

Migration of People Paving Way to the Establishment of Udupi Eateries

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Abstract: *People migrate from one place to another for several reasons but the goal or main reason behind changing the residence would be improving their living conditions. Migration is also a social phenomenon which influences human life and the environment. The city of dreams – Mumbai has been home to innumerable migrants. The advent of indigenous communities witnessed the approaching of multicultural. Any discussion about the city of Mumbai would be incomplete without mentioning its rich and varied food culture. The city has shown an amazing adaptability of the food introduced by people of varied cultures and regions. The key aspect of the establishment of restaurant culture in the city of Mumbai is because of the arrival of migrants from different parts of the nation. The city's Improvement Trust created space for commercial development of the city which led to the establishment of restaurants. The popular Udupi restaurants have also been established following the same path. This paper sheds light on how the coming of migrants resulted in establishment of Udupi Eateries in the city of Dreams - Mumbai*

Keywords: Migrants, Mumbai, Udupi restaurants

I. INTRODUCTION

Bombay now known as Mumbai is considered to be the most cosmopolitan city of India, attracting and holding the ambitions, energies and dreams of individuals coming from various provinces of the city. The one's who come to Mumbai to work on their dreams never truly depart the city and remains a Mumbaikar till the end. This has resulted in Mumbai city to become a home to a diverse group of communities. Different communities bring with them different flavors and flavors are connected to the food habits of the city dwellers. Mumbai illustrates the cosmopolitan metropolis. It's a city with soaring vision of modern urban life. Mumbai is known worldwide for its thriving vibrant culture and it's also known as one of the first cities that acknowledged globalization. The city of dreams – Mumbai has been home to innumerable migrants.

Arrival of Migrants

Today's Mumbai city has grown through migration over the years. During the late nineteenth century and early twentieth century, Mumbai's population mainly was occupied by immigrants. The provinces of Mumbai continued to raise throughout the decades and this was witnessed through the emergence of new building projects, cotton spinning and weaving and the setup of leather industry in Dharavi. Growth of these industries drew migrants from different parts of India to the City of Dreams – Mumbai. The evolution of leather industry in Dharavi witnessed the approaching of Tamil migrants to the city. This is perceived as the first access of South Indian communities towards Mumbai.

Along with the South Indian communities' people from different parts of the globe also assembled in Mumbai for employment opportunities among them are the immigrants from Persia, including Persian Zoroastrians, Muslims and some Baha'i's who ran the Irani cafes. Bombay was recovering from the socio-economic dislocations of the plague outbreaks of 1896 and the subsequent years. Economic activity and population both were increasing stimulating new potential market for inexpensive restaurant facilities.

Thus, their entry into Mumbai's world of public dining came at a strategic time of development in the city. At the same time the Improvement Trust of the city were laying plans for creating new commercial frontage where in the Irani shopkeepers were able to find profitable business by establishment of the Irani cafes.

In order to improve and extend the city's dwelling the city's Improvement Trust also laid a plan for expansion of space in the suburbs. After a brief plan it provided housing for over 60,000 people at Dadar – Matunga. After creating a space for the immigrants about 400 acres of land was given to the migrants who were now property owners. The development of land results in creation of Hindu Colonies at Dadar and Tamil Colony at Matunga. Thereby Matunga area became a home to large number of South Indians who have been now residing for many decades

With the emergence of south Indian communities the flavors of South India came to Bombay in the 1930s with the Goud Saraswat Brahmin Konkani cooks who came to the city to cater to the growing population of young working men from Karnataka. As their patrons grew wealthier, they moved to Dadar and Matunga with their families, the cooks moved with them and expanded by establishing restaurants. These restaurants are now popularly known as Udupi restaurants, they have been successful since their inception because of their originality and authenticity. The Udupi eateries were well patronized by the migrants particularly those hailing from Karnataka as they perceived the food to be synonymous to home cooked and nutritious meal.

