FOOD CITIES 2022

UJJAIN POPULATION
0.6 MILLION

Ujjain, the holy city, situated on the banks of River Kshipra in Madhya Pradesh is known for its sacred identity due to presence of the age-old deity Lord Mahakaleshwar and the Simhastha Kumbh Mela. Ujjain acts as a pilgrimage centre, with a daily floating population of 0.1 million coming in and out of the city. This floating population is dependent on local food like various hotels, restaurants, street food hubs. So, through the Eat Smart Challenge we are trying to facilitate the floating population and their food needs.

Food System Challenges
Ujjain is a religious place with religious temples all around the city. The rich culture and heritage of Ujjain attract a large number of tourists every year. Thus, the City faces various issues like availability of hygienic food, food lose and waste and sustainablity challenges. The temples, dharamshalas and devotees serve bhogs and bhandaras in disposals during festivals and Simhastha Kumbh Mela. People need to be aware and to encourage adoption, not only safe and hygienic food preparation, but also sustainable serving and recycling of food waste and plastic waste. Thus, the food system in tourist places requires more attention.

Another challenge is the complete ban of food adulteration by businesses during the peak season of festivals. Ujjain administration has taken various actions against such practices. People need to be made more aware of such illegal acts.

City Food Vision
A Healthy Food system is directly proportional to the economic growth of the region or city or country. Nutritious and healthy food represents an investment in human and socio growth. Thus, the food consumption pattern will reflect the economic growth of the particular region or a country.

We have identified various food hubs across the city and done a stakeholder consultation for the planning process. To digitalize the monitoring process of unorganized eating markets across the Ujjain town and to promote safe, hygienic, healthy and sustainable food consumption patterns. We will evolve with all the sustainable forms of food production, storage, distribution, consumption and management. This pattern will evolve an active participation with all the stakeholders for their consultation in planning process.

WITH THANKS TO

The Food Foundation

SHEFS

UKaid
from the British people

Birmingham Commonwealth Association
Partnerships / Collaboration / Outcomes

Food Strategy

- Transform fruit & veg markets as Smart Mandi
- Street Food hubs as Clean Food Hubs
- Save food Share food with (Robin Hood Army, We Care Foundation of Ujjain)
- Food waste and recycling - Use of sal/banana leaf plates (patravali-biodegradable cutlery) for serving in street food; surplus food distribution and bhandaras and bhogs.
- Sustainable approach - Promoting multi pockets jute bags over a single use plastic in Smart Mandi; Mobile Milk vending machines installation.
- Child development scheme - Food settings in schools and campuses; women and child development by growing Kitchen gardens in schools and anganwadis.
- Smart City Projects with Eat Smart Initiatives - we are proposing certain rules to be mandatory in our contract for ongoing & upcoming projects
- Public awareness campaigns - Raising awareness campaigns to educate individuals to complain against food adulteration, consume safe and healthy food, promote local food.

Expertise

Ujjain city attracts tourists from across the country. When tourists eat at a destination they are not only satisfy their hunger but also experience the local culture and interact with their hosts. We can see local food attracts people which helps people to enjoy the meal and enhance the tourists experience.

Learning Needs

We are interested in learning best practices across the globe. But we must look back to our ancestors who discovered most sustainable way of healthy life. Their healthy habits and daily routine paved a healthy environment for our present life, now its our responsibility to pave a better future for our upcoming generations.