



zomato
feeding india

**GFBN - India Food
Banks summit**

Zomato Feeding India



**6
YEARS**



**185
CITIES**



**26,000
VOLUNTEERS**



**120 MILLION
MEALS SERVED**

**ZERO
Admin Fee**

OUR VALUES

- Mission First
- Frugality
- 100% Non-Profit
- 100% Transparency



THEORY OF CHANGE

We strive to ensure meal reliability so children can grow to become self sufficient individuals, thereby reducing the number of hungry people.

EXISTING PARTNERS

150+ COMPANIES | 1,00,000+ DONORS



Zomato Feeding India is a unique national platform for ending hunger

Our Aim
To support daily food for 150,000 children in need by March '21



THE PROBLEM

HUNGER CRIPPLES THE PRESENT AND FUTURE OF CHILDREN

1/4


Children Are Not Able To Reach Their Full Human Potential Due To Hunger




POOR STATE OF INDIAN CHILDREN

47 MILLION CHILDREN HUNGRY¹
They do not get access to proper meals on a regular basis.

 **21%** under-5 children are wasted

 **38%** under-5 children are stunted

 **58.4%** children aged 6-59 months have anaemia

INDIAN CHILDREN FROM LOW INCOME BACKGROUNDS IN URBAN AND PERI-URBAN CITIES ARE **HUNGRY, UNEDUCATED AND UNNOTICED**



MILLIONS OF CHILDREN ARE OUTSIDE THE GOVERNMENT SCHOOL SYSTEM AND MID DAY MEAL SCHEME, STUDYING IN NGO SCHOOLS



Children study in NGO schools without Govt aid



NGOs are unable to bear food expenses



This hinders child attendance and performance



This leads to parents pulling their children out of school

Feed the Daily Wager

An Unprecedented Challenge

The COVID-19 pandemic is the greatest global challenge the world has faced since World War II¹, “attacking societies at their core, claiming lives and people’s livelihoods”. Governments across the globe have been fighting tooth and nail to ensure that their social and economic systems are able to ride out this catastrophe, while protecting their citizens in the face of a critical health and hunger crisis.





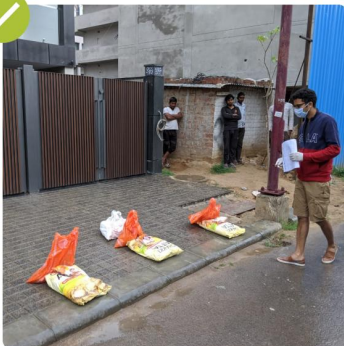




DO'S



- **Keep the kits on a chair** to avoid hand to hand distribution
- Make sure the person distributing the food has **masks and gloves on**



- **Ensure that 3ft distance** among people is maintained
- **Place the kits (3ft apart) on the ground** to avoid hand to hand touch
- **Encourage the beneficiaries** who collect food **to wear a mask**

DON'TS



- **Do not** distribute food without wearing a mask
- **Do not** attract a crowd of more than 5 people as some areas have Section 144 imposed
- **Do not** practise hand-to-hand food distribution



- **Do not** allow a person to stand too close to a beneficiary

REPORTING FROM NGO:

(Has to be taken on the same day of the drive)



City, drop off location/centre



Date & time of donation



Number of kits distributed



Complete list of beneficiaries that contains:

- Name of the head of the family / receiver
- Number of people per family
- Mobile number of the head of the family/ receiver. The audit team would be calling them for random checking/collecting stories.
- Kit given to that person.
Please mention Yes/No



Great to have

- NGOs to send the list of beneficiaries in advance with details like name of the receiver, phone number, head of family etc

TWEETS AND COVERAGE

Vir Das @hevrDas · Apr 10

This Saturday, doing the first of many stand-up gigs from home. All proceeds go towards feedingindia.org

We're selling limited tickets for now, so get it here: instamojo.com/WeirdassComedy...



12:10 PM · Apr 10, 2020 · Twitter Web App

13 Retweets · 83 Likes

Raveena Tandon @TandonRaveena · Mar 26

I just did. Help by donating "Feed the Daily Wager" by Zomato Feeding India (@FeedingIndia) provide food to daily wagers who lost their livelihood to COVID-19 lockdown. Click to donate - feedingindia.org/donate zomato.com/blog/feed-dai



18 Retweets · 78 Likes · 254 Likes

Vishnu Som @VishnuNDTV · Apr 18

Thank you @FeedingIndia @ZomatoIN for once again reaching out to Delhi's magicians, puppeteers, balancers and street performers with this food package, the second one you have delivered to Kathpalli Colony. Many families are relieved!



