



FOOD CITIES 2022

PROFILE INDORE



INDORE POPULATION
3.2 MILLION



Indore is the commercial capital along with being the foodies' heaven of central India and has also been declared the cleanest city of India, 5 times in a row. Indore is a great travel destination for its rich food culture, thus making it the food capital of the country. As street food culture is a true representation of India and its dynamic culture, Indore is famous for its street food hubs, like Chhappan Dukan and Sarafa Chaat Chaupati, that serve up everything from local specialties like Bhutte ka kees, Poha, Rabdi-Jalebi, Malpua, Samosa, Kachori, Garadu etc. to North Indian, South Indian, Chinese and Italian cuisines. Chhappan Dukan is a street which is packed with food stalls while Sarafa Chaat Chaupati is India's only food street that is open till two in the morning. ISCDL redeveloped Chhappan Dukan to strengthen this food culture as a modern eatery hub in 56 days with reverse progress timer, which got recognition and appreciation in many national and international platforms.

Food System Challenges

Indore is the financial, commercial and education capital of the state and has enormous footfall from across the country for employment and education. It is also termed as Mini Mumbai for such reasons. Being the foodie city, it is very important

to create a clean and healthy food ecosystem. Food industry in the city is striving to achieve this. This is proving to be challenging in terms of:

- Maintaining hygienic street food which dominates the entire food requirement of the city
- Hygiene credibility of various food chains and established food business operators including the online platforms and cloud kitchens
- Curbing adulteration practices which increases due to huge raw material demand
- Promoting healthy and sustainable food practices among the youth and promoting food safety and nutrition
- Efficient disposal of food wastage aligning with the vision of being the cleanest city in the country
- Controlling obesity among the youth which is a result of uncontrolled junk eating habits
- Capacity building of vendors with regards to providing hygienic food items
- As per RUCO guidelines, SMEs and MSMEs involved in the food sector should not use cooking oil more than 3 times for frying purpose

WITH THANKS TO



The Food Foundation



SHEFS



UKaid
from the British people



Birmingham Commonwealth Association
Partnership / Collaboration / Outcomes

City Food Vision

Indore aims to become the Food Capital of the Country, becoming No1 city in terms of Food just it holds the Crown for being the Cleanest City of the Country. The City has been coming up with various strategies to follow best practices not only in food manufacturing units and FBOs but also at household level to promote healthy eating and cooking habits and standardize food safety measures. The city also thrives to preserve and spread its ancient food culture. The food culture here has its roots based in recipes from neighbouring states; an amalgamation of which serve to give a delicious meal that will have anyone smiling all day! The distinctiveness of Indore's food culture has been recognised as it's been adopted by its neighbouring states as well.

As the current food system has fuelled urbanisation, economic development, and supported a fast-growing population, changing the food system is one of the most impactful things that can be done to address climate change, create healthy cities, and rebuild biodiversity as well. The Urban Local Body (ULB) is working towards certifying more than 100 campuses, 50 schools and 5 temples at least into the Eat Right Initiative.

Expertise

Indore Munciple Corporation is known for engaging communities into various food driven activities, including by using various social media platforms.

Within Madhya Pradesh, Indore is the only city which has two clean street food hubs namely Chappan Dukan and Sarafa Chaat Chaupati. The city also got recognised under Eat Right School certification for generating awareness amongst the school going kids. Currently, 65 schools are registered and 49 schools have been certified as health and wellness Coordinators.

Also, FSSAI has recognized Khajrana temple in Indore under **BHOG**. As per FSSAI guideline, there should be min. 0.5% FBOs actively registered with respect to the city's population, whereas Indore has more than double this number of registrations/licences.



Food Strategy

When it comes to future strategies we believe that It takes a 'whole of society' approach, bringing all stakeholders from consumers to community organizations, FBOs, academia etc. together on a common platform, to combine efforts in building a sustainable, healthy and safe Food ecosystem.

- ASHA/ANM & primary health care workers are being trained continuously to promote safe and healthy food practices in the communities, putting an impact on the ground level
- FBOs are trained as per **FOSTAC** educating them to follow best food practices in their businesses from procurement, to manufacturing, preparing, serving and disposing
- Street Food hubs: Organised, clean fresh fruit and vegetable markets are developed under Smart Cities Initiative to provide proper infrastructure to the food vendors
- Awareness programs are conducted in Academic Institutions, Communities & Societies to promote healthy and safe food practices
- Hygiene Ratings of Restaurants & Eat Right Campuses are promoted

Besides this, there are food sampling and surveys along with inspections taking place at regular intervals to maintain the quality. IMC has also signed a MoU with RUCO. It is an initiative to create sustainable food environment within the city.

Learning Needs

Indore is keen to establish itself as clean and healthy city food hub for the country, focusing mainly on sourcing food grown re-generatively and locally along with designing and marketing healthier food

products and making the most of food in terms of bio residual. We are also focusing on ensuring the capability and opportunity for key behavioural changes amongst communities that will enable long term change.

The city is determined to work in the field of generating circular economy through tackling the problem of food wastage. The ULB is trying to increase the support being provided to the NGOs, working towards left over food distribution amongst the needy persons.



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