

Phase 1: Ideation Phase

Project Title: To Supply Leftover Food to Poor

Introduction

The significant issue of food wastage, particularly in urban centers, sees large quantities of perfectly good food disposed of by restaurants, hostels, and at events. This occurs alongside the critical problem of food insecurity, where many individuals struggle for daily meals. This project proposes a technological solution to connect this surplus with the need.

The "To Supply Leftover Food to Poor" initiative will leverage the Salesforce platform. Its goal is to build an automated, central hub linking food donors (like hotels and restaurants) with non-profit organizations (NGOs) and volunteers responsible for distribution. This system is designed to manage donor information, food availability, pickup logistics, and delivery monitoring transparently. By utilizing Salesforce CRM, the initiative aims to guarantee accurate donation logging, automated alerts, and a more streamlined, organized, and effective redistribution of food.

Problem Statement

A significant amount of surplus food from sources like restaurants and events is frequently discarded. This is primarily due to a lack of effective communication and coordination between the food donors and the organizations capable of distributing it.

Key challenges in the current process include:

- The lack of a unified platform to link donors, volunteers, and NGOs.
- An inability to track food availability and its delivery status in real-time.
- Reliance on manual communication methods, which are often inefficient and can lead to food spoilage.
- Insufficient monitoring and record-keeping of the donations and the beneficiaries reached.

These inefficiencies result in the dual problem of food being wasted while opportunities to feed the hungry are lost. A clear need exists for an automated, Salesforce-driven solution to manage donors, volunteers, and the food distribution lifecycle effectively.

Proposed Solution

This project will be built on the Salesforce CRM platform, chosen for its robust capabilities in automation, data management, and real-time collaboration.

The core functionalities of the proposed system will include:

- Providing a single platform for registering food donors, volunteers, and NGOs.
- Allowing donors to log details of available surplus food, including its type, amount, and pickup location.
- Sending automatic notifications to nearby volunteers and NGOs as soon as a new food donation is registered.
- Monitoring the food collection, transport, and final delivery using Salesforce objects and automated workflows.
- Creating dashboards and reports to visualize key metrics like total food saved, donations made, and individuals fed.

This unified and automated system will empower donors to contribute easily, enable volunteers to respond quickly, and help NGOs manage timely distribution to those in need.

Objectives of the Project

- To build a centralized Salesforce system that efficiently connects food donors with volunteers and NGOs.
 - To leverage Salesforce workflows and flows to automate the entire donation, pickup, and delivery process.
 - To ensure a transparent and auditable record is kept for all food donation transactions.
 - To decrease food wastage and contribute to sustainable community well-being.
 - To offer real-time dashboards that clearly display impact metrics, such as total beneficiaries, volunteer engagement, and donation volumes.
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Scope of the Project

The project's scope is centered on developing a comprehensive digital platform using Salesforce to manage all facets of the food donation pipeline.

The system will be comprised of several key modules:

- **Donor Registration and Management:** For enrolling and maintaining the details of food providers.
- **Food Donation Management:** For capturing information on available food items, quantities, and pickup logistics.
- **Volunteer and NGO Management:** To handle the coordination of food collection and subsequent distribution.
- **Delivery Tracking:** For monitoring the status of food pickups and deliveries in real-time.
- **Reports and Dashboards:** To visualize data on total donations, NGO activity, and the number of people served.

This system will provide clear benefits to donors, volunteers, NGOs, and the community by ensuring surplus food is channeled to those who require it most in a transparent and efficient manner.

Expected Outcome

The primary outcome will be a fully operational Salesforce-based CRM system that seamlessly manages and tracks food donations from start to finish. This platform is expected to significantly decrease food wastage while fostering community welfare and building a sustainable network between donors and charitable organizations. Through its automated processes, reports, and dashboards, the system will deliver real-time insights into donation activities. This will empower users to make informed decisions and effectively measure the social impact of the program.

Conclusion

The "To Supply Leftover Food to Poor" Salesforce project is engineered to tackle the parallel problems of food surplus and hunger through a modern, user-friendly, and automated digital platform. By implementing Salesforce CRM, this initiative streamlines the complete food donation lifecycle—from logging the donation and assigning volunteers to tracking the delivery and generating impact reports. This solution replaces inefficient manual communication with a transparent, cloud-based system, fostering better collaboration among donors, NGOs, and volunteers.