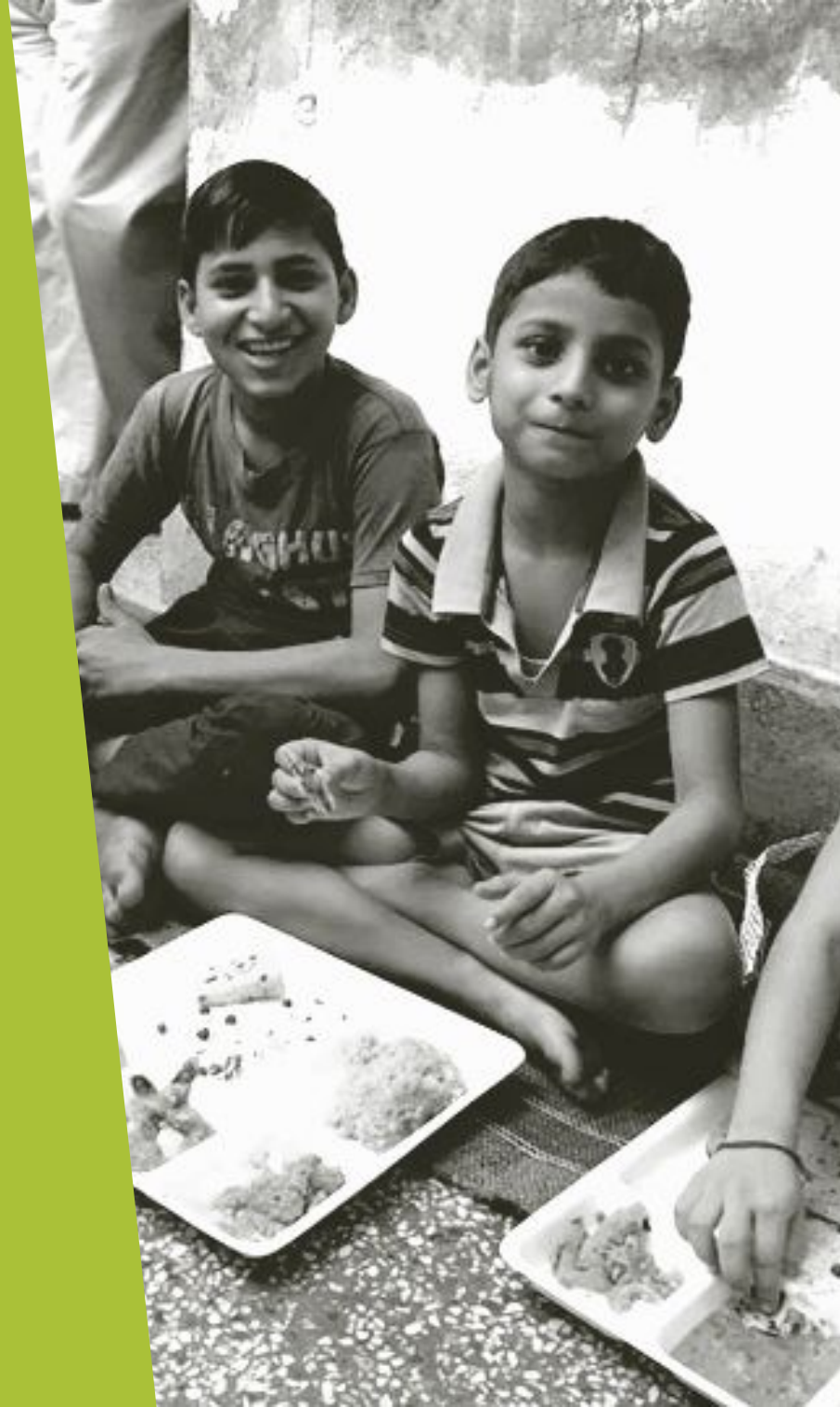


# **zomato** **Feeding**India

Mitigating hunger by solving  
for food wastage.

15th November 2019



# Overview

Zomato Feeding India, is the India chapter of Zomato Feeding Foundation which is a not-for-profit aiming to mitigate hunger by solving for food wastage. Our work begins in India - a country that is home to the largest number of people who don't have access to a daily meal.

Zomato Feeding India operates with a large volunteer network, which picks up food from individuals, restaurants, corporate offices, large cafeterias and events, and distributes them to beneficiaries in need. Our programs and processes help rescue and reroute fresh consumable food, which would otherwise get wasted, to those in need of regular access to food.

Our beneficiaries include and are not limited to - children, women, the elderly, specially-abled and migrant labourers. So far we have served 33+ million meals to people in need.

## Zomato Feeding India currently runs 5 programs:



**Magic Wheels** Magic Wheels are 24x7 running vehicles which contain temperature controlled insulation boxes. They follow a standard operating process to check for quality of food before collecting the food, and also at the time of donating food to beneficiaries.



