

Surat – Citizen Engagement May-2022

Actions to maximize citizen participation in interventions for
Food systems

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THE SILK CITY

SMART SURTIES SMART SURAT

THE DIAMOND CITY





- ❖ Surat with an estimated population of nearly 7 million, is located on the banks of River Tapi.
- ❖ Ranked as one Of The Most Dynamic Cities Of India and Is amongst Fastest Growing City In The World.
- ❖ Popularly known as an Economic Capital Of Gujarat.
- ❖ Surat is well-known by various names Like "THE SILK CITY", "THE DIAMOND CITY", "THE GREEN CITY",
- ❖ A well-known saying for Surat, ***"Surat nu jaman, Kashi nu maran (One is lucky to live and eat in Surat, and die in Kashi)"*** truly reflects the diverse and vibrant food culture of Surat.

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8th Largest in
India as per
population



4th fastest
growing city
globally



Termed as
**Economic
Capital** of
Gujarat



9/10 **Diamonds**
in the world are
cut and polished
here



40% of nations total
man-made fabric & 28%
of nation's total **man-
made fiber** production

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Challenges and variables

- Identifying and Combating multi-dimensional challenges to meet various requirements of estimated 7 million population.
- Designing, developing road maps and collective collaborative actions, various initiatives and reforms to combat minimize or mitigate various challenges.
- Identifying vulnerable groups of people across the population.
- To create health consciousness and develop healthy food habit culture.
- Educating the citizens for their responsibility to control factors responsible for climate change.



- Our aim is to build a city for the people, a city that is more livable, resilient, and sustainable.
- This requires a resilient and sustainable Food system that can provide safe, healthy, and nutritious food to its citizens
- The roadmap to this vision entails the development of institutional, physical, social and political will and commitment.

1

Institutional infrastructure
Policy and institutional framework for key stakeholder participation

2

Physical infrastructure
Physical and human resources for enforcement and governance

3

Social infrastructure
Framework for connecting with the citizens

4

Political will and commitment



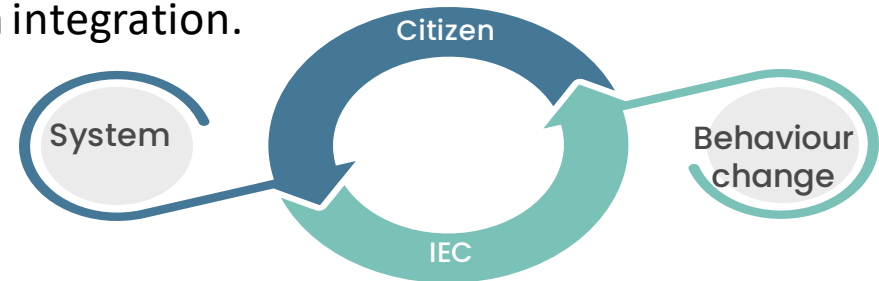
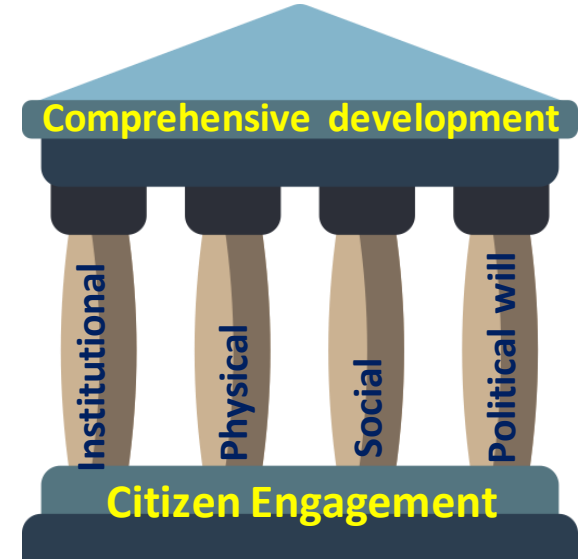
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- Citizen engagement forms the bedrock of the 4 pillars of comprehensive development
- Success of our public interventions depends on citizen engagement, much more so in a developing nation with limited resources
- Citizen engagement is key to bringing about behaviour change.
- Surat city achieves citizen engagement through adoption of innovative measures like leveraging technology for direct engagement, use of social media, institutional approaches, and health system integration.



Social Media

- Social media is arguably one of the most important platforms for engaging with the citizens.
- Surat city uses various social media like Facebook, twitter to connect with its citizens



- Organizing awareness amongst the citizens through Electronic and Print Media and use of Food Safety on Wheels to adopt trans fat free, low sugar, low salt, Fortified food and healthy balanced diet life style.
- Organizing awareness camps for FBO'S manufactures to manufacture low or zero Trans Fat products.
- Organizing awareness camps for FBO'S for Maximum coverage to acquire license and registration.



Leveraging Technology

- Surat has been an early adopter of technology as a means of providing solutions for governance challenges.
- Technology has helped us to overcome challenges inherent in connecting with a large population in a meaningful manner.
- To connect directly with the citizens and get their feedback on the quality of standards maintained by hotels and restaurants, Surat city has developed a QR code feedback system.



Institutional framework for Citizen engagement

- Surat city has a dedicated Food department with a team of 27 food safety officers.
- Surat has a state of the art Public health laboratory spread over 7000 sq.ft.
- “Food safety on wheels”, a mobile on-site spot testing unit doubles up as a means of imparting education and creating awareness.

Institutional Approach

- Eat Right campuses.
- Awareness programs in schools and colleges.
- Educational institutes have certified dieticians.
- To address grievances of the citizens, 24*7 online complaint management system with hierarchial escalation is operational.
- Surveillance drives during festivals to ensure safe availability of seasonal cuisine
- A unique approach of Surat city to give shelter and food to homeless people.
- Food fair during festivals.
- Drawing competition and other activities/events.
- Engagement also takes the forms of initiating discussions with key stakeholders like expert groups, NGO, other governmental departments like education, WCD



❖ **Inter Departmental Coordination for Citizen Engagement**

- Health Department – Asha Workers and ICDS.
- Education Department – School Board
- Information System Department (ISD) – Technology based IT solution
- PRO – Social Media Cell
- Slum Upgradation Cell – Shelter Homes



Health System Integration

- By integrating its Health infrastructure network, Surat is able to carry out behaviour change communications for a whole range of issues including nutrition.
- ASHAs not only link the community with the health system, but are also the most direct and effective means of citizen engagement.
- By effectively using ASHA as an asset in connecting with citizens, Surat city can help its citizens make healthier food choices.



Global health leaders award by WHO to ASHA (Accredited Social health activist)



Thank you



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