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LOCAL SOURCING FOR SUSTAINING FOOD CONSUMPTION: A CASE OF NORTH 24 PARGANAS

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ABSTRACT

Local sourcing is beneficial in terms of initiating sustainable food consumption in the places like North 24 parganas. Tourism is effective means for sharing the information among the people including the ones coming from other cultures. Evidence of this lies in sustainable farming, which yields a greater number of plant-based proteins, which the people are to consume.

***Key words**:* Local, sourcing, sustainability, food, consumption, North 24 parganas

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INTRODUCTION

Local sourcing of ingredients for food production evokes sustainability. This is beneficial for sustaining the resources for future generation. Involvement of local farmers in the process, enhances their standards of living. They feel that they are also a part of the social processes. But government favours the influentials in terms of offering the services. This evokes inequities in distribution of wealth and property. Parents teach children to value the farmers who toil hard to produce their foods, and not aste them. But now, in the modern times, people have been exposed to foods which are prepared from ingredients collected from the market. This snatched away the daily source of living for the farmers.

DISCUSSION

Mukherjee, P., Das, S., & Mazumdar, A. (2024) Sustainable agricultural practices are followed by the people for growing crops. As a result of this, food products get a smaller number of wastes. This affirms sustainability, which is necessary for protecting the ecological biodiversity. But western basin of North 24 parganas is the best example for sustainability for the food consumption. Local sourcing is good for the food production, which ensures health of the people.
Bhowmick, U., Majhi, P., & Goswami, S. (2024) Sustainable farming practices is included within the strategy, which government introduced in north 24 parganas. The output generated is yielded through direct sales to the customers. This distribution is effective for inculcating good fooding habits among the customers. Parents themselves are exoected to practice sustainable food consumption, and teach the children the same, so that they do not waste food, and eat the quantity, which they are expected to.
When people go on vacations, they tend to experiment new dishes, of the other cultures. In this context, this initiates from tourism, where promotion is done for the local sourcing of ingredients, which is used for preparing the foods. This type of sourcing yields sustainable consumption, which is needed for leading effective lifestyles.

CONCLUSION

Government intends to promote sustainable food consumption, which people should know. Tourism is one of the sources which consists this information. People are made aware of local sourcing, which is done for enhancing the live of farmers.

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