IDEATION PHASE – DOCUMENT 2:

DEFINE PROBLEM STATEMENT

Date	06 November 2025
Team ID	NM2025TMID08097
Project Name	To supply Leftover Food to Poor
Maximum Marks	4 Marks

Title: Problem Definition for " *FoodConnect – To Supply Leftover Food to Poor*"

1. Objective

The main objective of this document is to **clearly define the core problem**, its causes, effects, and the technical rationale behind developing a Salesforce-based solution.
This step focuses on transforming the abstract idea from brainstorming into a **structured problem statement** that drives the entire project.

2. Context and Background

Food wastage and hunger represent two sides of the same societal issue.
Every day, restaurants, hotels, and event organizers discard large quantities of edible food.
At the same time, millions of underprivileged people suffer from malnutrition and starvation.

According to the **Food and Agriculture Organization (FAO, 2023)**, approximately 40% of food in developing countries is lost before consumption.
In India, it is estimated that food worth over ₹ 90,000 crores is wasted annually, while over 190 million people go hungry daily.

The **current system** of food redistribution is largely **manual** — involving calls, text messages, and inconsistent coordination between donors, volunteers, and NGOs.

This causes:

- Delays in food pickup and delivery
- Spoilage of perishable food
- Lack of accountability and tracking

3. Problem Observation

During initial research and interviews with local NGOs, the following issues were identified:

1. **Manual Communication:** NGOs and donors rely on phone calls or social media to coordinate donations.
2. **Lack of Real-Time Tracking:** No proper method exists to track who collected, delivered, or received the food.
3. **Limited Data Transparency:** NGOs cannot generate accurate reports on how much food was distributed or how many people were fed.
4. **Volunteer Coordination Issues:** Difficult to assign and monitor tasks manually, leading to redundancy or confusion.

These observations underline the **need for a centralized digital solution** that can automate and streamline operations.

4. Core Problem Statement

“ There is no unified digital system to efficiently collect, track, and distribute surplus food from donors to the needy, resulting in large-scale wastage, delayed logistics, and lack of accountability.”

This problem can be addressed using a **cloud-based automation platform** that connects all stakeholders in real time, provides task management, and ensures transparent reporting.

5. Project Goals

To solve the above-stated problem, the *FoodConnect* project was designed with the following specific goals:

1. To minimize food wastage by connecting donors and NGOs on a unified digital platform.
2. To automate the food collection and distribution process using Salesforce Flows and Triggers.
3. To create a volunteer network with geolocation-based task assignment.
4. To provide real-time dashboards for transparency and impact measurement.

6. Scope and Constraints

In-Scope:

Real-time coordination between donors, volunteers, and NGOs

Task management through custom Salesforce objects

Reporting through dashboards and charts

Basic automation with Flow and Apex Trigger

Out-of-Scope:

Payment or monetary transactions

Advanced inventory or stock management

AI prediction of surplus food (future scope)

Constraints:

Internet dependency for accessing Salesforce

Limited technical literacy among NGO staff

Data synchronization delays in rural areas

7. Technical Relevance

Salesforce was chosen as the foundation for its **low-code platform** and **scalability**.

The project utilizes:

Custom Objects for data organization

Flows and Triggers for automation

Dashboard and Reports for visualization

Public Groups and Profiles for secure access

This ensures that the system is both **technically feasible and socially impactful**.

8. Success Criteria

The success of *FoodConnect* is measured using four key performance indicators (KPIs):

KPI	Measurement Goal	Method of Evaluation
Food Waste Reduction	30– 40% decrease in wastage	NGO reports & donor logs
Delivery Efficiency	< 1 hour from pickup to drop-off	Task and Execution Details
Volunteer Engagement	90% task acceptance	Volunteer object tracking
Transparency	100% traceability of donations	Dashboard metrics

9. Expected Impact

The system is expected to:

Improve operational efficiency of NGOs by 50%.

Reduce food spoilage during redistribution.

Strengthen trust between donors and NGOs through verifiable reports.

Inspire expansion of food donation networks across India.