



**PANAJI POPULATION  
0.15 MILLION**



The City of Panaji carries a rich heritage and history; the historical accounts of Panaji dates back to the Kadamba dynasty; King Shasthadeva (1007-1050), however, Panaji came into limelight, when the King Adil Shah in the 15th century built a castle on the left bank of the river Mandovi; which stands strong and on present day, serves as the office of the Smart City Corporation. Panaji was raised to the status of Capital city by Queen D Maria II of Portugal by a Royal decree on 22nd March 1834 and till date serves as the Capital of Goa (Modern India).

The City encompasses of a collection of brilliant Restaurants, a scenic promenade alongside river Mandovi, the refreshing Miramar Beach at the shore of Arabian Sea, iconic temples, Churches and Mosques, entertaining river cruises, serene gardens, Government offices which are functioning in antique Latin designed buildings and the main city road is covered under the canapés of lush green trees which are over a 100 years old. The City has a vibrant gastronomic ecosystem catering to the all food palettes; prominent chefs operate boutique restaurants serving flavorful delights which have bagged accolades on both national as well as international platforms. The City is host

to the International Film Festival of India, Serendipity Art Festival, the traditional Carnival, Food Festival, Wine and Cashew Festivals which provides a platform for budding entrepreneurs, established chefs and local eateries to exhibit their culinary skills; this in turn offers a plethora of gastronomic delights to the citizen of Goa and the tourist who visit the City. The City promises a blissful experience which you will witness only when you visit Panaji.

### Food System Challenges

The city faces a number of Food System Challenge; to mention a few,

1. Standardizing operations of street Food and Fast Food Sector to ensure safe and hygienic food is served.
2. Providing local Vegetable and Fruit vendors with a Hygienic environment in the market complex and preparing a sustainable model to ensure compliance to food Safety regulations.
3. Inculcating a Food Safety Culture among schools and other Citizens to enlighten them on High Salt, High Sugar and High fat Foods and promoting healthy diets which is the need of the hour to counter the alarming rise of lifestyle disorders among the city dwellers.

WITH THANKS TO



**Birmingham Commonwealth Association**  
Partnership / Collaboration / Outcomes



- Motivating each and every food business operator to engage in serving hygienic food.

## City Food Vision

Our Vision for the City is very practical

- To ensure the availability of Safe and Wholesome Food" by promoting the Eat Right India Initiatives of the FSSAI which includes capacity building of Food Business Operators, carrying out robust surveillance and enforcement drives and empowering Citizens through behavioral change campaign so as to enable them to make informed choice on healthy foods
- Reaching out to every citizen from all spheres with the Eat Right Message.
- To create a conducive environment for investment in the food and Hospitality sector while promoting innovation in Gastronomy which is aligned with the Eat Right India Model.
- Embark on a "Mission to Zero" with regards to food waste and channelizing the methodical disposal of used cooking oil.
- Engage food safety professionals, colleges, chef organizations as ambassadors of Eat Right Campaign and roll out the food safety initiatives in the city.



## Food Strategy

The Strategy is to work in a collaborative manner with all stakeholders. The City Corporation along with its elected representatives, the local Food Business Operators, the Food and Drugs Administration, Smart City Corporation, Food Safety Experts, Communication experts and all allied departments will work as a team to achieve our vision and reach out to citizens at large.

We will aim at ensuring compliance to the following;

- Hygiene ratings of all the Restaurants, Hotels, Meat Shops, Sweet Shops and Bakeries.
- Ensuring all City Schools are certified as Eat Right Schools
- Ensuring robust 365 days advertising campaigns on Eating Right and Eating healthy and other behavioral campaigns.
- Promoting Local and traditional Foods
- Prioritizing risk based Food Safety Surveillance.
- Minimizing food waste and establishing Food Banks for the needy
- Developing a Street Food Vending Zone and Improving compliance of the Local Vegetable Market
- Implementation of Repurpose Used Cooking oil collection centers
- Promoting Ease of Doing business and Entrepreneurship

## Expertise

We have an enthusiastic team with multi-disciplinary expertise; the local State FDA has been recognized as the Best Performing Food Safety Department in the Country by the FSSAI under the State Food Safety Index for the last 3 years. The FDA team has been leading the Eat right mission in the State. The Imagine Panaji Smart City Development Limited team is committed to ensure all the necessary support in achieving the Food Safety objectives. The Corporation of City of Panaji is headed by a dynamic Commissioner and the Hon. Mayor is keen and supportive; he motivates the stakeholders in realizing our goal. We

are supported by expertise from industry, Chef Communities, Food Curators, retired professions and credible certifying agencies who are keen in providing us all the technical support.

## Learning Needs

We wish to learn about and implement best Practices from international communities as well as other local cities. We would like to seek guidance in improving compliance to local as well as international good practices, developing better cold chain and storage facilities and enhance the Capacity Building programs for our Food Business Operators.



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