



Donate Food

Theme: **Design for Crisis**
Rebuild and heal the world with design

06th Aug 2022, Hyderabad

Team



Name : **Abhinaya**

Title: Researcher

Role in the Project: Design & research



Name : **Guru**

Title: Designer

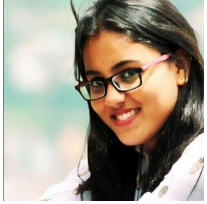
Role in the Project: Design & Research



Name : **Manaswini**

Title: Designer

Role in the Project: Design & Research



Name : **Payal**

Title: Designer

Role in the Project: Design & Research



Name : **Tejasree**

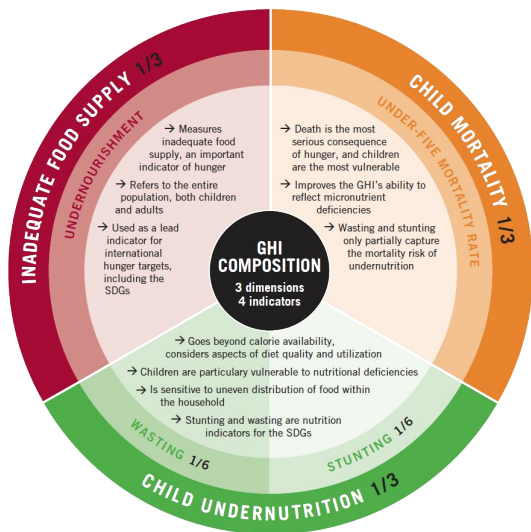
Title: Designer

Role in the Project: Design & Research

Problem Identified

PROBLEM DESCRIPTION

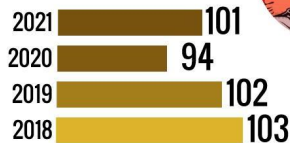
How might we aid the people who are facing food scarcity in India, in the face of crisis such as wars, inflation, poverty. Focus given how we could be delivered in a sanitized way / timely manner



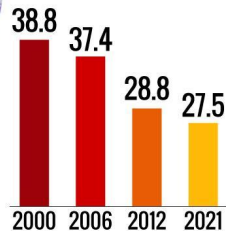
Global Hunger Index (GHI) 2021

GS SCORE
Datastory

India's rank in Global Hunger Index (GHI)



Trends in India's Global Hunger Index Score



India is ranked behind most of its neighbouring countries



Pakistan

92



Nepal

76



Sri Lanka

65



Bangladesh

76

Urgency/Importance

WHY IS IT AN URGENT PROBLEM?

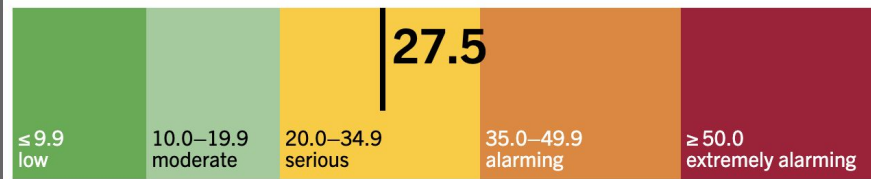
we can see that the GHI score is 27.5 which is serious.

Impact of dealing with this problem would be: reduction in malnutrition, reduce food wastage, reduce death due to starvation, achieve the Sustainable Development Goal for hunger.

India

In the 2021 Global Hunger Index, India ranks **101st** out of the [116 countries with sufficient data to calculate 2021 GHI scores](#). With a score of **27.5**, India has a level of hunger that is **serious**.

It is important to note that GHI scores, rankings, and indicator values are comparable only *within* each year's report, not *between* different years' reports, owing to revisions of the source data and methodology. [See Frequently Asked Questions](#)



Jaswinder Singh

PROFILE & DEMOGRAPHICS

Job Title: Daily Wage Worker

Gender: Male

Family and Social Setting: Underprivileged

Income: 12- 15k

Education: Dropped out in grade 5

FEELINGS

Don't have resources, prices rising during inflation, hunger affects other areas of life, angry, frustrated, sad.

