



# Eighth FOOD & BEVERAGE and HOSPITALITY 2021

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# BREAKING NEWS



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## Priority on Agriculture

Nepal is a country where agriculture employs around 65 percent of the population and contributes about 27 percent to the gross domestic product. The budget for the coming fiscal year 2021-22 has accorded priority to the agriculture sector. The policies and programs mainly focus on livelihood improvement and employment generation through commercialization and mechanization of agriculture. The government's annual financial plan has also emphasized digitization of agriculture which includes online farmer registration, digital soil mapping and Mero Kitta app for land management. Another highlight is the establishment of a chemical fertilizer factory in Nepal to ensure a regular and long-term supply of plant nutrients.

The government has set aside Rs 45.09 billion for the farm sector for the next fiscal year. This includes conditional and supplementary budgets for the provinces and local units. The farmer registration program will be continued in the next year, and around 3.8 million



farm households will be listed in the online system in the next five years. This is a major shift in digital agriculture—all subsidy mechanisms and support packages for farmers will gradually come under this online system. Around 10,000 farmers will be able to get Kisan Credit Cards from the banking system to link them with the digital system.

To increase the seed replacement rate from the current 20 to 22 percent, a nationwide "seed guarantee for food security" program will be carried out to make quality seeds available on time. Towards the end, \$5.3 million has been allocated for a seed sufficiency program. The production and availability of breeder seeds and foundation seeds will

be ensured by the Nepal Agricultural Research Council.

In total, the Prime Minister Agri Mechanisation Programme has allocated more than Rs7 billion for next year's agricultural programs which includes various purposes intended to improve our agricultural sector.

## Foodmandu and e-Sewa Collaborates



Foodmandu, Nepal's No.1 and largest online food delivery service has now partnered with the eSewa Nepal's First Online Payment Gateway. Now, Foodmandu users will be able to pay for their orders through the Mobile Wallet service. An agreement was made between Foodmandu and eSewa to provide payment services for take-away food service.

They have come up with new offers on the occasion of their collaboration. The eSewa users will be given additional benefits, i.e. if you make your payment via eSewa you get 20 % cashback and up to Rs. 300. Foodmandu users will also benefit from additional payment options.

Foodmandu is the first company in Nepal that delivers food from hundreds of popular restaurants. As a pioneer food delivery service provider, we are making life easier through online

ordering. Shyam Ratna Mali, Brand, Sales and Marketing Manager of the Foodmandu, said that "The availability of eSewa will make it easier for the customers as interest in online payment is increasing among the orders placed in Foodmandu. We now have more than 30 percent online payments from all transactions and after collaboration with a large network like eSewa, we expect it to increase further. This will make it easier for customers to pay for food orders". He further added, "The customers in eSewa's extensive unit will now be able to order foods easily from Foodmandu".

eSewa is also Nepal's first online payment gateway, the safe and easy way to pay online. Ashish Prashai, Business Development Head of eSewa, stated that "This partnership will help in increasing the use of digital payments and make it easier for customers to make payments from their home".

## Moti Mahal offers Franchise Opportunities

Moti Mahal Delux is a global chain of restaurants with over 150 franchises in India, London, USA, UAE, Bahrain and all over the world. Moti Mahal's franchise in Nepal came into existence about 11 years ago in Durbar. They also are offering franchise opportunities in various cities like Pokhara, Biratnagar and Butwal under some criteria. The standard area requirement to establish the restaurant is 3000 to 8000 Sq ft with an investment range from NRs 45 lakhs to NRs 80 lakhs.

Moti Mahal was founded by Kundan Lal Gujaral, Thakur Dass and Kundan Lal Jaggi in Delhi in 1947. They worked at a small eatery called Moti Mahal, owned by a man named Mokha Singh in Peshawar, British India, from the 1920s to 1947. Moti Mahal was the first to dig up a tandoor right in the middle of the eatery and since then Peshawar was introduced to the culinary art of tandoori chicken by them. This was a success and soon there was a demand for Tandoori at social gatherings and wedding feasts where they would use an improvised tandoor. Moti Mahal, where cooking is not a business - it's a passion that

we've inherited and a love that has only grown deeper. When you own a restaurant under the flagship of Moti Mahal Delux, you are part of the world's largest chain of fine dining restaurants and one of most recognized brand world-wide. Moti Mahal has been serving a fine Indian cuisine to its customers for more than 90 years. Moti Mahal- The Palace of Pearls, from a normal curry and a roadside tandoor baking breads of everyday food to a sophisticated delicacy which satiated the palates of famous personalities such as the late US President Richard Nixon, late Canadian Prime Minister Pierre Trudeau, the King of Nepal and Soviet leaders such as Alexie Kosygin, Nikolia Bulganin and Nikita Krushchev. The Moti Mahal has won the hearts and the taste buds of every generation of Prime Minister of India.

With 100 years of experience, 100 plus restaurants worldwide 5000 plus employees, Moti Mohal has garnered 1,000,000 plus and growing satisfied customers. Moti Mahal restaurant franchise is a legend and undisputed leader in Muglai food. The franchise offers entrepreneurs a prosperous path to grow together.