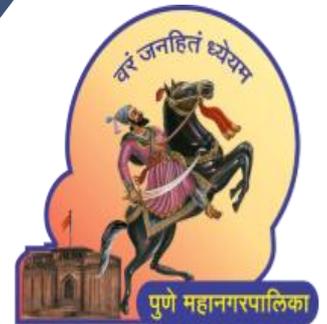


FOOD CITIES 2022

PUNE CITY-URBAN FOOD PILOT PROJECT

Funded By World Bank Under Hon. Balasaheb Thackeray

Agri-business & Rural Transformation Project (SMART)

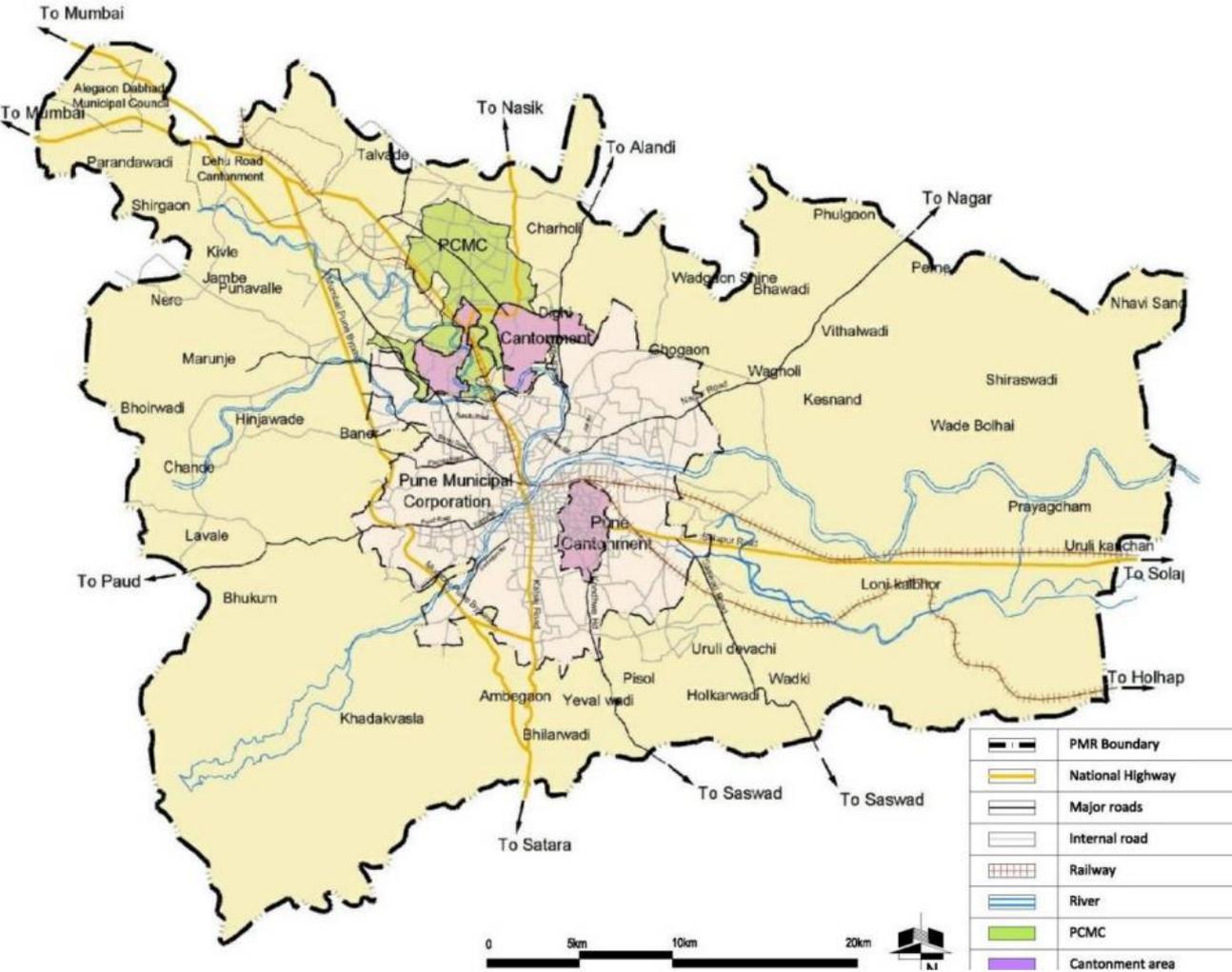


Pune Municipal Corporation

Mr. Madhav Jagtap
Dy. Municipal Commissioner
Pune Municipal Corporation

May 2022

ABOUT PUNE MUNICIPAL CORPORATION



8th – Most populous city of India (2nd in Maharashtra)

529 sq. km – Area under PMC (including 34 newly merged villages)

5 million – Population of Pune City

69 billion USD – GDP of Pune city (5th highest in country)

Birmingham India Nutrition Initiative (BINDI)

- Pune Municipal Corporation (PMC) is taking several initiatives to enhance the understanding of urban food systems and their impacts on the food choice, dietary patterns and nutrition among the residents of Pune.
- **Birmingham India Nutrition Initiative (BINDI)** was announced during the visit of Hon'ble Prime Minister of India to UK in November 2015.
- This partnership between PMC & Birmingham City Council is providing technical expertise in multi – sectorial nutrition policy and implementation of **“Smart Food & Nutrition Cities”** programme in Pune.
- Pune city as a signatory to Milan urban food policy Pact, has been working on the agenda of making Pune Nutritionally Smart City .



