



# FOOD CITIES 2022

## PROFILE RAJKOT



**RAJKOT POPULATION  
2 MILLION**



Rajkot is the fourth-largest city of Gujarat state, located on the banks of river Aji and Nyari rivers in the center of the Saurashtra region. The City, since its foundation, has been a major urban center for social, cultural, commercial, educational, political and industrial activities of the Saurashtra region.

Rajkot is proudly known and addressed as 'RANGILU RAJKOT' (Colourful Rakjot), for celebrating and accepting every festival, event and incident joyfully.

Rajkot is known worldwide for its advanced Automobile parts manufacturing and unique workmanship for traditional handicrafts, jewelry designing, embroidery work and industrial manufacturing.

Rajkot is a proud recipient of 'D.L. SHAH QUALITY' award in 2016 for implementing food safety standards in the city.

standards at compliance level of food establishments.

- Educating and upgrading technical knowledge of staff.
- Strict and continuous enforcement of standards as per Food Safety and Standards Authority of India (FSSAI) guidelines.

### City Food Vision

- More licensing and registration of food businesses.
- Continuous surveillance and strict enforcement as per FSSAI guidelines.
- Achieving Low % failure of food samples inspected.
- Create ecosystem to increase selling of packed items having FSSAI registration hereby increasing buyer's trust.
- Promote adoption of local authentic food to reduce GHG emission through food supply chain.
- Strengthen Mid-Day Meal and ICDS to achieve Zero malnourished child in the city.

### Food System Challenges

- Benchmarking, certification and implementation of cluster level initiatives to improve infrastructure and hygiene

WITH THANKS TO



**The Food Foundation**



SHEFS



UKaid  
from the British people



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



- Promoting the motive of, 'Hygiene as Compulsion and Not as Luxury'.
- Easy accessibility of Roadside food stalls for all classes of society.
- Promoting the concept of 'Clean Street Food Hub'.
- To conduct awareness programs at various levels i.e. schools, colleges, public and private institutes, etc for maintaining city hygiene and safety.
- Ensure 100% registration and licensing of the for the food joints, located in the residential areas
- Geo tagged location map of resisted food outlets with cities own rating and feedback system.
- Organize 'Food Mela' of highest rated food outlets.



## Food Strategy

- Undergoing regular Capacity Building trainings for Skilled FSO team.
- Conducting high surveillance - On site assessment through **Food Safety on Wheels**.
- Dedicated help desk to support for FSSAI registration and licensing.
- One-Day One-Road strategy for assessment and awareness drives.
- Dedicated call center to address complaints of citizen.
- Daily work updates at various publishing platforms like press, social media, display board, etc.
- Organizing regular Awareness Campaigns
- Releasing Advisory before festivals, seasonal changes and days of importance.

## Expertise

- Food Safety on Wheels - On site assessment and sampling
- Help desk for food business registration - Registration in Avg. 2 days
- Call center for citizen complaints - 100% complaints addressed in < 24 Hrs
- One-Day One-Road - Focused surveillance and awareness campaign
- Food advisory to citizens before festivals and seasonal changes

## Learning Needs

- Scheduling Technical Staff Training at regular intervals
- Inclusion of new techniques and practice in the study course of Food Safety and scrutinizing syllabus
- Upgrading with the new technologies as and when needed



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