**Happy Fridge** is our community intervention to reach the moving labour populus. These fridges are installed in residential complexes and public spaces where residents/ locals can keep fresh food or fruits, which people in need can access with dignity. Each fridge serves ~1500 meals per month.



**Hunger Heroes**, our volunteering program, engages with compassionate citizens driving change within their communities. The program enables citizens to make a social change at an individual level, while encouraging others to not only address but take affirmative action toward the cause.



**Poshan To Paathshala** focuses on building reliable and early access to nutrition for children, by serving school meals as an incentive for education - especially in non-government and slum schools.



**Emergency Relief System** provides food packets to serve a family of four along with necessary relief material. Additionally our volunteers provide on-ground rehabilitation support as a part of the relief work.

## Country Profile



**Cities**

**100+**



**Catering Partners**

*Caterers donating food (including Educational institutes, hostels & PGs)*

**87**



**Corporate Partners**

*Corporates helping in outreach, donations and through surplus food*

**48**



**Volunteers**

**24,500+**



**Hotel and Restaurant Partners**

*Hotels and restaurants donating surplus food*

**49**



**Meals Served**

*Total number of meals served till date*

**33M+**

# Our Performance

Zomato Feeding India has accelerated on many fronts in 2019. This year - the number of meals we serve per month has increased from 78,300 meals in January to over 1.6 million (16+ lakh) meals a month in October 2019 - that's 20x growth in 10 months.

- **Volunteer Growth** - from 8,500 volunteers in 54 cities in Jan '19 we now have 24,500+ volunteers in 100+ cities - that's 3X growth in our volunteer base.
- **Happy Fridges** in each community - from just two Happy Fridges (Community fridges) in January 2019 to 68 live fridges in October 2019. We also have vetted applications from over 170 people in the pipeline. To read more about Happy Fridges and how they work, please go [here](#).
- **Magic Wheels Collection** (our vans that collect and deliver food to hunger spots) - from nine Magic Wheels earlier this year to 83 in October 2019. To read more about how Magic Wheels work, please go [here](#).
- **Emergency Relief Funds** - this year, the team used INR 90+ lakh and has mobilised over 9 lakh meals, plus other relief materials - supporting ~12000 families across Odisha, Assam, Bihar, Punjab and Maharashtra.
- **Philanthropic Partners:** We now have over 200 food supply partners, up from 23 in January. Some of our partners include Elanpro, Accenture, 24\*7 Convenience Stores, IIT Bombay, Zolo Stays, Cargill Business Services, TFS Airport Lounges.

We work on the premise of the good Samaritan act for food; i.e we believe that the food is donated towards beneficiaries from a place of goodwill and pure intention and therefore release donors from all liability relating to the quality of the food being collected by us as a part of this program. We also ensure that the beneficiaries understand they have a right to refuse any food they do not think is fit for consumption by them.

# Program 1: Magic Wheels - our 24x7 dedicated food collection vans

Offering reliable collection and delivery of food at scale. These vans follow a standard operating process to maintain food safety regulations before collecting the food, and also at the time of donating the meals to our beneficiaries.

## Challenge Magic Wheels are addressing

- Direct liability on people for food quality is a deterrent for donors causing food wastage
- Food availability at off meal hours that needs to be transported over long distances
- Unavailability of refrigeration & effective packaging solution to extend shelf life of food

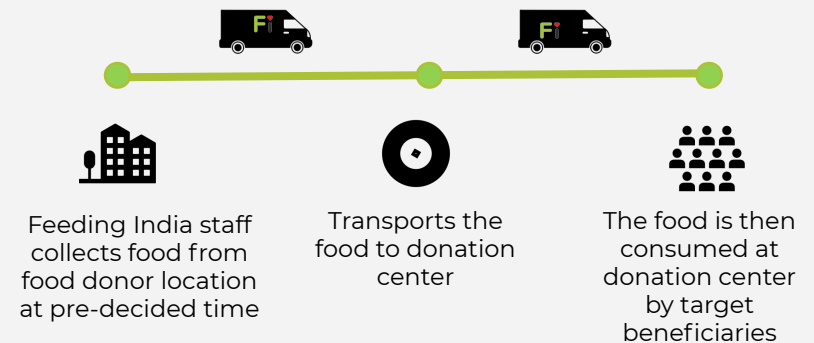
## How this works?

- Vans equipped with temperature controlled insulated boxes using gel pads to extend the shelf life of food collected at off meal hours
- Once partners agree to donate the food, Zomato Feeding India manages the collection, transportation, handling, donation and quality checks of the food
- We sign a liability release agreement to ensure that the donors are free from all responsibility of the quality of the food, once we have collected it

## Impact

- We currently have 83 Magic Wheels and 170 food supply partners for this program
- Delivered over 1.1 million (11 lakh+) meals through this channel to those in need, in October

## OPERATIONAL CHART



YouTube [Click here to the video](#)



# Program 2:

## Happy Fridge

Our community intervention to reach the moving labour populus. Through this program, we set up free community fridges in residential and commercial complexes.