Entrepreneurship and Development of Udupi Restaurants in Matunga

Food and its consumption were considered to be a medium of exchange and a reflection of personal identity and social relationship in the Indian culture. The city of Mumbai was like a magnet in both industrial and commercial domains for large number of itinerant male workers who came to the city for employment and the city's male population was required by circumstances to make arrangements for their own food. meals which were of reasonable rates and the food provided by them were being compared to as 'home cooked food'.

In Mumbai, the Nutan Mumbai Tiffin Box Suppliers Charity Trust was also established in 1984 who delivered tiffin's to the working class. Mumbai provided employment opportunities to individuals from different villages and towns which led to claim for means of inexpensive meals within religiously and regionally specific diets such as that of Maharashtrian, Gujarati Hindu, Sindhi, South Indian Brahman. These factors led to the establishment of Udupi style of restaurants which was considered as comfort food to the migrants of South India who had come to the city of Mumbai for employment.

The foundation of Udupi restaurants creeps into the land of Mumbai when Rama Nayak migrated to Mumbai and became the former owner of 'Udupi Shri Krishna Boarding', Matunga. The current ownership of various Udupi restaurants are conquered by the Shetty's and Kamath's.

Udupi Eateries in the City of Dreams

In 1923, a major flood arose in the town of Udupi and caused mass migration of male workers and professional to large cities. This led to a rising demand for low- cost public eating places. Mumbai served as an important destination for migrants from Udupi and since the people hailing from Udupi were known for their skills in cooking it led to establishment of Udupi restaurants in Mumbai. The area of Matunga in Mumbai, was earlier known as Matangasthan, which meant the place of elephants, it is said that Bimb Raja had stationed his elephants in this locality when he was the ruler of Mahim.

In the year 1930, Rama Nayak from the town of Udupi landed in Bombay and was employed as a kitchen boy for the city's Ram Krishna Mission and within a decade he gained capital and experience and decided to open his own place in what was then a neighborhood occupied principally by poor migrants from the south. This marked the beginning of Udupi style restaurants in the city of Dreams – Mumbai.

Some of the significant Udupi eateries in the vicinity of Matunga are '**Udupi Shri Krishna Boarding**' started by Rama Krishna the people's favorite Udupi Sri Krishna was chiefly patronized by working men and the members of the south Indian community. The popularity of the Restaurant grew when Nayak decided to install 'Family Rooms' for the eatery to be 'comfortable' for women consumers. The culinary artist has successfully imparted the secret recipes to their successors. The current possessor of Udupi Sri Krishna boarding Mr. Satish Nayak, son of Rama Nayak says, "The main motto of the eatery since its inception was to serve good quality food which is rich in nutrient value and pocket friendly".

The late Rama Nayaka's sons have carried on the family legacy of establishing and managing restaurant around the city. They are credited for launching of Udupi style restaurants in and around Matunga, Fort, Mahim and Khar areas.

Café Madras

Café Madras established in 1940 by Gopal Kamath is an 80-year-old Restaurant and one of Mumbai's Favorite South Indian Breakfast joints. The current owner Mr. Devavrat Kamath claim that the family migrated to Mumbai from Udupi to popularize their food culture in the city of dreams. Mr. Gopal Kamath when reached Mumbai started working as a cook and later establishes this popular eatery. At this time Matunga was flocked by the south Indian community who had migrated to Mumbai because of the clerical positions that were opened up in the ever-expanding city. Thus, establishment of Café madras in Matunga provided comfort to many of the immigrants through the authentic taste the restaurant provided. After the setup of the hotel many young lads from the town of Udupi migrated in search of job and found themselves a shelter by working as servers in the restaurants.

II. CONCLUSION

In summation of the overall findings, it is hereby concluded that the Udupi restaurants have a boundless reach among the masses and have amended the face of this vocation to the core with their indisputably rendered services and the specialized cuisines offered by them. These eminent eateries are credited for being established as they provided employment to large number of migrants who migrated to the Mumbai with dreams in their mind. On one hand while the population is welcoming the westernization of the food culture with open arms, at the same time on the other hand they are clinging on to the simple yet significant traditional cuisines offered by the Udupi eateries as it brings back the nostalgic feel of being at home along with the firmly grounded taste buds to life far away from home.

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