



**Sustainable diets
and nutrition**

Action 2.2 Action 2.5

FOOD POLICY

Done me Do Na: campaign to reduce single-use plastic in the food industry and promote healthy food practices

KEY WORDS

Awareness raising, biodegradable, packaging, healthy diets

✓ OBJECTIVES

- To motivate food retailers and vendors to reduce single-use plastic and adopt biodegradable options for food cutlery and packaging through communication campaigns.
- To promote good food practices and raise awareness on diet-related diseases for the general population via public events.
- To celebrate local cuisines; promote local, organic and hygienic food options and related practices (like gardening and home composting) through food events.
- To promote good health practices via large public events linked to walking, cycling and yoga practice.
- To implement a distinct food waste collection system in the city, working in collaboration with Ujjain's Municipal Corporation.

📄 POLICY DESCRIPTION

The communication campaign – “Done me do na”, which in Hindi literally means “please give it to me in a leaf plate” is an exclusive initiative launched by Ujjain Smart City Ltd. in collaboration with Ujjain Municipal Corporation, *Food and Drugs Administration*, Dona-Pattal Association and other private food retailers and vendors. The goal is to reduce single-use plastic usage in the food industry for both serving and packaging and shift towards more sustainable alternatives, while simultaneously encouraging users to demand sustainable options of biodegradable cutlery such as leaf or paper plates and steel or copper utensils. The initiative will organise different actions in that sense: distribution drives of cloth and paper bags, provide easily accessible and affordable food tests, monthly events on the use of biodegradable cutlery like Dona-Pattal (leaf-based cutlery), food festivals promoting sustainable diets and community engagement.

Indeed, several research works have observed that poor grade plastic is one of the major causes of the many diseases and health issues suffered by individuals. The massive non-biodegradable waste that goes into landfills or is left unattended, results in biodiversity loss and environmental pollution.

Ujjain is an historic city deeply associated with its natural resources, like River Kshipra, forests and several unique waterbodies that need to be preserved. Therefore, it is expected that with the help of this campaign, the local government should be able to preserve and safeguard the environment. Along with plastic reduction, the campaign is conceptualised to raise awareness regarding healthy food habits and lifestyles.

**CONTRIBUTION TO
SUSTAINABLE
DEVELOPMENT
GOALS**



The policy will be in action during 2022-2033.

🏠 DEPARTMENTS IN CHARGE

Food and Drugs Administration
Food Committee and working group framework adopted by Ujjain City





KEY STAKEHOLDERS

Municipal departments: District Education Department, District Program Officer-Woman and Child Development, Food and Civil Supply Consumer Protection Department, Agriculture Department, Horticulture Department, Public Relation Department.

NABL Laboratory - a public institution

Robinhood Army NGO

Public schools

Dona-Pattal Association and Hotels Association

Volunteers and tourists



BENEFICIARIES

50,000 people, including students, citizens, tourists, volunteers, etc.



BUDGET

Around 20,000 € to be funded jointly by the Municipal Corporation and Ujjain Smart City Ltd budget and with the support of private stakeholders.

ASPIRATIONAL QUANTITATIVE OBJECTIVES

Overall aspiration of the food policies committed to The Barcelona Challenge:

<https://toolkit.thebcnchallenge.org/challenges/report/335>

OBSTACLES AND SOLUTIONS

Due to limitations in the budget at governmental departments, infrastructure and qualified human resources related to food and health policies, it is challenging to implement tasks adequately and within the stipulated time frame. Therefore, in most cases the interdepartmental coordination approach is the solution.

STRENGTHS AND SUCCESS POINTS

The policy – “Campaign - Done Me Do Na” would enable implementation of activities via interdepartmental coordination and support, which reinforces the holistic working framework of the city and contributes to create confidence among the stakeholders and general citizens on the government initiatives. Furthermore, it would mobilise community engagement for common goals and benefits regarding a good healthy lifestyle; contributing to the city's livability index.

CRITICAL POINTS

Ujjain city has a huge floating population that ranges between 100,000 to 500,000; it varies every month due to temple pilgrimage and festive events. Thus, it is critical to address the needs and aspirations of the whole population. Also, the Covid-19 situation over the last three years has generated pressure on the different economic groups, affecting especially small vendors. Therefore, there is no support for many of the policy initiatives which may affect people's livelihoods or create communal tension.



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FURTHER INFORMATION

Ujjain Smart City Facebook page / Ujjain Smart City Instagram page
Eat Right Challenge Facebook page / Eat Right Ujjain Instagram page
Done Me Do Na Campaign documents