



**Sustainable diets and nutrition**

Action 2.2

Action 2.4

**FOOD POLICY**  
**Promotion of healthy food habits**

**KEY WORDS**

Awareness raising, planetary healthy diet, organic food production

**✓ OBJECTIVES**

- To increase awareness and motivate residents to adopt the planetary healthy diet.
- To promote the consumption of fresh food and vegetables.
- To promote hygienic food practices both among citizens in vulnerable situations and food retailers and stalls.
- To increase the number of food retailers by organising them around the food plazas.
- To make citizens aware of livestock production systems and their impact on the environment.

**📄 POLICY DESCRIPTION**

Young generations are transforming their eating habits towards unhealthy diets based on fast and junk food, which will have consequences on their health. The City Council identified the need for citizens to adopt a healthier diet and wanted to emphasise its importance through awareness raising campaigns promoting the consumption of fresh vegetables and organic, healthy food.

In this respect, they organised several actions: a “No gas cooking competition” among women, to promote healthy food and share new recipes; a video game on Play Store called “Healthy Warrior Dau” for children and youngsters starring a cartoon character who promotes healthy food habits and sends key messages about healthy eating, such as the idea of having a longer life, if you eat healthy food, and a shorter one if you eat junk food. Warrior Dau gets healthier and stronger by eating spinach and sprouts and he uses his power to protect others.

The City Council also organises weekly webinars called “Benefits of a healthy lifestyle” with the participation of nutritionists and dieticians, where people can ask questions and experts can give specific advice and promote healthy solutions for them. They also conduct a campaign targeting farmers from all over the state to encourage them to switch to organic practices.

Another initiative called “Hygienic Food Plazas”, consists of registering, organising, maintaining and monitoring food stalls on covered premises, contrary to food stalls that are normally unhygienic and unorganised. Thus, retailers can benefit from an organised set-up, a more permanent place to sell their products and can reach customers who are increasingly aware about hygiene issues.

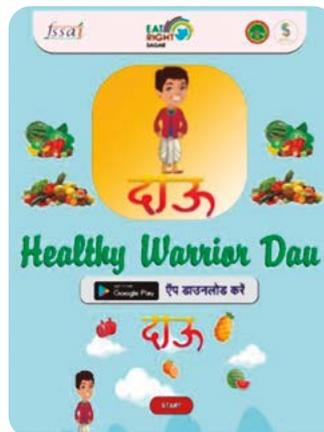
**CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS**



The initiative started in 2020-21 and will keep going until 2030.

**🏠 DEPARTMENTS IN CHARGE**

Food Department, Sagar Smart City Limited, State Administration at the district level.  
Food Safety Administration Department.





**BUDGET**

9,218 € per year.

**BENEFICIARIES**

Sagar population is about 2,378,458, including rural and urban (30% urban, 70% rural), 11 cities, 2,075 villages and 22 towns.  
 Retailers and food businesses.

- ASPIRATIONAL QUANTITATIVE OBJECTIVES**
- 100% of food businesses get their licence.
  - 4 campuses are registered into the Eat Right certification.
  - To run drives to gather and recycle waste.
  - To convert 100% of restaurants and hotels of Sagar to Hygiene Rated certified.
  - To curb 100% of food waste by 2023.
  - To reach 100% of citizens through the awareness campaigns.
- Overall aspiration of the food policies committed to The Barcelona Challenge:  
<https://toolkit.thebcnchallenge.org/challenges/report/340>

**KEY STAKEHOLDERS**

NGOs: *Rotary Club, Nature Welfare Foundation, Sagar Cycling Club, Sita Ram Rasoi.*

Local office of the *Pollution control board (PCB).*

Medical practitioners, dieticians and nutritionists.

*Iskcon Centre Sagar* – an international organisation.

**STRENGTHS AND SUCCESS POINTS**

The main strength of the policy initiative is the fact that it addresses all the city residents, treating everybody as equally important. Another strength is the registration of almost all food vendors, thus making it easier to support them.

As a success point, there are food retailers that have increased their incomes after having switched from the traditional kiosks to the food plaza.

**CRITICAL POINTS**

It is crucial to gather the audience at the initial stages and make them aware that all these initiatives will be of benefit to them and contribute to keep them healthy and physically fit.

Another important aspect is to create a sustainable food environment, using benchmarking and certification to help identify complying actors.

**OBSTACLES AND SOLUTIONS**

FBOs (food businesses operators) need to be more aware and further trained on the requirement and compliance process, as highlighted when licensing and registering FBOs and conducting surveillance drives, where few adulterants from rural areas samples were identified.

Also, the collection of data at the initial stages is very important but also challenging, as information was scattered. There should be dedicated resources for data collection and management.

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**FURTHER INFORMATION**

*Video on healthy eating habits*  
*Prescriptor on healthy eating habits*  
*Images on Eat Right Challenge*  
*Eat Right Sagar video*  
*Hygienic food plaza*  
*Nutrition game for children "Healthy Warrior Dau"*