

FOOD LOSS & WASTE DIGEST

Inspiring collaborative action in India | Vol.3



Welcome to the Food Loss & Waste Digest!

India's movement to reduce food loss and food waste (FLFW) is gaining depth — driven by local innovation, public campaigns, and cross-sector partnerships. [The Friends of Champions 12.3 India network](#), now 30 members strong, continues to mobilize action by engaging deeply with diverse stakeholders to reduce FLFW in India. The Network members are spearheading this transformation in the way food is handled, stored, and consumed, through behaviour change communication, decentralized composting, tech-led farm solutions, integrated storage solutions, and more. The recently launched five-part webinar series, [Food Forward 2025: Innovations and Actions to Reduce Food Loss and Waste in India](#), further focuses on broadening this engagement with diverse audiences, and bringing a greater depth and perspective to the national conversation on food loss and waste. Check out this issue for these exciting initiatives on FLFW reduction across India!

What's inside this issue?

- Featured Stories
- Action from the Friends of Champions 12.3 India Network
- Useful Resources
- Creative Corner

P.S. We'd love to hear your thoughts and ideas on this digest, please write to us at anar.bhatt@wri.org.

FEATURED STORIES

City-level Awareness Campaigns on Food Waste in Pune and Indore by Purpose

Purpose, with support from WRI India and municipal corporations of Indore and Pune, implemented a short-term awareness campaign called the [Waste Nahi Re](#) (known as [Waste Nako Re](#) in Marathi) to influence household level consumer behavior. Using humour and relatable storytelling, the campaign deployed three key interventions both online and in-person:

- #FridgeCheckKaro to expose forgotten fridge items
- Dinner with Strangers to highlight over-ordering in restaurants
- Rethink Kitchen, a masterclass with chefs to promote creative reuse of leftovers



The pilot led to 81% of participants pledging to adopt mindful consumption habits after partaking in 'Dinner with Strangers'. The initiative focused on making food waste visible and motivate actors to reduce it across buying, storing and consumption at the household level. Insights from the pilot will be used to inform larger-scale communication strategies for community-driven food waste reduction. Photo credit: Purpose

A Commitment to Zero Food Waste in Pune by SWaCH

[SWaCH](#) waste pickers recently partnered with Yashada Pune, the Maharashtra Government's training academy, to implement 11 decentralized wet waste solutions including vermicomposting, bin composting, and biomethanation across the Yashada campus. These systems process 145 kg of daily organic waste from two canteens, generating biogas and compost while cutting over 200 tons of carbon emissions annually. The generated biogas is reused in the kitchen, while the compost is used in the gardens. The initiative highlights waste pickers' critical role in reducing landfill burden, enhancing dignified livelihoods, and offering a scalable, community-led model for decentralized waste management across Maharashtra.

Photo credit: SWaCh Pune



Pioneering Solutions to Reduce Postharvest Losses, A Case Study by Arya.Ag

[Arya.Ag](#), in partnership with Assam State Warehousing Corporation (ASWC), Assam Agribusiness and Rural Transformation Project (APART), and the World Bank, piloted Warehouse Receipt Financing (WRF) in Sonitpur District, Assam, to reduce post-harvest losses and improve farmer incomes. Over 90% of the district's population depend on agriculture, but using traditional 'Bhoral' storage led to 15–20% crop loss after harvest. Arya.Ag enabled 1,200 million tonnes of paddy and maize storage, issuing ₹1.7 crore (approximately 200,000 USD) in WRF. Working with farmer producer corporations and 21 Community Value Resource Persons, Arya.Ag trained farmers in scientific storage and finance, reducing losses to under 1% across three seasons and improving farmer incomes by 10-15%, offering a replicable model for strengthening postharvest value chains. Photo credit: Arya.Ag



ACTION FROM THE FRIENDS OF CHAMPIONS 12.3 INDIA NETWORK



WRI India launched Food Forward 2025: Innovations and Actions to Reduce Food Loss and Waste in India; the first session [Scaling Innovations in Post-Harvest Management: Reducing Losses from Farm to Plate](#) highlighted scalable tech-driven solutions and dive into the role of catalytic finance in driving these innovations to the last mile with practical insights from experts.