Case Study by BINDI Project to understand out of home eating practices & healthy diets of household in Pune City through Citizen Engagement Campaign.

- Sample survey was conducted with over 3,000 adults in Pune by Pune Municipal Corporation (PMC) auxiliary nurses, and was led by the Gokhale Institute of Politics and Economics undertaken as part of the Birmingham India Nutrition Initiative (BINDI)
- More than 60% agreed that unhealthy street food should be banned, and 70% wanted fruit and vegetables to be more affordable.
- It shows average Pune citizens prefer to eat at home, but eat outside the home as well.
- The most popular outside eating item is tea/coffee.
- Across all the income groups this is observed. Among the outside food, Indian street food is more popular than the western junk food.
- Survey shows that citizens are finding their food environment increasingly unhealthy.
- The recent phenomenon of food delivery apps is very popular in the City.

Pune citizens are aware about the nutritious food and they expect Pune Municipal Corporation to undertake certain measures & policy intervention to improve the food systems.

- *Younger population suggested for making fruits and vegetables more affordable.*
- *Mid day meal scheme should take raw ingredients directly from farmers.*
- *Nutritional education in school curriculum should be included.*
- *Citizen supported having healthy canteens offered for employees.*

AIM

The major aim of this programme is to improve Nutrition Intake of the citizens and employees of Pune Municipal Corporation by providing healthy food and adopting suitable policy decisions at multi-level government.

OBJECTIVE

- 1. To build safe food systems for the city of Pune**
- 2. To improve nutritional status of Pune citizens by 3As (Awareness, Access, and Availability of nutritious, safe food)**
- 3. Building strong urban rural linkages for creating sustainable food systems.**

URBAN FOOD PILOT PROJECT - MAJOR COMPONENTS OF INTERVENTION

1

Behavior change communication campaign (IEC Plan)



2

Farmer's market up gradation.



3

Up gradation of existing PMC slaughterhouse & APEDA registration



4

Food and Agriculture Organization (FAO) study on healthy diets & nutrition in Pune

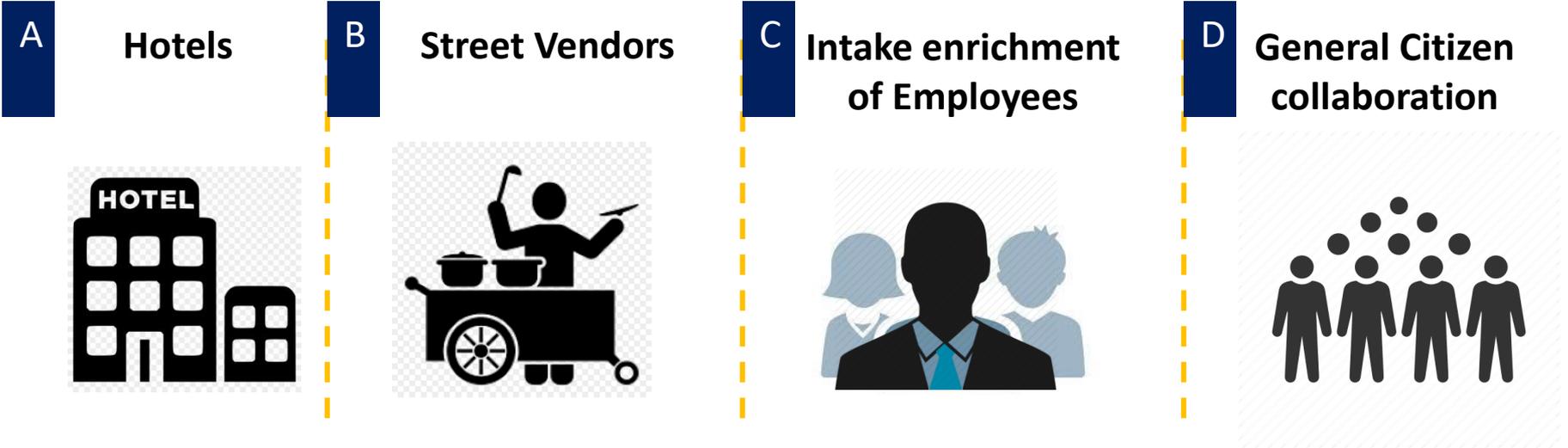
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Feasibility of involving FPOs/CBOs as supplier of fruits and vegetables for PMC run Mid day Meal Scheme.

Behaviour change communication campaign (IEC Plan)

To enhance awareness about nutritious and safe food, campaigns are planned for all the actors in the food system including stakeholders in the informal sector. This will have impact on the awareness and expected to enhance demand for the safe food. It will also have impact on safe food availability through regulatory measures.

