

FOOD FORWARD INDIA



a travelling non-profit initiative out to give the whole world a taste of India's incredible culinary complexity.

Brainchild of Garima Arora, the internationally acclaimed chef for her restaurant Gaa and the first and only Indian woman to hold a Michelin-star.



WHAT IS
THE
FUTURE
OF
INDIAN
FOOD?

A FEW WORDS FROM OUR FOUNDER

"Hi ! Welcome to Food Forward India! The last 10 years throughout my travels and stints at working in some of the top gastronomic cities in the world, I realised that people around me had a very skewed and unjust perception of India and its Cuisines. More often they were all feeding of a narrative that was a result of our imperial past. I took it personally to change their perceptions and give them a somewhat half-baked lecture on "Real" Indian Food when they asked if I could cook "curry". This is when I realized the difficulty in articulating an all-encompassing definition that truly relets the complexity and variety of the Cuisines of India and does justice to its 5000 year old history.

As time went on I hoped to create a platform to bring back a sense of curiosity and a more intelligent outlook on Indian food both for Indians and people around the world; and Food Forward India was born. Our one-of-a-kind platform is to be a true and unique repository for all Things Indian Food. We strive to be a one stop source for ingredients, technique, innovation, cultural practices, history of Indian food and most importantly the people who are caretakers of its wisdom.

As a first step in this direction; our travelling non-profit initiative takes to the roads of every Indian state (28 in all) in order to find a fresh perspective on our Cuisines through the discovery of its rural, tribal and urban culture. Free for all, the content generated from these trips in the form of stories, podcasts, interviews, videos and photographs will be available to access and explore through our website and social media. Get to know India as it really is - complex and mouthwateringly beautiful.



- Garima Arora

A stylized, abstract signature in black ink.

ABOUT US

We're a travelling non-profit initiative, which investigates Indian food further to communicate it broader.

We decided to make India easy to get around and easily...digestible, for everyone both in- and outside of India.

We bring you India and its food under our funny, pink umbrella. We appreciate the complex India in bite-size chunks across tribal, rural and urban communities and all 28 states. How? We travel, both virtually and physically. We look for stories, find storykeepers--our guides. We then research more, document and map, film, create events and share our findings with everyone, openly.

This is Food Forward India.

#keepcalmandfoodforwardindia
#letsexploreindianfood

MISSION

Change forever, the stereotypical narrative on Indian cuisine, by creating a one-of-a-kind platform that explores the country's beautifully complex food identity.

We want to:

To give the whole world a taste of India's culinary complexity by cataloguing and mapping its astonishingly varied urban, rural and tribal cuisines.

Helping build, at the same time, the country's immense potential for sustainable food-based tourism.

VISION

WHAT IS INDIAN FOOD?

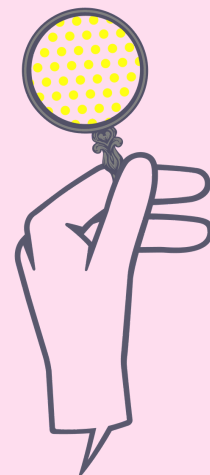
- What do you want for dinner?
 - Indian.
- What dish?
 - Curry.

How often have you heard this conversation from those outside of India? Indian food, for some reason, has been synonymous with curry. Or chicken tikka masala or butter chicken, if that's any consolation. (PS: It's not!)

So what is Indian food? It feels like trying to define European food. Painfully difficult. At Food Forward India we focus on the many possible definitions of Indian cuisine; mapping and documenting Indian food, finding elements of Indian food identity and creating a one-of-a-kind digital Indian food repository of sorts.

Creatively explore India through food like never before. See how incredible, diverse and subjective Indian food is. Experience the many traditional foods of Indian states - urban, rural and tribal. Form and inform your own culinary experience of India. #

letsexploreindianfood



EVENTS & PROJECTS - OVERVIEW

DISCOVER



DOCUMENT



APPRECIATE

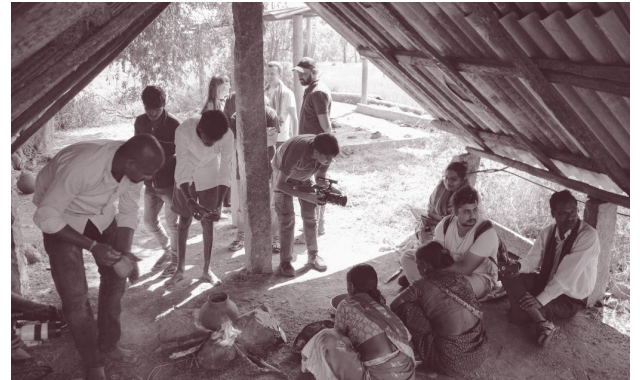


through a series of events and fieldwork, we aim to capture food across the 28 Indian states, and their communities, to identify and map the elements that define foods of India:

- INGREDIENTS & PRODUCTS
- COOKING / PRESERVATION TECHNIQUES
- FOOD-RELATED CRAFTS
- TRADITIONAL DISHES
- BEVERAGES
- FORWARD-THINKING INITIATIVES
- FOOD CUSTOMS & RULES



RURAL ESCAPES



Our on-ground exploration trips to particular states in India. We board a plane, hop in a van, drive around for a chance to experience the vibe of the state in person, meet with local communities, capture memories, document, map, and of course try the foods we write so much about.



