

Hunger kills more people in India every year than AIDS, malaria and tuberculosis combined. It's shocking and sad to know that hunger is the leading cause of deaths in our country.

At the same time, did you know that **40% of food goes waste** in India and is enough to feed one third of the poor.

Can you connect the dots? Does it ring a bell? What we call food wastage is food security for others.

Feeding India is a not-for-profit social enterprise which aims to connect two major social problems today: Hunger and Food waste as solutions for each other. We tackle these by channelizing excess food from individuals, weddings, restaurants, corporate offices to the people who really need it and have no means or access food. Our belief is that we do not need to create new food to feed the less privileged, but to simply direct the extra food which is already created. We also tackle the problem at its roots, where we encourage people not to waste food at all.

FEEDING INDIA MISSION

EVERY OUNCE OF **EXCESS EDIBLE FOOD** IS
DIRECTED TOWARDS **ENDING HUNGER**

Humble Beginnings

It all started when Ankit Kawatra, the founder of Feeding India attended a grand wedding where there were 10,000 people invited and 35+ cuisines. He wondered what would happen to so much food and decided to stay back. Ankit witnessed heaps of excess food being sent straight to the bin which could have fed 5000+ people just that night. **At 23, he quit his well-paying job and a growing career at an MNC to do something which he felt is more important- making India a hunger and food-waste free nation.** Ankit is one of those people who wants to create a difference in the world.

Our Heroes

The initiative is headed by a core team of working professionals who come from different backgrounds like consulting, marketing, e-commerce, etc. Starting with a team of 5 in August 2014, we now have a network of more than 2000+ volunteers in 25+ cities who have joined this growing movement. In a short span of time, we have served close to 7,50,000+ people.

Every time one of our volunteers completes a cycle of picking up excess food and donating it to the hungry, **we call them a 'Hunger hero'.** We feel these people have done something for our society which is no less than what Batman did for Gotham city or Superman for Metropolis. It is easy to continue life as it is, but only a true hero takes out the time to help the ones in need.



Our Impact

We create a much needed four-fold impact on the society. Feeding India ensures more equitable distribution of food (economic), enable wholesome meals to the hungry (nutritional), provide access to nutritious food to the needy who can then devote more time to income generating activities creating socially stable households (social) and channelize the excess resources to be put to better use reducing the carbon footprint (environmental). We donate food to those who cannot access it themselves, namely- children, elderly, specially abled, and homeless



Society

We believe in Right to food



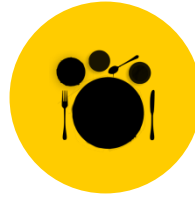
Environment

We feed mouths, not trash bins



Economy

We enable people to earn their livelihood



Nutrition

We provide wholesome meals



Humanity

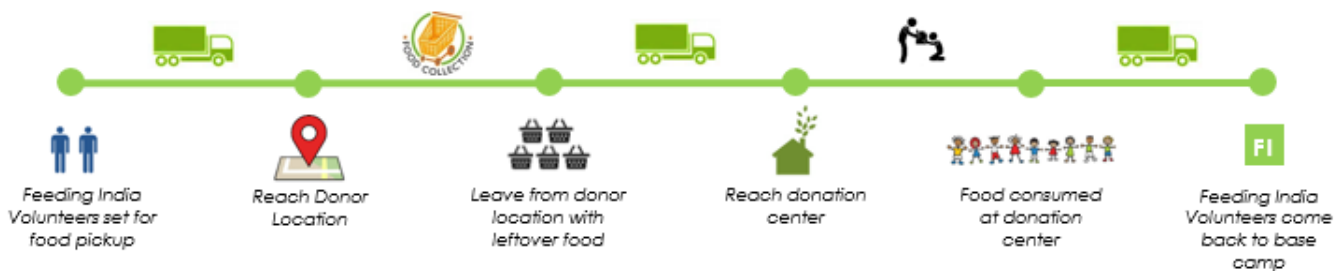
We care

Highlights of our Journey

- On World Food Day 2015, Feeding India, as a gift to the country, launched India's first mobile application for individual food donation requests.
- National presence in 20+ cities- Feeding India has a network of 1500+ hunger heroes from all walks of life- school students, college students, professionals, housewives, businessmen, retired army officers.
- Feeding India garnered the support of the food community- celebrity chefs, bloggers, restaurateurs and were able to spread awareness on the cause by various campaigns like Save my Love and Chhoti si Aasha
- Launched a fundraising campaign for a 'Magic Truck' which runs 24x7, 365 days. The truck will serve 30,000+ meals monthly

How it works:

Food donors such as- Corporates, Restaurants, Caterers, Event planners, Canteens, Households and individuals contact Feeding India to channelize their excess food in the best manner. They get in touch with us via our 24/7 helpline number (+91 98711788100) or our mobile application.