Influence:

Economic divide, physical and mental health issues

GOALS & VALUES

1. To provide - sanitised, fresh food delivery
2. Food being transported to the needful in timely manner
3. Proper food stations in place for those in need
4. Get food providers to send the food to the needful
5. Accessibility, Availability of eatables to the target audience
6. Awareness of this solution
7. Maintenance of infrastructure

PAIN POINTS

Sanitary Issues

Transporting food to the needful

Avoid theft and vandalism

Motivation to continue doing it for the people supplying food

Explorations

SOLUTIONS & IDEAS

Reduce the hunger cravings - feed the hunger people

Reduce food waste - stop food wastage completely and make both hunger free and food waste free by feeding hungry people

Donate food - Be a donor to person in a need

Reaching to the right on right time -
Reaching on time to a right person would save a life

Lack of knowledge- when they want to donate they are not aware of where to donate



Final Solution & Innovation

1. Location are imprecise:

we decided to introduce the concept called Hunger spot. Hunger spots are the areas where the hungry and poor people live in the community. These spots can be slums, orphanages, shelter homes, homeless people in the streets etc.

2. Mixed Food:

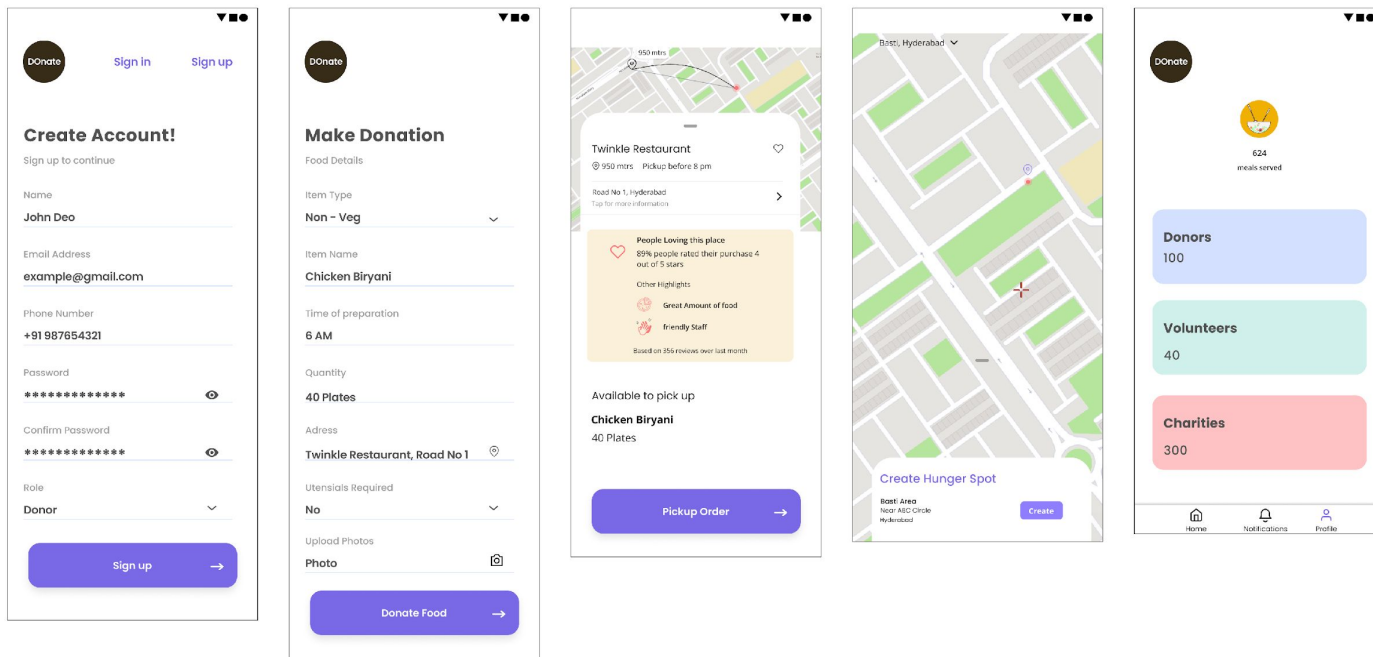
Need to provide food type : Veg or Non - Veg details

