

Press Release

Doctors' Choice And Bharat Chamber of Commerce Launches Food Safety & Hygiene Initiative For Kolkata's Street Food Vendors

~ Aims To Strengthen Kolkata's Street Food Ecosystem Through Safer Food Practices ~

Kolkata, 24th March, 2026: Doctors' Choice, a trusted name in the cooking oil segment in Eastern India, today launched a comprehensive **Food Safety & Hygiene Initiative for street food vendors across the city** in collaboration with **Bharat Chamber of Commerce** as the training partner, advised by the **Kolkata Municipal Corporation (KMC)**. This joint initiative represents a strong partnership between industry, academia and civic authorities to strengthen grassroots food safety practices in the city.

On the occasion, the logo of the initiative, along with the mascot and hygiene apron - symbolising the responsibility, trust and safe food practices were unveiled in the presence of **Shri Haripada Bhowmik, Food Historian, Shri Dhinal Brahmhatt, Chief Business Officer, Doctors' Choice & Shri Shivam Agarwal, Head - Marketing & Strategy, Doctors' Choice, Shri Shiladitya Chaudhury, Foodpreneur & Founder-Director, Oudh 1590, Chapter 2 & Chaudhury & Co., Ms Rudrani Mitra, Assistant Secretary & Coordinator, FOSTAC Programme, Bharat Chamber of Commerce and Mr Dominic Lee Pou, Managing Director, Pou Chong Food Products**. Also, a branded awareness tableau was flagged off, marking the commencement of a citywide outreach drive designed to engage vendors and citizens in promoting structured food safety standards.

This initiative is a strategic effort to elevate Kolkata's iconic street food culture to the global culinary map while aligning it with national and international food safety benchmarks, to institutionalise structured hygiene protocols and regulatory awareness among vendors and consumers. A team of experts will conduct workshops across different phases at major street food hubs in the city, including Dacres Lane, Teritti Market, Sector V, Park Street (Camac Street), the food hub near Hospital Areas, Dalhousie Area, North Kolkata, Zakaria Street, and similar areas.

"Kolkata's street food culture is a symbol of the city's pride, and its remarkable variety reflects the heritage and influence of diverse communities across eras, forming the economic backbone for thousands of families and remaining an integral part of the city's identity. Our initiative moves decisively beyond awareness to structured implementation - equipping vendors with practical, scalable tools that strengthen hygiene standards, build consumer trust and support sustainable business growth. We are sincerely grateful to the Kolkata Municipal Corporation for its guidance and institutional support, and to Techno India University for bringing academic rigour and technical expertise to this initiative. As a responsible brand, we believe in actively contributing to healthier food ecosystems, and this joint effort reflects our long-term commitment to the communities we are proud to be part of," said **Shri Dhinal Brahmhatt, Chief Business Officer, Doctors'**

The program highlighted the importance of structured hygiene interventions in strengthening public health frameworks across the city and acknowledged the proactive efforts of the organisations in initiating a program that supports both vendor welfare and consumer safety.

These sessions are designed to provide vendors with hands-on, practical hygiene solutions suited to bustling, resource-constrained environments. Training modules developed with technical guidance from Techno India University will cover safe food handling, personal hygiene, effective handwashing techniques, identification of hygiene gaps, waste management and adherence to relevant food safety norms. The objective is to minimise food safety risks, safeguard public health and promote sustainable compliance without disrupting livelihoods.

The project aims to translate established food safety and hospitality standards into simple, practical, and easily implementable practices that street food vendors can adopt in their daily operations. Structured training at the grassroots level is essential for improving regulatory compliance, enhancing consumer



confidence, and supporting the long-term sustainability of Kolkata's street food ecosystem. By combining practical learning with real-world application, the programme aims to create a scalable model aligned with public health priorities and economic resilience, while encouraging safer and more responsible food practices across the city.

During the workshops, participants will receive a hygiene kit comprising of protective gloves, caps, aprons, hand sanitiser, informational hygiene guidelines, and essential food safety tools, along with a certificate upon successful completion of the session.

The initiative aligns with broader public health and civic objectives by encouraging safe and compliant food preparation standards at the grassroots level. By combining awareness, community engagement and brand-led outreach, **Doctors' Choice** reinforces its role not just as an edible oil brand, but as a responsible partner in Kolkata's evolving food landscape.

About Doctors' Choice:

Doctors' Choice is a flagship edible oil brand launched in 2006 by Budge Budge Refineries Limited, a part of the Edible Group, one of the trusted names in the sector. Over the years, Doctors' Choice has built a strong reputation for delivering high-quality, health-oriented cooking oils backed by modern refining technology and stringent quality controls. Its diverse product portfolio includes Mustard Oil, Refined Soybean Oil, Refined Sunflower Oil, Rice Bran Oil, Groundnut Oil, and Palmolein Oil, catering to the evolving culinary and nutritional preferences of consumers. With a robust distribution network, consistent quality, and consumer trust, Doctors' Choice continues to uphold its promise of purity, taste, and nutrition while contributing to Edible Group's vision of promoting healthier food choices across the country.

For further information, please contact:

Sreeraj Mitra / Pamela Ghosh / Kaushik Chatterjee
Sagittarius Communications Pvt Ltd
Ph: 90073 07884 / 86977 04493 /8697719310