

# **CAFE' ANUGRAH PROJECT PROPOSAL**

**Changing the way people  
value/accept/love/  
respect and include other people.**

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# EXECUTIVE SUMMARY

We want to open a cafe in Herbertpur, Uttarakhand to provide an authentic coffee space alongside high-quality breads, short-eats and desserts, run by people with intellectual and developmental disabilities (IDD), first of its kind in the state of Uttarakhand.

We understand that there is a dire need in the community for people with IDD to become more valued, accepted and financially independent.

We believe that food and fellowship cuts through barriers of stereotypes and discrimination to connect different people which would play a significant role to empower the society for the greater good.



# OUR CONCEPT

We want to provide a great place of work and training for people with intellectual and developmental disabilities (IDD), We believe that if provided with suitable working conditions and equipped with the required skills people with IDD can perform well.

We also want this to be a creative and safe space for people to meet, simply be and relax.

The Cafe would be a creative, positive space to make good things happen- friendship, fellowship, food and fun involving different people as an antidote to the loneliness & isolation. The Encounter with people with disabilities helps others to understand, accept and encourage them in a meaningful way.

We believe in the 'magic' of food to bond and our priority would be providing amazing beverages, specialty desserts and other food that is of high quality, clean and safe.



The first objective is to empower people with disabilities to work on their skills and earn. Work has proved to improve their mood, confidence and self-esteem like any other person.

The second objective is to provide a clean and relaxing space with tasty food.

Third objective is to provide a safe and inclusive space for people with disabilities and others to break barriers by knowing each other and understanding their potential.

We hope to develop Anugrah Coffee House project into a sustainable model within the 1st year.



# HISTORY

The Anugrah program is part of the community development work of the Herbertpur Christian Hospital. The Herbertpur Hospital is part of a larger umbrella organisation called Emmanuel Hospital Association(EHA). Anugrah was the first Community Based Rehabilitation(CBR) project in EHA.

Over the last 13 years, CBR projects have been begun by 4 other hospitals inspired by what has happened in Anugrah.

We have now grown from what was started on a small scale with 27 children into a program with 4 learning centers and community based interventions with more than 118 children receiving direct intervention and a registered Parents Association in the last 10 years.

The Anugrah center has become training center on disability for local NGOs, government workers etc. Anugrah has also become a provider for modified furniture for the department of education and other NGOs. We have grown both in terms of numbers, skills and activities. Our activities have been based on the WHO CBR matrix that has provides a wholistic approach to responding to PWDs.



## ABOUT HERBERTPUR

Herbertpur is a village situated in the Doon valley flanked by the Himalayas on one side and the low Shivalik range on the other in the northwestern state of Uttarakhand.

Uttarakhand is one of the 12 states along with the great Himalayan ranges and lies on its south slope. The Northern parts are covered by the high Himalayan peaks and glaciers. The Cafe is a rooftop cafe situated at the Anugrah Center, which is a Universal Accessible design building. Herbertpur is also within the vicinity of the education hub which comprises of 3-4 Universities and a dozen of colleges, We are adjacent to the Herbertpur Christian Hospital which is a busy place with over 85,000 patients visit in a year, with around 305 staff from all over India and the Nursing college next to it, we have a very defined market to start with, we are hoping to expand from here.

# BUSINESS OBJECTIVE

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India has more children with developmental disabilities than any other country. There is a growing number of disabilities resulting from the non-communicable diseases epidemic. Furthermore, as the demographics of India changes and people live longer, there will be an ageing population with greater disability prevalence.

The majority of these people with disability live rurally.

In the 2011 census, 26 million citizens were with disabilities (about 2.21% of the total). However, A World Bank report of 2007 states that while estimates vary, there is growing evidence that persons with disability are around 40-80 million, which constitute between 4-8% of India's population.

Economic empowerment of people with disabilities is the key to independent living and sustainable livelihoods. While in the past decade in India, disability has emerged as an important issue of policy and discourse, the implementation has been poor. People with disabilities are often at a disadvantage in applying for jobs because they have had poor educational opportunities, to begin with.

**Creating Socially relevant businesses is the way forward, and can play a tremendous role in the economic development of a person with disability.**



**BE A CENTER OF HOPE  
GUIDANCE AND TRAINING  
FOR PEOPLE WITH  
INTELLECTUAL AND  
DEVELOPMENT  
DISABILITIES**

**INTRODUCE OUR  
CUSTOMERS TO AN  
INFORMAL CREATIVE AND  
SAFE SPACE FOR PEOPLE  
TO MEET, SIMPLY BE AND  
RELAX**



**TO PROVIDE DELICIOUS,  
HANDCRAFTED  
BEVERAGES AND GREAT-  
TASTING FOOD**



**CREATE AN INCLUSIVE SPACE  
FOR PEOPLE WITH  
INTELLECTUAL AND  
DEVELOPMENT DISABILITIES  
TO HANG OUT, RELAX AND  
BUILD RELATIONSHIPS.**



## **BUDGET**

The capital investment required for this project and the monthly operational cost is listed in the below table

<b>Description</b>	<b>Cost (INR)</b>
Marketing (Signboard, Digital, print)	100,000
Kitchen (Stove, oven, coolers, fridge, coffee machine, cutlery etc.)	400,000
Furniture	200,000
Interiors (Lights, painting, etc.)	100,000
Exterior work (renovation work)	200,000
Miscellaneous	60,000
<b>Total</b>	<b>10,60,000</b>