Our big event. This city "meeting" is a Rural Escape finale that is an informal, open and inclusive dialogue we moderate, where we discuss the local food identity with a wide audience. Be sure we always care for entertainment and a really cool venue. We spice up the talks with demos or artistic performances and tastings of traditional, experimentative and lesser-known Indian foods and beverages..



URBAN ADDAS

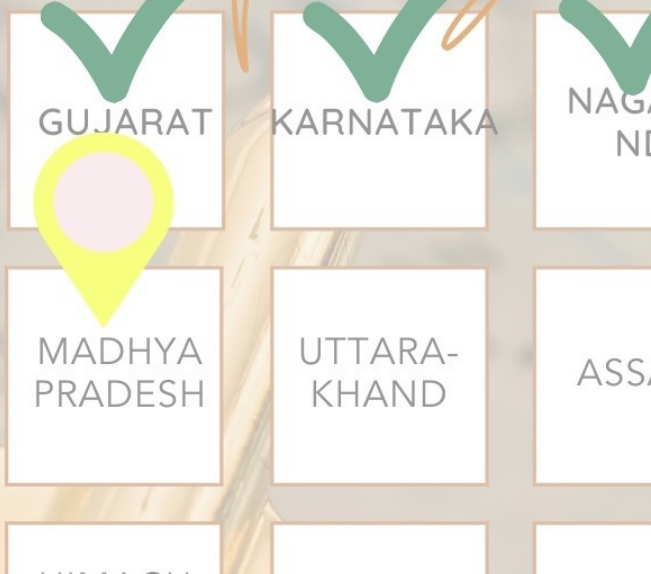


A tribute to Tagore's "Adda's" that have given shape to the cuisine of Bengal



Virtual Escape Bin

FOOD
FORWARD
INDIA



VIRTUAL ESCAPES

Our social media campaign born out of lockdown necessity.

By mid-2021 we would have travelled virtually across all 28 states of India collecting brief insights into the foods of the country !



It takes us bi-weekly on a virtual tour via photo stories, videos and interviews from local experts across Indian states. They help us understand some of the elements that made up their state's foodscape looking at urban, rural and tribal areas.

VIRTUAL ESCAPES

We will gather:

- 20+ interviews with renowned Indian chefs around the world
- 30+ beautiful food photo stories from India
- 100+ videos with local culinary ambassadors
- 50+ rare and forgotten ingredients and their uses
- 200 new techniques, processes and food-based crafts
- 1000 new questions to answer!



ORAL TREASURES PODCAST

Oral Treasures is a podcast series by Food Forward India. Take a listen to our conversations as we dive into the expanse of food across India in our mission to take Indian food forward!

The Team Pushing it Forward



G

(GARIMA ARORA)

FOUNDER

FFI is her brainchild and even though she relocated to Bangkok to set up Gaa, her award-winning restaurant, the love for homeland pushes her to change the narrative of the Indian food culture and promote it globally. Voted Asia's Best Female Chef 2019 and the first, only Indian woman to receive the Michelin star, G began her career as a journalist before she found her calling in the culinary world. She graduated the prestigious Le Cordon Bleu and then gained her experience alongside world-class chefs including Gordon Ramsay, Rene Redzepi and Gaggan Anand.

M

(MATYLDA GRZELAK)

GENERAL PROJECT MANAGER

Responsible for FFI creation, our visionary, creative Polish manager has already set and curated a number of international food events including Terroir Symposium in Warsaw or Sauce Forum in Helsinki. After graduating from the prestigious Italian University of Gastronomic Sciences, she worked as a restaurant PR manager, creating restaurant concepts including the award-winning restaurant Metamorfoza that got her to present on stages of Food On the Edge, Al Meni and Terroir Symposium. M also writes for Fine Dining Lovers.



E

(ELIZABETH YORKE)

ASSISTANT PROJECT MANAGER

This young, incredibly talented chef, writer and food innovation researcher is our on-ground pilot for all India activities. Besides FFI, E is also the co-creator of Edible Issues, a weekly newsletter about the Indian food system. Her talent for writing earned her world-wide recognition and two grants -- for young chefs at the Oxford Symposium of Food and Cookery and for MAD in Copenhagen. She is also one of the fifteen researchers selected globally for the Food Innovation Program at the Future Food Institute.





Get Involved

SHARE

Suggestions, ingredients, people, ideas...

If you want us to help preserve a piece of an Indian culinary world we have not come across – share away!



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support our projects & campaigns
supporting forward-thinking
communities (rural, tribal & urban) in
India.

<Fund the Future of Indian Food>

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