

# #BeAHungerHero

Global Movement towards Zero Hunger

Hosted by Feeding India - Hunger Heroes

**ACTION KIT**  
**for Restaurants**



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## 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](mailto:contact@feedingindia.org) in case you have any questions or concerns.

### 1. Donate Food

There is nothing better than the satisfaction of seeing the smile person in need.

1. Cook and donate meals for a specific no. of people. These could be underprivileged children, elderly or women.  
OR;
2. Make a pledge to not waste by partnering with Feeding India and donating all edible-excess food from your kitchens, not just during these 10 days but even in the long run.

[Register here if you plan to donate food](#) and stay up to date with event happenings. To know more about how to donate food: Download your Food Donation guide [here](#).

### 2. Participate and Encourage Participation:

1. Donate food, feed people in need, 'Be A Hunger Hero' and also encourage others to be one.

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## Quick Links :

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

2. You can put up our customized World Food Day, Restaurant Stickers or Be A Hunger Hero posters in your restaurant or on your Social Media profiles and motivate your fellow restaurateurs and customers to become a part of this noble deed
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](mailto:contact@feedingindia.org)
4. **Spread awareness:** Put Feeding India posters in and around your campus premises. Encouraging people to take action will help ensure more people take action against social problems and signifies good social responsibility and leadership of the student initiating. In case you donate food, share your pictures or videos on the event page and support them with Hashtags #BeAHungerHero and #ZeroHunger. Your hashtags will be a part of the final count of people who supported this global movement.
5. **Talk about the Global Goals**  
Learn about the [17 Sustainable Development Goals](#) that will make our planet better and your role in 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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