3. Expired Food:

Need to provide the food prepared time



User Experience



Design Process

DESIGN PROCESS FOLLOWED

1. Discover:

Find Team, Find Problem

2. Define:

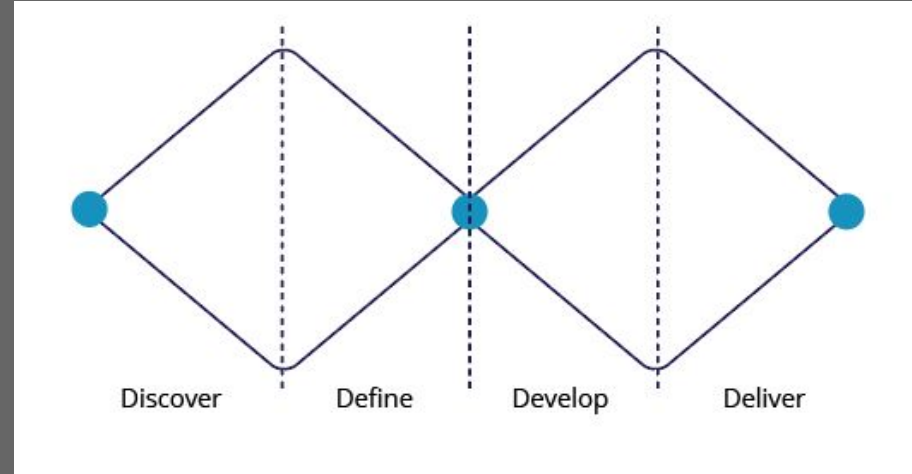
Understand Problem, Formulate Problem

3. Develop:

Ideate Solutions, Embody Solutions

4. Solution:

Decide on solution, Evaluate solution



Impact on the Society

IMPACT OF YOUR SOLUTION

The amount of food wastage is insane when there are around 2 million people left unfed. So, the problem is not the shortage but the huge gap that exists in the supply chain. This gap can be easily filled if everyone makes a little effort and actively participates in donating unused stuff and food.



Sustainability

HOW IS YOUR SOLUTION SUSTAINABLE?

The U.N.'s Intergovernmental Panel on Climate Change [IPCC] put out a report 18 months ago about food production and climate change, in which they found that about 8 to 10 percent of global anthropogenic emissions come from food waste. That is a sizable amount. There are lots of other places where we can reduce emissions, but it's going to be tricky because those emissions meet other needs; we need electricity, energy. Reducing food waste seems to be one of those areas that is a win-win situation. No one is benefiting when we throw food away. The production of food itself causes emissions, and when the food goes to the landfill, it's a huge emitter of methane. So that's not good on either end of it.

INDIA'S FOOD SYSTEM FACES SEVERE SUSTAINABILITY CHALLENGES



Despite its rising economic power, India is struggling to adequately feed its population.



The 2016 Food Sustainability Index scores India last out of 25 countries, largely because of challenges regarding nutrition and agricultural sustainability. The country's approach to food loss and waste is, however, more positive.

Nutrition continues to be the main challenge. India has a very high prevalence of undernourishment and micronutrient deficiency, for which it is placed at the bottom and second from the bottom, respectively (after Ethiopia).

Practicality & Business Viability

HOW CAN YOUR SOLUTION BE IMPLEMENTED AND SUCCESSFUL?

Describe briefly how your solution can be implemented effectively and efficiently.

It promotes a positive image of your business within the community

Many consumers are more loyal to brands that support a cause

You may qualify for a tax credit or other financial incentive

You are creating a better future for children

You can potentially make a HUGE dent in food waste



Thank you!

No one has ever become poor by giving
— Anne Frank