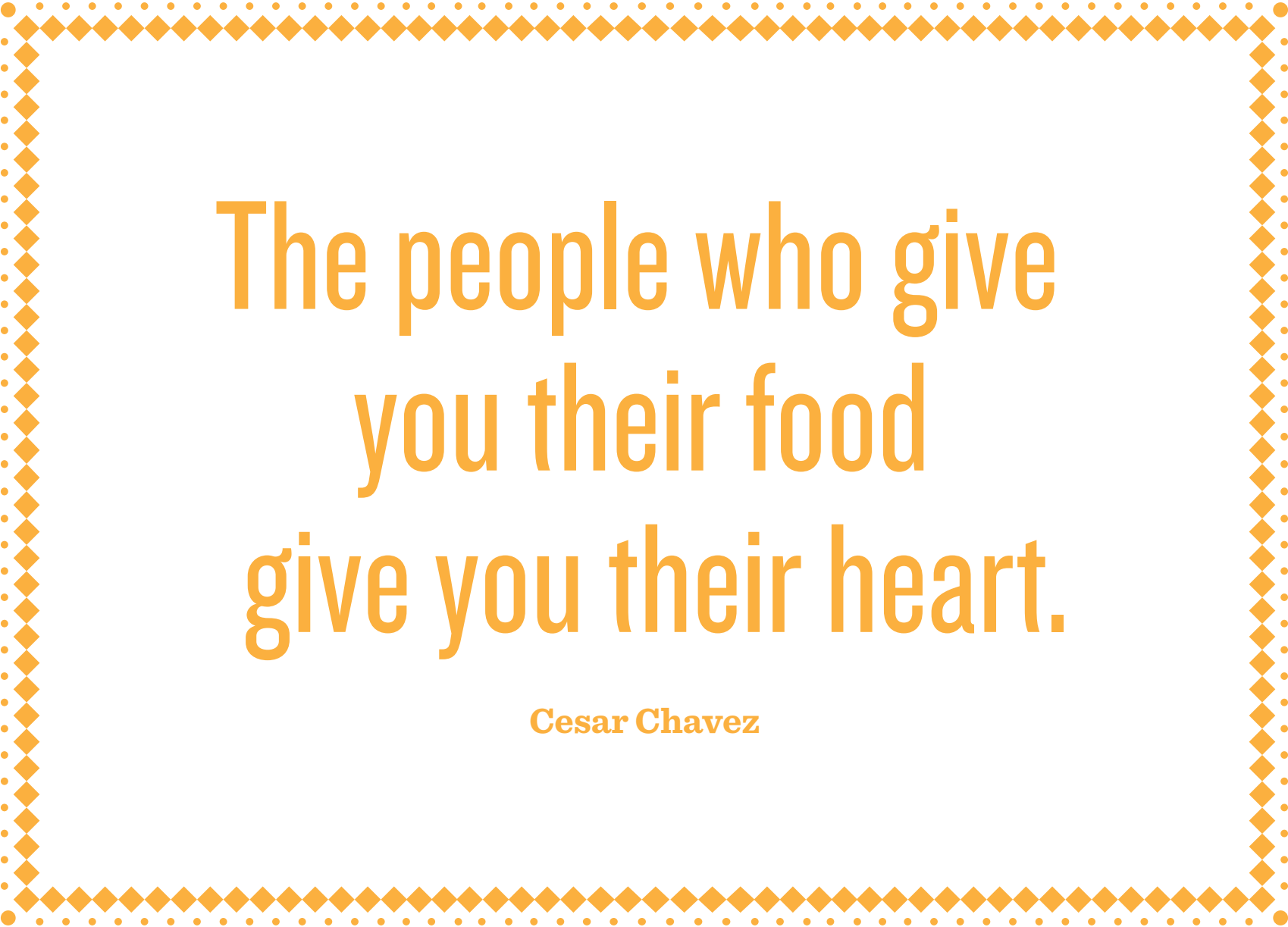
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100% VEGETARIAN
100% HELPFUL
NASHTA-EXCHANGE

Dixie
600 FORKS



The people who give
you their food
give you their heart.

Cesar Chavez