Feeding India donates the food to the nearest donation center, taking care of the collection, transportation, handling, donation and quality. We distribute food to people who really need it and have no means to earn or access food. Example- kids, elderly, specially abled, homeless etc.

Why Feeding India?

India is a country where everyone loves food and it is a vital part of everyone's life. The issue at hand- of food waste and hunger, it does not just affect the poor section of the society, or not only just the middle or upper class. The Food is something which touches everyone's lives. There are functions and events every day and people don't have a way to donate the leftover food from their party. This leftover food could feed thousands, and it deserves to feed mouths, not trash bins.

More than anything, it is just upsetting to see huge quantities of food being thrown the in sewers or garbage bins. It is even more of a concern when you know that at the same time there are people sleeping hungry, people who haven't seen food since days. So who will take this extra food from various sources and donate it to people who really need it? There was an urgent need for some organization to bridge this gap. This is why Feeding India was born.

We're trying to bring about a change, a change that needs to be sustained with participation from people like you, to ensure that we have an impact on these problems.

"Feeding India is a social revolution. A revolution that's finally arrived. A movement that has come about to solve nothing out of the blue, nothing completely unheard of, but something we

all see and have now come to accept, every day. Join the force; be a part of this wave, for this will take this country by a storm."

Justice will be served, and served hot... in plates

Please feel free to visit our [Facebook page](#)/[Website](#)/[Blog](#).

National Presence

1+ Year

20+ Cities

1,500+ Hunger Heroes

6,50,000+ People Fed



Popular Chefs Supporting The Movement



Chef Manjit Gill
President of Indian Culinary
Association and Corporate Chef
at ITC Hotels



**Chef Pankaj
Bhadouria**
Masterchef India



Chef Jolly
Ab Har Koi Chef



Chef Ranveer Brar
Chef at NDTV Good Times and
Zee Khana Khazana



**Chef Shailendra
Kekade**
'Style Chef' at Food
Food



Chef Vineet Bhatia
Michelin Chef



Chef Ajay Chopra
Chef at NDTV Good
Times and Food Food



Chef Saransh Goila
Chef at Food Food



Chef Shipra Khanna
MasterChef India - Season
3



**Chef Ripu Daman
Handa**
MasterChef India -
Season 2 Winner



**Chef Manjunath
Mural**
Director Cuisine of The
Song of India Group



Chef Ritu Dalmia
Co-owner of Diva restaurants



Chef Manjunath Mural
Director Cuisine of The Song
of India Group



Chef Shailendra Kekade
'Style Chef' at Food Food



Chef Manish Mehrotra
Corporate chef at the Indian Accent

A few Events:

Save my Love

50+ Celebrity Chefs came together to talk about the importance of food in their lives, urging their followers and colleagues to not waste it. The campaign encouraged nominated chefs to be filmed talking about their love for food and then nominating other chefs to do the same. The campaign is called "Save My Love" as the precious thing Chefs 'Love' is food, and through this campaign they urged their fans and followers to not waste it.



Chhoti si Aasha:

The idea was to fulfill the wishes of some special children on a very special day - Children's Day. The kids were secretly asked to wish for any dish that they have always wanted to have, or have only seen others having it, but could never afford to have them. As a surprise, celebrity chefs came in surprising the kids with these dishes which were also prepared by the chefs themselves.

Video: <https://www.youtube.com/watch?v=JQR4GUJRM>



Feeding India Food Week

Along with the social media awareness initiative, on 16th October, 2015, Feeding India Hunger Heroes invited people all across India, to step out and donate a meal, to any person in need, at any time, and at any place.