7 Retweets · 18 Likes · 122 Likes

Aarohan Nigam @nigam_aarohan · May 8

The United Foundation @TUFIndia · Apr 15

After reading an article on how Transgenderers in Byanarahalli area were struggling to make ends meet, TUF reached out and extended support by distributing 36 kits thanks to the ration kits sent by @FeedingIndia @ZomatoIN



Shaktar Rao IPS and 4 others

12 Retweets · 18 Likes

Meenakshi Lekhi @MLekhi · Apr 5

Our team of volunteers continue the distribution work in their areas. For others doing the same, remember, safety 1st. Thanks to @FeedingIndia @ChandanMendi @abhinavayyaru team, Anil Sharma Patel Nagar, Parth & Vineet from R K Puram for working day & night. Working together!



5 Retweets · 21 Likes · 215 Likes

ITC Master Chef @ITCMasterChef · Apr 9

We @ITCMasterChef & @FeedingIndia are providing support to fight hunger. Join us. Share a picture of your empty plate on Insta/FB with the hashtag #ShareThePlate & tag us. We'll fill your virtual plate to feed someone needy. instagram.com/itcmasterchef... facebook.com/ITCMasterChef...



4 Retweets · 29 Likes · 26 Likes

Comic Con India @ComicConIndia · Apr 8

#Unlockdown #Day12

Superheroes come in all shapes and forms. 🦸🏻 Donate to the official COVID19 relief funds for kids 🧒 and elderly 🧓.

Dream11 @Dream11 · Mar 30

Dream11, through the philanthropic arm, @TheDSFOfficial has pledged its support to "feed the daily wager" by partnering with @FeedingIndia & @angelxpressorg. These are testing times and we will do our best to lend as much support as we can.

Dream Sports Foundation @TheDSFOfficial · Mar 30

While #COVID-19 has put our regular lives on hold, we at DSF have joined hands with @FeedingIndia & @angelxpressorg to extend our support to 5000 families in need, across Mumbai. Our endeavours & prayers are with the nation. #StayHomeStaySafe



6 Retweets · 12 Likes · 70 Likes

TecnoMobileInd @TecnoMobileInd · Apr 15

For battle against #COVID19, we have partnered with Zomato Feeding India (@FeedingIndia) #FeedTheDailyWager initiative to support 20,000+ people across Delhi NCR with ration kits. We believe, hunger shouldn't come in the way of our fight against the pandemic. #TecnoFightsCOVID19



3 Retweets · 3 Likes · 10 Likes

KashibaAarey @KashibaAarey · Apr 22

Thanks to so many crowd funders and @FeedingIndia we have impacted the lives of over 5k Mumbai families and counting. We are grateful for what we have this #WorldEarthDay #COVIDlockdownfoodproject



1 Retweet · 1 Like · 7 Likes

Donations

The campaign raised funds from various sources that covers Corporates, Philanthropists, Individual (Direct Channel), Individual (Indirect Channel). A total of **₹ 32.5 Crores** was received during the campaign period (24th March 2020 - 31st July 2020).

Some of the key corporates and philanthropists who contributed to the campaign were Vedanta, RealMe, Nexus Malls, A.T.E. Chandra Foundation, among many others.

Source	Amount (in ₹)	% of Total
Individual (Direct Channel)*	21,35,08,880**	65.54%
Corporate	10,79,96,525	33.15%
Individual (Indirect Channel)***	42,43,423	1.31%
Total	32,57,48,829	100%

*Direct Channel is referred as donations received through Zomato/Feeding India Platform