WRI India in collaboration with The Environmental Planning & Coordination Organisation (EPCO), Government of Madhya Pradesh organized dialogues on City-level Strategies to Reduce Food Loss and Food Waste in [Bhopal](#), [Jabalpur](#), [Gwalior](#) and [Indore](#). These series of workshop explored key challenges, share best practices, and co-create actionable solutions towards reducing FLFW in the cities. The Indore workshop also saw the launch of the 'Sustainable Parisar Challenge' toolkit by the Indore Municipal Corporation, offering practical steps for bulk waste generators and Resident Welfare Associations to maintain clean, sustainable premises. Photo credit: WRI India



Samunnati Foundation and BAIF Development Research Foundation in collaboration with WRI India recently [completed training over 3500 farmers](#) on reducing post-harvest losses across orange, tomato, and onion value chains in Madhya Pradesh and Maharashtra. Photo credit: Samunnati

FRIENDS OF
CHAMPIONS 12.3
INDIA

Click here to learn more and join the
FRIENDS OF CHAMPIONS 12.3 INDIA NETWORK

USEFUL RESOURCES



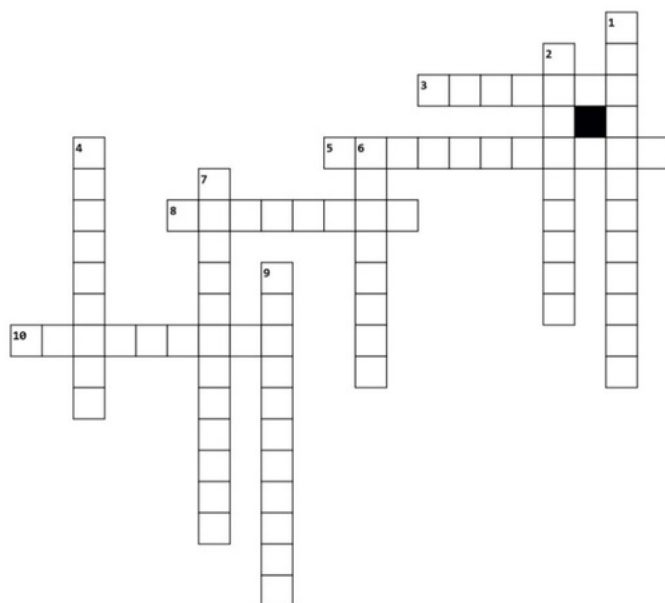
- [Supermarkets have the potential to reduce food loss in India](#) by [Shweta Lamba](#), Program Manager, Food, Land and Water, WRI India
- Food Forward 2025: Scaling Innovations in Post-Harvest Management: Reducing Losses from Farm to Plate, [watch the full video of the webinar](#).
- Food Forward 2025: Food Waste: Circular Models Transforming Surplus Food into Social and Business Value, [watch the full video of the webinar](#).

UPCOMING EVENTS

- Food Forward 2025: Innovations and Actions to Reduce Food Loss and Waste in India - Session 3: Food and Climate: Exploring Potential Climate Wins by Reducing Food Loss & Waste | 6 August 2025, 2 PM - 3:15 PM IST | [Register here](#) to join online.
(Hybrid, organized as part of the RESET 2025: Dialogues to Reduce Food Loss and Waste in India)
- [Reset: Dialogues to Reduce Food Loss and Waste in India 2025](#) | In-Person, New Delhi | 5-6 August 2025
- [Connect Karo 2025](#) | In-person, New Delhi | 2 - 3 September 2025

CREATIVE CORNER

Food Loss & Waste Crossword: Click the puzzle to play



Across

- 3. Primary stakeholders in reducing food loss
- 5. Main sector contributing to food loss in India
- 8. Government initiatives to tackle food waste
- 10. Key to reducing food waste among consumers

Down

- 1. Stage where food is often wasted during transportation
- 2. Another term for food that is discarded
- 4. Infrastructure used for temperature-sensitive storage
- 6. Practice of collecting leftover crops from fields
- 7. Goal impacted by food waste and loss
- 9. Stage where major food loss occurs

1. Distribution, 2. Leftovers, 3. Farmers, 4. Cold Chain, 5. Agriculture, 6. Cleaning, 7. Food Security, 8. Policies, 9. Post Harvest, 10. Awareness

Learn more about WRI India's work on food loss and food waste [here](#).



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