



GREATER HYDERABAD MUNICIPAL CORPORATION



HYDERABAD- NOW A “UNESCO CREATIVE CITY (UCCN)” IN THE CATEGORY OF GASTRONOMY



About the Award-

By becoming part of the UNESCO (United Nations Economic, Social and Cultural Organization) Creative Cities Network (UCCN), the cities pledge to share their best practices and develop partnerships involving public and private sectors as well as civil society to strengthen creation, production, distribution and dissemination of cultural activities, goods and services, The network covers seven creative fields: crafts and folk arts, media arts, film, design, gastronomy, literature and music.

About the Creative City

Hyderabad, the second largest metropolitan region in India is situated on one of the oldest stable landforms of the world. It acts as a unifying link between the North and the South of the country and covers a huge sprawl of over 650 Square Kilometre. With a population of over 9 million it is all set to become a megacity. Established in 1591, this planned city was inspired by Persian design; with modern buildings, civic spaces, shopping areas and roads in a grid pattern. This "City of Pearls" or "The Land of Kohinoor" as it is known is a gastronomic haven with iconic delicacies like the "Biryani" and other unforgettable dishes such as the , Haleem, Kallu and Kebab.

Hyderabad's food landscape has always been as vibrant as it has been democratized. Ramzan, the holy Islamic month is a grand feast immersing the transforming the city to a large eatery, with more than a 1000 joints catering to the large fasting population in terms of serving rich, nutritious food to people of all faiths. Other festivals include the 'World Sweet Festival' and 'Bonalu' (festival celebrating food & womanhood) An estimated 12% (~300,000) of the city's working population is directly or indirectly employed by this sector (working both formally and informally.) Conferences such as the 'International Spice Conference', have also been conducted in the past.

In light of promoting the city's culinary heritage and upholding the spirit of UCCN the plan of action is rolled out is as follows:-1. Constitution of the core committee and a dedicated Project Management Unit for execution of the project. Initiative owner would be earmarked for all initiatives to provide the leadership support.2. Milestones and timelines would be formulated to ensure time bound implementation of the plan of action.3. Public consultations would be instituted to finalize the design nuances and implementation plan.4. Execution of the action plan with support from all key stakeholders will be ensured.5. Regular review meeting in order to track progress for all initiatives will be conducted.6. Meeting with other CCN cities to foster stronger partnerships at an international platform.

Goals:-

As part of its agenda the city plans on 1)preserving historical flavours, 2)proposing adaptive re-use of urban designs, 3)re-affirming commitment towards eliminating poverty & hunger locally and globally as well as 4)establishing Hyderabad as an international culinary hub, bringing together cuisines and chefs from across the world.