



FOOD CITIES 2022

PROFILE JAMMU



JAMMU POPULATION
5 MILLION



Jammu is the winter capital of the Indian union territory of Jammu and Kashmir. With an estimated population of 5 million (as of 2011 census). The Jammu city lies on the banks of the river Tawi, the city of Jammu, with an area of 240 km (93 sq mi) and is surrounded by the Himalayas in the north and the northern-plains in the south. Known as the City of Temples for its ancient temples and Hindu shrines, Jammu is the most visited place in the union territory. Jammu has an average literacy rate of 89.66%, much higher than the national average of 74.4%. The city is famous for unique cuisine and the Dogra dishes are famous all around the country. Rajma, Aloo Dum, Kashmiri Pulao and Patisa are some of the prominent dishes that have a special and mouth-watering taste. Today, under Smart City Mission, Jammu is transforming into an eco-friendly, resilient, and socio-economically vibrant city that celebrates its natural and cultural heritage creating harmony and opportunities for all.

the district. Similarly, increased Urbanization, Industrialization and Infrastructural development in the city pose a great threat towards shrinking agriculture land. Thus, the great challenge is not only to increase the production per unit area per unit time but also introduce concepts like vertical kitchen gardens and organic farming to identify new avenues of land cultivation. Mushrooming of a large size of street food vendors along roadside contributes significantly towards increased disease burden by providing unsafe food prepared in unhygienic conditions which needs to be addressed urgently. Further, it could be a challenge to make the unorganized sector, especially the low socio-economic group food sector, understand about the importance of licensing and registration.

Food System Challenges

As with the rest of India, the district of Jammu faces multiple nutrition challenges including under nutrition, over nutrition and micronutrient deficiencies. As per the National Family Health Survey (NFHS-4 district level face sheets), almost 21% of children under the age of 5 are stunted, while 20% are overweight. Almost 37% of women of reproductive age are anemic in

City Food Vision

The city of Jammu has been progressively working towards developing a food policy. The food vision for the next 3 years includes provisioning of safe, healthy and sustainable food for all, through technological interventions and mass awareness among people. The city of Jammu is planning to formalize the street vendors and local hawkers by regularizing and modernizing the food streets infrastructure through training & capacity building followed by the certification process. Since, the city is known for its

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iconic temples and attracts a lot of tourists every year, it is important to ensure that 'BHOG', i.e. PRASAD, served at the temples is safe and hygienic, hence, the city intends to get all the iconic temples covered under the BHOG certification. To make Jammu city 'trans-fat free', the city administration is creating a mechanism to convert Used Cooking Oil into bio-diesel and building a chain of aggregators. To ensure more sustainable approach towards food and to educate and encourage young children to improve their nutritional intake, the Union Territory of Jammu and Kashmir is working on the concept of establishing "school nutrition gardens" in all government-run schools of Jammu and Kashmir, which will also enable the use of fresh organic vegetables grown in the gardens for the preparation of mid-day meals for school going children.

Expertise

Jammu City has a plastic material recovery center located at Bandhurakh which process approx. 5MT/ per day of plastic waste. We have a group of Nutrition and food science professionals who can play a special role in improvising the Nutritional Status of people in the city, by providing special awareness cum training sessions on food safety, food fortification and better nutrition.

For sustainable food, the city has a group of social activists, religious workers and NGO's who are acting as role models by collecting waste food from voluntary donors and distributing it to the needy in the city. The city is also extensively investing on Horticulture and Floriculture parks which are being promoted for Urban farming. The city would like to utilize technology for collection of extra food through an app based mechanism that would connect donors with recovery agencies. This would ensure more sustainable production as well as consumption in the years ahead.

Learning Needs

In order to upgrade Jammu with global cities under the FOOD CITIES 2022 framework, we want to learn more about food policies at the global level and securing commitment from the Municipal Corporation in improving Food Systems in the city and ensuring necessary changes



Food Strategy

For the strategic planning, the city has already formed a core team with officials from Jammu Smart City, FDA Jammu, College/ University representatives, Consumer associations, Traders and Yuva Kendras. This will help in putting across various ideas on the table and frame policies to achieve its vision. Further with Government sponsored efforts and through CSR funding, Jammu city can implement a series of food policies that involves:

- Mass mobilization efforts and consumer knowledge through extensive use of Electronic and Print Media, Rallies, Cut-outs messages in open places, digital boards at traffic signals etc. can be deployed as extensive tools for social and behavioral change among people.
- Improving nutrition quality of mid-day meals offered in schools, ICDS centers, CAPD stores. With special focus on food fortification and healthy diets by minimizing junk foods in and around the schools.
- Eat Right Initiative in Education Sector: Implementing Eat Right School initiative in 100 Schools and organize regular workshops, online sessions, appointing Eat Right Ambassadors
- Study Nutrition imbalance among children: Audit of all Anganwadi centers and mid-day meal kitchens by 2023 through an impact assessment study to access behavior change in children by 2023-24.
- Community Development and Mobilization : Community meeting by engagement of community mobilizers by increasing reach of community meetings, public debates, Door to door session etc.
- Promotion of Urban farming : More than growing food in the city, urban agriculture is linked with economic, social, ecological, and physical infrastructure components of the urban environment . The multifunctionality of urban agriculture can make cities sustainable
- Improving the Meat and Poultry sector : At par with developed cities by making slaughtering of birds and animals at isolated place which is away from the cities and by improvising the infrastructure as per the guidelines of FSSAI of all retail counters in the city.

to implement vision into execution. We hope to learn from cities like Milan and Kigali along with the support of The Food Foundation, especially in the areas of facilitating urban food production policies,

mitigating food insecurity and improving access to nutritional food. And our main Motto is to ACHIEVE ZERO HUNGER for our people.



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