

Mandaviya inaugurates 1st healthy & hygienic food street 'PRASADAM' at Ujjain

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“PRASADAM will connect common citizens in every corner of the country with pure and safe local and traditional food. This endeavour will align common people and tourists to safe and healthy eating habits.” This was stated by Dr Mansukh Mandaviya, Union Minister for Health & Family Welfare as he inaugurated the country’s 1st Healthy & Hygienic Food Street, ‘PRASADAM,’ at Neelkanth Van, Mahakal Lok, in Ujjain, Madhya Pradesh. He was joined by Dr Mohan Yadav, Chief Minister, of Madhya Pradesh, Rajendra Shukla Deputy Chief Minister of Madhya Pradesh State, Narendra Shivaji Patel, Minister of State for Public Health and Family Welfare of Madhya Pradesh State and Anil Firojiya, Member of Lok Sabha.

To empower consumers to tackle adulteration, the Food Safety and Standards Authority of India (FSSAI) has released “The DART Book” to check common food adulterations at home with simple tests. Additionally, a mobile food testing van called Food Safety on Wheels (FSW) was launched to reach remote areas and conduct training and awareness activities, travelling from city to village to promote awareness campaigns and adulteration testing.

Spread over an area of 939 square meters with a total number of 17 shops, “Prasadam” offers convenient and culturally rich dining options for the 1-1.5 lakh devotees who visit the Mahakaleshwar Temple daily. The newly launched food street is designed to provide various

facilities including a kids' play area, drinking water facility, CCTV surveillance, parking, public conveniences and seating spaces. In addition to enhancing Ujjain's tourism appeal and preserving its culinary traditions, "Prasadam" will also contribute to economic growth and community engagement.