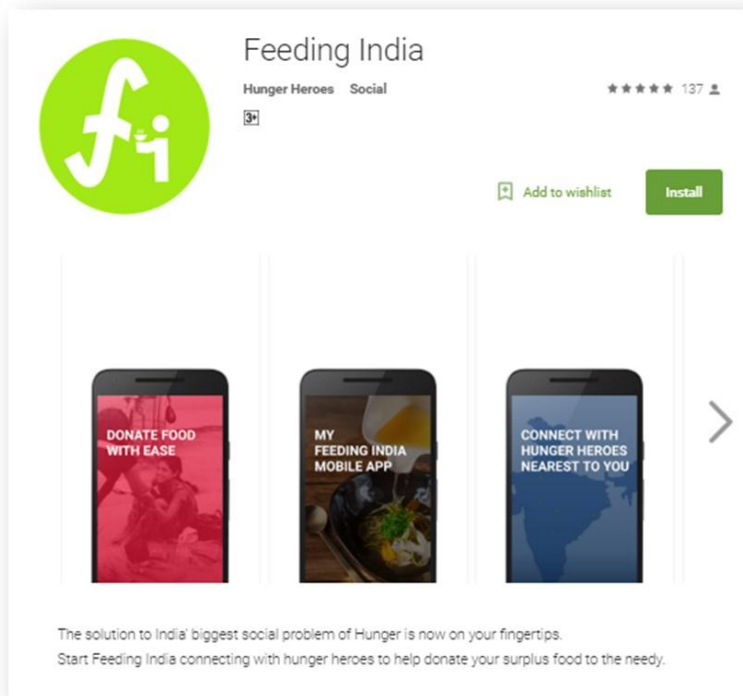
1,45,000 meals were served in one week making sure that the needy and deprived people around us do not go to bed hungry. The campaign also aimed at spreading awareness among masses to not waste food and donate whenever they have any excess.



Technologically Driven

'Feeding India' Mobile Application for individual food donation requests

Launched as a gift to the country on the
World Food Day, 16 October 2015



1st such Mobile App in India

Multiple food donation requests
processed nationally in a single
day, thus making food donations:

- Accessible
- Simple
- Hassle Free
- Safe
- Transparent

Web App for Corporate Partners Soon:

Making food donations technologically
driven for corporates. This will help a
corporate partner to:

- Make donation requests through web
platforms
- Download Impact reports at ease
- Give instant Feedback
- Connect with other responsible
corporates

In the Press

Business Standard

dna

TheBetterIndia
Positive News. *Happy Stories*. Unsung Heroes.

**TIMES
NOW**

**NEWS
WORLD
INDIA**

**The Indian
EXPRESS**
JOURNALISM OF COURAGE

CNC

indiatoday

THE FINANCIAL EXPRESS

THE TIMES OF INDIA
Powered by IndiaTimes



indiatimes

TIMES NOW

Business Standard

OFFICE CHAI

INDIA TODAY

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DECCAN HERALD

live mint

Tehelka

Pune Mirror

YOUR STORY | INSPIRE
INNOVATE
IGNITE



Mintified

NEWS 2
K W T V

**YOUTH
KI
AWAAZ**



UNIVERSITY EXPRESS **DU beat**
An Independent Student Newspaper

FOOD THROWN AT PARTIES IS ENOUGH TO FEED DELHI'S HOMELESS FOR A DAY

The amount of food wasted at weddings, corporate events and house parties in a day in Delhi is enough to feed street dwellers across the capital, reveal groups that collect and distribute leftovers to the needy



WHAT DELHI IS WASTING: NO ONE WANTS TO EAT INDIAN FOOD?



It is a tragedy that the amount of food thrown away at parties in Delhi is enough to feed the city's homeless for a day. The amount of food thrown away at parties in Delhi is enough to feed the city's homeless for a day. The amount of food thrown away at parties in Delhi is enough to feed the city's homeless for a day.

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RJ Jassi
@RJ_Jassi

What we call food wastage is food security for others. Make the change happen! Be a hunger hero. Call @feeding_india before you book a party

8/23/15, 6:47 PM

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India's #1 Language Portal

NEWS 2
K W T V



Invited to play Deal or No Deal

2.2k Facebook Twitter Email



"The Bhandal De Aikhetar", or World Food Day as it is called in English has become a reason to celebrate together.

92.7 BIG FM
SUNO SUNAO, LIFE BANAQ!

THE LOGICAL INDIAN