# Monthly Operational Cost

Description	Cost (INR)
Staff Salary and benefits (Project Supervisor, Manager, Chef -1 Waiter -1, Cleaner -1)	90,000
Electricity	5,000
Telephone & Internet	2,000
Legal & Documentation	1,000
Marketing	2,500
Other	2,500
<b>Total</b>	<b>1,03,000</b>

## EQUIPMENT COST BREAK-UP

The rough estimate for the set-up of the café in terms of the equipment and interior/renovation works will be around INR 7,30,000/-

Products	Cost (INR)
Food service equipment (Fridge, microwave, freezer, dishwashers, toaster, blenders, coffee machine)	200,000
Café furniture (Chairs, benches, tables, book shelf, counter & shelves)	150,000
Kitchen Storage equipment	20,000
Lighting, Wi-Fi and billing equipment	50,000
Sign board & hoardings	50,000
Packing and disposables	10,000
Serving area equipment's (Plates, cups, bowls)	100,000
Renovation cost (Toilet, counter table, painting, landscaping)	200,000

## **Best, Average and Worst-case scenario.**

We have presented some best case/worst case scenarios here to explain and demonstrate how this business can be profitable.

Restaurant and Café businesses often calculate the number of customers coming to the shop based on the term “turnover”. The turnover refers to the multiples of the seating capacity that the shop has. Profit in such businesses is highly linked to the number of seating (also called covers) in the restaurant. A cafe in Herbertpur would have about 3 turnovers on a weekday, and 4 on a weekend.

We have calculated our revenue based on this concept. The following table refers to the number of customers for each of the scenarios. We are looking for a cafe with seats for 35 customers at a time and the average cost per person is INR 85/\*

\*See next page for average cost calculation logic

<b>Scenarios</b>	<b>Turn-over on Weekday</b>	<b>Turn-over on Weekend</b>	<b>Revenue per weekday (INR)</b>	<b>Revenue per weekend (INR)</b>
Best Case	3	4	8925	11900
Average	1	2	2975	5950
Worst case	0.5	1	1487	2975

Calculation logic:

1. Turnover \* total capacity = Number of clients per day
2. Number of client \* Average cost = Revenue per day

## **Other Assumptions made for calculations:**

### **Average cost per customer:**

<b>Product</b>	<b>Average Cost (INR)</b>
Beverages	60
Dessert	102
Short eats	93
<b>Average Cost</b>	<b>85</b>

### **Beverage Average cost calculation:**

<b>Beverage</b>	<b>Cost (INR)</b>
Lime Soda	50
Lassi	50
Filter coffee	50
Cold coffee	90
<b>Average cost</b>	<b>60</b>

## Dessert Average cost calculation:

<b>Dessert</b>	<b>Cost (INR)</b>
Cookies	60
Chocolate Cake 1 Piece	100
Bonafee pie	100
Cheese cake	150
<b>Average Cost</b>	<b>102.5</b>

## Short eats Average cost calculation:

<b>Small plates</b>	<b>Cost (INR)</b>
Momo	50
Tacos/Fries	80
Pasta	100
Sandwich	100
<b>Average</b>	<b>82.5</b>

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## Quality

We believe in the highest standards of quality in food, beverages and cleanliness. We want to give our customers the very best. Clean kitchens, high-quality ingredients and attentive service. We will provide hygienic wash areas, and dust and grime free furniture and a pleasant bake fragrance in the cafe.

## Memorable Experiences.

Through our food, beverages, music, ambience, activities and the interactions with people with IDD, we want to create an experience for the customer that is memorable, special and unforgettable.

## Community.

Our community needs a place where they can relax, meet in groups and have fun. We want to create a space that people want to come to and hang out in.

## **MARKETING AND SALES**

- Home Delivery
- Events

## **UNIQUE SELLING PROPOSITION**

Other than brewing authentic coffee, our modern bakes that are without any chemicals or preservatives, our Café will have unique feel and experience unlike most restaurants or cafes in Herbertpur. Customers who are seeking a superior dining experience will prefer us because of the uniqueness of our staff and our standards.

Our café will also be a community space that is unique and different. Our hang-out space will encourage people to gather, meet and have fun together

Following are few of the marketing initiatives planned to create awareness about the café, generate walk-ins and make them keep coming again.

## **Print**

- Creative and informative pamphlets that can be inserted in newspapers on Sundays.
- Flex hoardings and posters in the market.
- Posters on barricades in main areas
- Signboards from different points.

## **Social Media Presence**

Create a dedicated page on Facebook, Instagram, Google Maps, Google adds to reach out and engaging with the customers by posting on a regular basis, conducting contests and engage with bloggers. We plan to have positive content about the café on different social media house, and because of the social cause attached to this cafe, we believe that it will spread and reach many people.

## Other initiatives

To draw customers and to increase their time spent at café we would like to conduct contests, Human Library Model, Day camps, baking workshops. We plan to run loyalty programs and offer discounts/gifts for regular customers.

Making customers review us will be a great way to spread the word about the café.

Live Music Gigs/Coffee on the wall.



# Contact Details

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# THANK YOU!

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