### Challenge Happy Fridges are addressing

- **Provide** the moving blue collar labour populus access to food and nutrition, without hurting their dignity
- **Awareness about food wastage and hunger** at a community level
- Creating **supply chain infrastructure at a hyperlocal level**

### How it works?

- Good Samaritans leave food and fruits in the refrigerator and anyone in need can **immediately and anonymously access** this food, with dignity

### Impact

- Each fridge serves approximately 1,500 meals and saves upto 700 kg of carbon emissions every month
- We have installed 68 Happy Fridges across 25 cities serving approximately 90,000 meals

### Partners

- Elanpro



## Program 3:

# Hunger Heroes Program

Our volunteers are compassionate citizens driving change within their communities on the ground. We have over 24.5K volunteers, across 100+ cities in India, of which 5.6K were active in the last week of October.

The demographics of our volunteers spreads across college students, working professionals, homemakers, as well as those retired from service.

The program enables citizens to make a social change at an individual level while encouraging others. Our volunteers, a.k.a. Hunger Heroes also help us implement our various programs, and food collection and distribution drives in their city.

### Impact

- Our Hunger Heroes volunteer to pick-up and donate surplus food. They are also the powerhouse that initiate, monitor and assess impact of projects such as Magic Wheels and Happy Fridge among others on-ground
- As the first responders in any emergency relief effort, Hunger heroes have helped mobilize relief worth INR 2+ crores cumulative, in the last 5 years
- In the month of September our volunteers served over 3,19,000 meals to those in need within their communities.





# Program 4:

## Poshan To Paathshala

Focuses on building reliable and early access to nutrition for children, especially in non-government and slum schools - by serving school meals as an incentive for education.

### How It Works

- Zomato Feeding India adopts meals at a small scale school and motivates economically weak parents in the vicinity to send their children to school.
- We serve either of the two - a balanced meal consisting freshly prepared Sabzi, Daal, Roti and Rice or glass of milk with a nutritious cookie/bar

### Impact

- Beneficiaries include children aged 5 - 12 years who come from nearby slums to study, who would otherwise work at labor sites.
- In October we served over 13,000 meals through this program.

While a lot of food rescued through our Magic Wheels program is also routed to Hunger Spots which are non-government or slum schools, Poshan to Pathshala our meals as an incentive for education program, is still one of our smallest.

Funded by the Zomato Smile Project, November onwards we will provide mid-day meals to an additional 4630 children in Assam, for a whole year - through a partner NGO as a part of this program!



# Program 5:

## Emergency Relief System

In an occurrence of a natural calamity lives are disrupted and many people are forced to leave their homes often living without food, shelter and water. At such times, Zomato Feeding India launches ad hoc programs providing food, shelter, water and other basic amenities, to help those in need

### How It Works

- All the relief material is distributed on ground by Zomato Feeding India volunteers or through our partner agencies
- Each food relief packet contains rice, pulses, ingredients and vitamins, and can serve a family of four

### Impact

- This year the team has already spent INR 90,00,000+ and has mobilised over 9 lakh meals, plus other relief materials, supporting ~12000 families across Odisha, Assam, Bihar, Punjab and Maharashtra.
- We have also committed INR 53 lakh + to ActionAid, an agency working with marginalised communities in Odisha, to help provide relief support to 900+ FANI affected families of Gop, Delanga and Nimapada blocks of worst affected districts of Puri.

### Some of our previous work through this program

- Chennai Floods - December 2015
- Nepal Earthquake - April 2015
- Kashmir Floods - September 2014





# Who we serve

## OUR BENEFICIARIES

- **Children (0-12 years):** Children receiving balanced meals have increased attention-span and energy levels which are directed towards better studies and activities, a better future
- **Women:** Women need more nutritional support, especially during childbearing years and through their pregnancy
- **Elderly:** Zomato Feeding India identifies and provides rehabilitation to the abandoned senior citizens. This includes providing meals, medical facilities and other day to day necessities
- **Specially abled:** We provide balanced diet and nutritious meals to people who cannot access or earn food for themselves
- **Migrant workers:** They are riddled with the issues of inadequate housing; low-paid, insecure or hazardous work, and discrimination based on ethnicity. We provide them with meals so they can contribute better to their output and continue supporting their family. A well balanced meal also ensures that they stay away from susceptible diseases they are exposed to in unhealthy working conditions



# Partners and Supporters



World Food  
Programme  
wfp.org



QUEEN'S  
COMMONWEALTH  
TRUST

**zomato** **UBER**



**accenture**



**Gartner**



# Zomato Feeding India

Registered as Hunger Heroes  
Under Indian Society  
Registration Act, 1860



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