

“ We are trashing our land to grow food that no one eats. ” – Tristram Stuart.



# NO MEAL FORGOTTEN

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# 1. CARVING UP...

## 1.1. Group Members' Introduction

Following are the names of our group members along with their roll numbers :

Roll Numbers	Names	Role in Project
F2020376077	Syed Habeeb Haider Zaidy	Designing and Making of Presentation & Documentation, was assigned at the Lahore Café.
F2020376088	UzairFaridKhan	Interviewing & Coordination
F2020376040	Hamid Abbas	Main Media-Man
F2020376073	Waqas Saeed	PR & Interviewing
F2020376078	M. Bilal	Presentation & Editing
F2020376066	SM Asad Raza	Questionnaire & Interviewing
F2020376057	Fasih Tariq	Documentation & Questionnaire

F2020376060	Rohail Mansab	Storage & Documentation
F2020376072	Salman Tauheed	Transportation & Interviewing

## 1.2. Proposal Intro

Our idea is to use the leftover food from restaurants which is left behind due to not being served to feed the underserved community of Pakistan. This would not only help to reduce food waste, but it would also provide much-needed nourishment to those who may not have access to regular, healthy meals.



To implement this idea, we would work with restaurants to collect their leftover food on a daily basis. This food would then be transported to a central location where it would be sorted, packaged, and distributed to those in need. We would also work with community organizations and volunteers to help distribute the food and ensure that it reaches those who are most in need.

### 1.3. Our Vision

Overall, our vision is to discover ways to give away food that was left over to those in need while simultaneously attempting to cut down on food waste.



You waste life when  
you waste good food.

Katherine Anne Porter

 quotezancy

## 1.4. Our Motivation

*“Respect for food is a respect for life,  
for who we are and what we do.”*

~ Thomas Keller

The distribution of leftover food is motivated by a desire to reduce waste and to help those in need. As Mahatma Gandhi once said,

“The world has enough for everyone’s need, but not enough for everyone’s greed.” By redistributing surplus food to those who are hungry, we can help to address the problem of food insecurity and ensure that everyone has access to the nourishment they need to live a healthy and fulfilling life. Additionally, reducing food waste helps to preserve our planet’s natural resources and protect the environment. Overall, the distribution of leftover food is an act of kindness and compassion that can make a positive impact on both people and the planet.



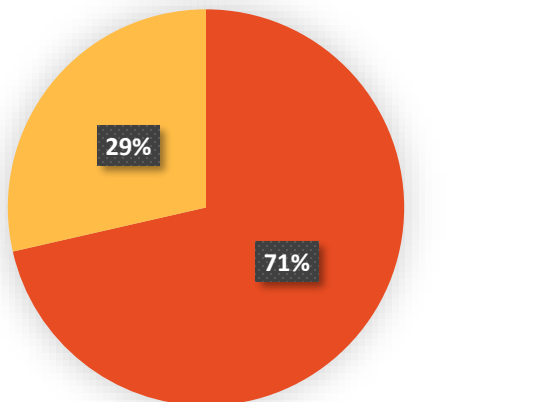
## 2. OUR FORETHOUGHTS

### 2.1. Project Progress Model

Project Progress Model: **Linear**  
**Iterative Approach**

The linear iterative process is a method of progression that is often used in sustainable development initiatives. It involves a series of steps that are followed in a linear fashion, with each step building upon the previous one. The process is iterative, meaning that it may involve repeating certain steps or going back and revisiting earlier steps as needed.

**SDI Progress Chart**



■ No. of Restaurants we approached ■ Positive Responses

### How do we proceed in this model?

1. Identify the problem or challenge that the initiative is seeking to address. This may involve conducting research and gathering data to better understand the issue at hand.
2. Develop a goal or set of goals for the initiative, and create a plan for how these goals will be achieved. This may involve identifying specific objectives, strategies, and tactics that will be used to reach the goals.
3. Implement the plan, taking action to achieve the goals of the initiative. This may involve coordinating with various stakeholders, such as community members, government agencies, and non-profit organizations.
4. Monitor and evaluate the progress of the initiative, using data and feedback to assess whether the goals are being met.
5. Make any necessary adjustments to the plan based on the results of the evaluation. This may involve revising the goals or strategies, or adding new tactics to the plan.
6. Repeat the process, continuing to implement the plan, monitor.