MAJOR AREA OF INTERVENTION



Under this program, target audience is **1300 + hotels** and restaurants, **30,000** street vendors, **23,000** PMC employees and general citizens.

Capacity building workshops, training sessions, awareness campaigns will be organised at various level of authorities.

2 Farmer's market up gradation.

AIM

The main aim of the project is to connect Farmers with urban food market with the help of FPO by providing them space and temporary infrastructure for running the Farmers market on weekly basis.



Pune Farmers weekly markets are becoming more popular as food deserts limit access to fresh food in these densely populated spheres of Pune city

For urban consumers, the weekly farmers' markets are one more source for procuring their daily stock of fresh vegetables.

2 Farmer's market up gradation.

IMPLEMENTATION PLAN

- The proposal aims to regularize 26 farmers market and provide them with temporary infrastructure and provide proper sanitation and solid waste facility in each market.
- Other market running along road will be provided with nearest amenity place if available.
- Along with that Ota markets (Market place developed by PMC with basic infrastructure) will also be made available for running farmer market which is laying vacant.



The market will be developed according to the principles of **Farmers Weekly Market Policy 2016**

ROLE OF STAKEHOLDERS

Farmer Producer Organizations (FPOs) will address food safety, congestion, improve traceability and sanitation facilities.

PMC and Maharashtra State Agriculture Marketing Board, Pune (MSAMB) will be implementing the frontend activities, and

Agriculture department (Agricultural Technology Management Agency (ATMA) specifically will perform the backend activities. For that matter MoU will be signed between PMC, MSAMB, ATMA and FPO.

2 Farmer's market up gradation.

AMENITIES PROPOSED IN THE TEMPORARY MARKET

Nature of operation of weekly market is temporary, usually periodic.

Infrastructure work

1. Temporary Storage space for holding markets temporary equipments.
2. Tents for setup with uniform color code in all markets.
3. Variable Display Machine (VDM) for rate comparison.
4. Roads/pavement
5. Parking Arrangement.
6. Electrification
7. Speakers and mike arrangement.
8. Solid waste management
9. Sanitation –Mobile toilets



3 Up gradation of existing PMC slaughterhouse & APEDA registration

The existing PMC slaughterhouse at Kondwa in Pune will be upgraded & registered with APEDA. This will not only open up new avenue for small ruminant meat export, but also improve the animal handling and meat handling practices in the city.



Exterior pictures of Kondwa slaughterhouse



Interior pictures of Kondwa slaughterhouse

The major sub interventions of this activity are;

- Renovation of the existing slaughter house building
- Creation of a cold storage facility
- Proper waste disposal
- Renovation of effluent treatment plant
- Solid waste disposal mechanisms (Bio-methanation, composting, rendering, etc.)
- Repairing drainages & building new ones where required
- Creation of a meat handling facility that could support basic meat processing facility like cutting and packaging
- Creation of a Laboratory / Testing Facility
- Regulatory License for operation of Slaughter house and all associated facilities from APEDA, Pollution control board, FSSAI, etc.

Objective:

- Assessment of Urban Food System & nutrition in Pune City
- Develop knowledge and capacity development material relevant for food system stakeholder in the city of Pune to promote better design and implementation of planned activities
- Provide initial guidance on governance of Urban Food System in Pune.

Multi-Stakeholder Group (MSG) on Food Systems for Healthy Diets & nutrition for the city of Pune has been formed.

Objective: To create a high-level strategic grouping combining the different food system components

- including food supply chains,
- food environments
- and consumer behaviors, and activities,
- including production, processing, distribution, retail, catering, consumption and waste disposal,

with the common objective to deliver healthier diets for the residents of the city of Pune.

MSG includes:

- Government
- United Nations, & Academia
- Civil Society
- Private Sector



Responsibilities of MSG

1. To Promote understanding amongst stakeholders on opportunities and challenges associated with Pune's food systems.
2. Raise awareness on the role that food can play in ensuring sustainable urban development.
3. Highlight critical knowledge and information gaps impeding effective food systems policy making and urban planning for better nutrition and improved diets.
4. Validate information gathered through survey and interviews from households and stakeholders on the food purchase, distribution and consumption patterns, access and availability of nutritious food retail outlets, and food system dynamics.
5. Document good practices, actions and strategies with potential to enhance the inclusiveness, sustainability and resilience of Pune's food systems.

Group Activities

- Share and discuss on available studies & surveys on food system & Nutritional situation
- Develop and disseminate advocacy briefs on nutrition, healthy diets and food systems.
- Awareness raising campaign to sensitize the general public on the Group's work.
- Facilitate trainings on food- and nutrition- sensitive urban planning for stakeholders involved
- Deliver an annual review and present the results at an annual conference/event
- Conduct training workshops for relevant authorities in Pune on nutrition and food systems.

PUNE MUNICIPAL CORPORATION



Pune Municipal Corporation



**PMC Building, Shivajinagar,
Pune**



**Piu.dmcspecial@punecorporation.
org**



www.punecorporation.org



@PMCPune



@PMCPune



pmcpune