**Amount after deduction of transaction fee and payment gateway charges.

***Indirect Channel is referred to as donations received through crowdsourcing platforms - Milaap and Mobikwik.

KEY PARTNERS

realme



Tupperware



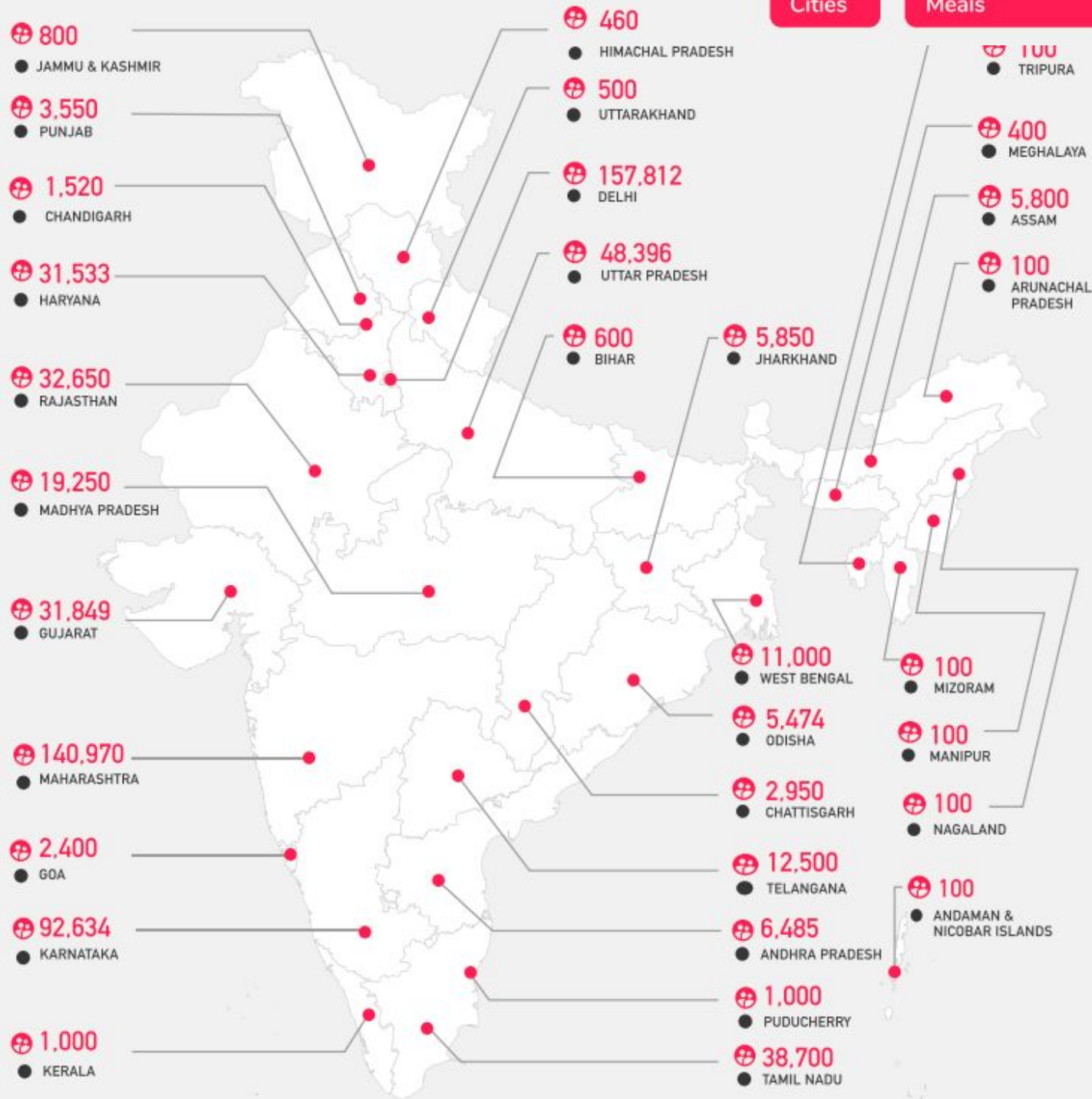
RATION KITS DISTRIBUTION MAP

181
Cities

78,667,465
Meals

749,033 kits*
Distributed

851 drives
Conducted



CONTENTS OF THE KIT

Flour (Rice/Wheat)

10kg

Pulses

2kg

The average cost of each kit was ₹500 and could last a family of 5 for an entire week.

*This map only includes the kits purchased. In-kind kits and cooked meals distributed are not mentioned in this map.



Feed the Daily Wager

700k kits | 181 cities



Meals for Migrants

1 million meals | 89 cities

Post-Covid

zomato feeding india

Registered as Hunger Heroes
Under Indian Society Registration Act, 1860



E-mail
partnerships@feedi.ng



Website
www.feedingindia.org

Our Social Media Channels