## 3. IMPLEMENTATION PHASE

### 3.1. Initial Contacting

Although due to time and not all restaurants reaching back to us in time, we could only make it to a few locations.

Our initial approach was to reach out to local restaurants however that was infeasible due to a variety of factors but the main ones being that they are most on demand restaurants and they don't have much leftover food and if food is left over, it is usually given to the employees.

So, with slightly larger chains in mind we decided to move onto contacting them. At first, we reached out to the emails they had publicly listed either on their website or on the Email listed on Google Maps.

### 3.2. Whom did we meet?

The restaurants that reached back to us are:

- ◆ Karachi Naseeb Biryani
- ◆ The Lahore Café
- ◆ Grand Cuisine
- ◆ Yasir Broast
- ◆ Bombay Chowpati



After further email exchange, dates were agreed upon with the restaurant owners/Managers. Generally, most restaurants arrived at the agreed upon time with the exception of one.

We conducted interviews with the restaurant owners that lasted about 20 - 30 minutes. Asking them questions relating to leftover food and what they do with it.

### 3.3. Questions We Asked?

1. How does the restaurant support charitable causes?
2. Is the restaurant interested in participating in a charitable event or fundraiser?
3. Is the restaurant willing to donate food or other items for a charitable cause?
4. Can the restaurant offer a discounted rate for a charitable event?
5. Is the restaurant open to hosting a charitable event at the restaurant?
6. Does the restaurant have any preferred charitable organizations that it likes to support?
7. How can the restaurant's customers get involved in charitable efforts?
8. Can the restaurant provide any resources or expertise to support a charitable cause?
9. Is the restaurant willing to promote a charitable event or cause through its marketing channels?
10. How does the restaurant measure the impact of its charitable efforts?
11. What type of food do you typically have leftover at the end of each day or week?
12. How much food do you typically have leftover?



13. How do you currently tackle leftover food?

14. Have you considered donating your leftover food to a food bank or other charitable organization in the past?

15. What are the main reasons why you have not donated your leftover food in the past outside the proximity of the organization?

16. What precautions do you take to ensure the safety and quality of the leftover food you donate?

17. How do you store leftover food in your kitchen?

18. How do you package the leftover food for transport or storage?

19. Do you have any concerns about liability or food safety when it comes to donating leftover food?

20. What specific organizations or charities would you be interested in donating leftover food to?

21. How can we work together to make the process of donating leftover food as easy and efficient as possible for your restaurant?

22. Are there any logistical challenges or constraints that we should be aware of when it comes to coordinating food donations from your restaurant?

## 3.4. Persuading Strategies

After around 5 days and no response we decided to move onto a different strategy. The shift in the approach was that instead of using the publically listed emails that are usually routed to a support or sales department, we needed to get direct contact with the managers of said restaurants.

Then **group mates** recommended going through the LinkedIn pages of the restaurant managers. This way we had a significantly higher chance of not being ignored by a sales rep, instead we were talking to the management directly.

So, we sent out an email with the following words:

**“Partner with Us to Reduce Waste and Fight Hunger!**

Dear [Restaurant Owner],

We are writing to invite your restaurant to participate in our surplus food donation program. As you may know, there are many people in our community who struggle with food insecurity and do not have access to nutritious meals on a regular basis. **We**, we are working to address this issue by rescuing surplus food from local businesses and distributing it to those in need.

We believe that your restaurant has the potential to make a significant impact through food donation. By partnering with us, you can help to provide nutritious meals to those in need, while also reducing waste and supporting your local community.

We would be happy to schedule a meeting with you to discuss the details of our program and how your restaurant can get involved. Please let us know if you are interested and we will follow up with more information.”

### **3.5. Their Reaction & Contribution**

After constantly contacting the owners of the restaurants<sup>1</sup> by all possible means, we were able to receive some decent responses. The number of responses we received were optimistically strong but few in number as our project domain was somewhat small due to being an academic project.

