MARKET NEED  
According to the 2013 Global Hunger Index (GHI), India ranks 63rd among 88 Nations. Surveys told that around 20 crore Indians sleep hungry every night, over 7000 Indians die of hunger every day and over 25 lakh Indians die of hunger every year. This figure looks disastrous when Sharad Pawar, a former agriculture minister, has noted that food worth $8.3 billion, or nearly 40% of the total value of annual production, is wasted.

Therefore there is a need for a platform which can collect food item processed or unprocessed from the source and distribute it to the needful as required. While the processed food can be used to curb the hunger, the unprocessed food which perished after certain time period can be used as a source of organic waste.

The IIM Kolkata estimates that cold-storage facilities are available for only 10% of perishable food products, leaving around 370 million tons of perishable products at risk. We could use this untapped energy source to generate electricity. Approx 1 tonne of food waste with a bio-gas yield of 100m3/hr would generate 200 kWh of energy.

Thus with our Startup we are aiming to collect every possible food product treated as waste by an individual, restaurant, malls or cold storage, segregate them on the basis of edibility and finally converting the perished food into source of energy generation.

PRODUCT/SERVICE CONCEPT

We will develop a web portal/app which will invites all the users (individuals, hotels, cold storage, etc.) to provide information about the potential threat of food wastage. The individuals can also join as revolutionary to distribute edible food items among the poor & hungry people free of cost. We will also collaborate with other NGO's like Feed India who are already devoted in similar task.

We may have some waste food item soon to be perished, may be used for energy generation. Now this energy generation can be used to light up a small scale or cottage industry for low cost.

The unique features are as follows:-

1. Cheap energy generation

2. This model will also curb the hunger for free of cost

3. The cold storage will get some amount for their perishable waste

4. User will be awarded with bonus points for providing organic waste on daily basis. It will help in attracting more users and saving more amount of food items to be thrown away.

5. May be installed as a community based service where the organic waste will come from community and electricity will be provided in return at cheap price compared to the available options.

INNOVATIVE FEATURES  
Currently there are various startup working in India in the field of clean energy generation. But most of them are dependent on solar energy or wind energy. Now both of these options are not suitable for pan-India installation but energy generation via organic waste can be covered at pan India. As every household contribute the annual wastage of 40% of total food wastage, therefore this can be installed at any nooks and corner of the country.

The novelty of this model is that basically we are mixing up two biggest problem of the country i.e, large number of food deprived people and large amount of food wastage. We have turned one problem (wastage of food) as the solution for other (hunger problem) while generating revenue with the same food wastage.

CUSTOMERS/USERS  
We have following target customers who will use our solution, for the respective reasons:-

1. General Citizens- Any individual can join our model. He has to just notify us in advance (few hour before in case of cooked food, few days before in case of perishable food product). We will give him some bonus points for every donation made by him. Later he may use those bonus points while shopping at different E-stores or Malls.

2. NGOs- We will collaborate with different Individuals and NGOs who are interested to join us for charity purpose. They will act as delivery chains for delivering food products from source to needful. Here NGOs may create a chain of network also for some other action they wish to perform in network.

3.Cold Storage/Hotels/Other Processing Center- The processing centers like Hotels, Restaurants, Mess etc can collaborate with certain specific NGOs, so that the NGOs can advertise about the respective hotels, restaurants in return of their favors. They may also provide some services to the processing centers according to the need, for example helping them in waving some amount as tax redemption.

4. Small scale/Cottage Industry- The perishable waste collected via NGOs, individuals from hotels, restaurants, mess etc will be used for energy generation. It will used to light up small sale/cottage industry. This energy can also be used to light up school, hospitals as a community service.

REVENUE MODEL  
The 370 million tonnes of perishable waste at risk turns into whooping 815 billion pounds, where only 1 billion pound of food is sufficient enough to run 400 million washing machine for an hour. So if we calculate as 1 hour of run for 1 machine be worth of 50p. Then also we are capable enough of saving 200 million rupee per hour. Here we are just considering the perishable food items. We may increase the amount of organic waste by including agricultural waste, livestock manure.

Therefore the amount can be increased by us instantly without much of any investment. Also we can start creating small house unit at later stage so that each house can have their own energy generation plant for lighting up bulbs only at domestic stage.

CURRENT STATUS  
We are currently at ideation stage i.e under development. We are working on the problem by creating the user interface.

TEAM DETAILS  
Anurag Singh- Idea & Strategy development

Lal Vivek Singh- Technical assistance regarding web portal

Rajmani Shukla- Technical assistance regarding app.