

#BeAHungerHero

Global Movement towards Zero Hunger

Hosted by Feeding India - Hunger Heroes

ACTION KIT
for Chefs



Contents:

1. About the #BeAHungerHero Movement
2. Take Action
3. About Feeding India

About the #BeAHungerHero Movement

No matter..

WHO you are... WHERE you live... WHAT you do...

You can take ACTION against hunger by simply donating a meal to someone in need.

#BeAHungerHero is a global movement organized by [Feeding India](#), a not-for-profit aimed at achieving Zero Hunger.

It is an effort to raise awareness and take action towards the cause of hunger and food wastage, in a world where more than 795 million people are hungry and 40% of all food produced annually is wasted.

The #BeAHungerHero movement is **continuing a tradition started in 1979**, where people honor the fundamental right of 'access to food', celebrating the days around World Food Day together. The main motive behind the event is to make sure that no deprived person sleeps hungry. *True, we can't feed a hundred people but at least the ones we see around us.*

Each And Everyone Can Participate. Let's Leave No One.

People from all countries around the world, irrespective of their age, religion, gender, caste, etc. are invited to participate by donating food to people in need wherever they are, whenever they want (during the event dates) to whoever they feel is in need. Donate during any or as many of the 10 days of the #BeAHungerHero event and become a part of a global movement against Hunger.

The event **kicks off on 10th October**, exactly a week before the World Food Day, and ends on 20th, which is also marked as International Chefs Day.

Take Action

Hunger kills more people than AIDS, Malaria and tuberculosis combined. We can change this - **You can take an Action** by being a part of the movement and taking a step towards achieving Zero Hunger. Taking action towards will also have a profound impact on other social problems like Education, Sanitation, Literacy, women empowerment, etc. Reach out to us at contact@feedingindia.org in case you have any questions or concerns.

1. **Donate Food and share pictures to encourage everyone. See sample picture below.**
 - Cook and take along a dish, (could be your favorite dish) and donate it to any person you think is in need within the vicinity of your Restaurant/Hotel (underprivileged child or elderly).
 - Take a picture or shoot a video of yourself with the beneficiary / donating food and share it on your Social Media accounts, to inspire all your followers to practice the same.
 - **IMPORTANT** : Tag #BeAHungerHero and #ZeroHunger in your posts. Feeding India will be tracking these and will share your posts on it's social media handles and partner organizations to honor your participation.
 - Remember this is a global movement, so chefs from all around the world will be participating.
 - Finally, feel free to improvise and do what you like.

Quick Links :

[Event Web Page](#) | [Event Facebook Page](#) | [Feeding India Website](#) | [Facebook](#) | [Write to us](#)



2. Take a Quick Social Video

Take a video of yourself with one of your favorite dishes, telling people why you love it and why you would never like to see people waste it. End by pledging your support for the Global Movement #BeAHungerHero and urge others to follow suit. (please see sample script of video below for your ready help)

1. Chefs / cooks from around the world are participating.
2. Feeding India will boost / honor your efforts by sharing your video on the Feeding India social media handles and on partner websites with the world.

Sample Script for your video:

1. *optional (but is a great engaging way to start)* - Video starts with you finishing / icing a dish, dessert, anything you are particularly fond of and like very much. It's better if the food dish happens to be your favorite dish.
2. Once the dressing / icing is completed, you can raise the final dish/plate in your hand or point towards it, and say – 'This is xyz dish. I added (ingredients to this to make it taste better). ".... I love it because of it's buttery smooth sauce (....the things you like the most about the dish.).
3. And I would never like to see this being thrown into the bin, especially, since I made this with so much love. I want to take this opportunity to urge all of you, to not waste food. In case you have any extra - donate it to someone who needs it, don't throw it away. There are millions who would love to have it. Remember, just like I prepared this dish, someone prepares it for you, with love. I am a Feeding India Hunger Hero and I want you to #BeAHungerHero too.
4. Let's make an effort to make India Hunger Free. See you soon!

3. Donate and help raise funds

Make a difference by donating money for the cause and help feed meals. You can set a target fundraising amount for your organization and encourage employees to donate towards it. The cost of one nutritious meal is Rs. 7. It costs Rs. 5110 (Indian rupee) to feed a child for one year. You can donate any amount, each and every contribution matters. [Donate here](#) to serve nutritious meals to people in need. In case you have any question or want more details on how to go about this, email us here: contact@feedingindia.org

4. Talk about the Global Goals

Learn about the [17 Sustainable Development Goals](#) that will make our planet better and your role in

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helping in achieving them. Share your learnings with your friends, family, etc. and spread awareness through social media.

**THE TARGET FOR THIS YEARS EVENT IS 1 MILLION MEALS.
YOUR CONTRIBUTION IS GOING TO MATTER.**

About Feeding India

The event is organized by Feeding India. Feeding India is a not for profit continuing a tradition started in 1979, where people honor the fundamental right of 'access to food', celebrating the days around World Food Day together. The event is also Feeding India's commitment towards the UN Sustainable Development Goals. Recently, Ankit Kawatra founder of Feeding India was selected as 1 of 17 Young Leaders for Sustainable Development Goals supported by the United Nations.

Let us all come together this World Food week, and proudly- “#BeAHungerHero”

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