Notable Contributors were: Yasir Broast , The Grand Cuisine & Food Galore

## 4. GOING LIVE...

### 4.1. Food Delivery

There are many ways that leftover food can be distributed in a way that aligns with a vision of reducing food waste and promoting equitable access to healthy, nutritious food. Some possible approaches include:

- ❖ Donating leftover food to organizations that provide meals to people in need. This could include food banks, soup kitchens, shelters, and other organizations that serve people experiencing homelessness or food insecurity.
- ❖ Partnering with organizations that collect and distribute surplus food to people in need. There are many organizations that work to rescue surplus food from events, restaurants, and other sources, and redistribute it to people in need.
- ❖ Setting up a food recovery program at your workplace, school, or community organization. This could involve collecting leftover food from meetings and events, and distributing it to people in need.
- ❖ Encouraging individuals and organizations to reduce food waste by planning meals carefully, purchasing only what is needed, and finding creative ways to use leftovers. This could involve providing education and resources to help people reduce food waste at home and in their communities.

**Overall, the key is to find ways to distribute leftover food to people who need it, while also working to reduce the amount of food that is wasted in the first place.**

## **4.2. Distribution Points of Food**

Our Aim is to distribute food at the following locations (location) points that we pinned formerly] of Lahore:

- ⦿ Chauburji, Lahore
- ⦿ Peco Road, KotLakhPat Lahore
- ⦿ Akbar Chowk, Lahore
- ⦿ Slum Areas around Emporium Mall, Lahore

We acquired the food we needed from Yasir Broast, then made our way to Peco road. The quantity of food we acquired was less than desirable so we could reasonably distribute the food at only one location. Peco Road was chosen because people are always sitting there and it was near to everyone within the group :

- |                                  |                             |
|----------------------------------|-----------------------------|
| ①. M Fasih Tariq                 | ⑥. Syed Habeeb Haider Zaidy |
| ②. Waqas Abdullah                | ⑦. Muhammad Blal            |
| ③. Hamid Abbas                   | ⑧. Rohail Mansab            |
| ④. Uzair Farid Khan              | ⑨. Salman Tauheed Bhatt     |
| ⑤. Syed Muhammad Asad Raza Kazni |                             |



(Left Picture: Fasih, Bilal & Asad; Right Picture: Waqas Abdullah distributing very first charity item.)



(Syed Habeeb Haider and Muhammad Bilal giving away among the laborers on Peco Rd, Lahore.)

## 5. EPILOGUE

### 5.1. In-Person Conclaves

The biggest challenge was appointments, some managers were unable to fulfill their commitments as such rescheduling and gathering all members again wasted a lot of our time.

When distributing the food, we ran into many logistical problems, controlling the crowd of people and making sure everyone gets one box was a massive hurdle.

### 5.2. SDI Outcomes

In the short term we fed those deserving of help, In the longer term we did interviews with the organizations that could aid in reducing hunger in Pakistan. We requested they continue the efforts we started; Yasir Broast has agreed to continue of our efforts. While the others also agreed to continue our efforts, however only time will tell for how long they continue if at all.

Ultimately the goal of this project wasn't just to feed those who are food insecure, but also to remind those of us who are privileged to remember that we should take care of those who are less fortunate than ourselves because if we ever fall on hard times, we hope there will be someone to aid us as well.

### 5.3. Lessons Learned

Over the course of doing this project we have come across many hurdles, such as restaurants not responding timely enough, coordinating nine people that live in different parts of the city and have different schedules together.



However, the biggest lesson possibly learned from this project is that when we mess up, you learn what went wrong, pick yourself back up and then continue onward with what you were doing.

It wasn't just the difficulties we encountered during the project but also realizing the which member to utilize and when, what each of their strengths are. Some members were great at public speaking and conducting the interviews with the restaurant managers, others were great at coming up with ideas about outreach and what to do if things went wrong and others were great at doing work on the ground, showing up on time and working hard. It was similar to doing a SWOT analysis of all teammates.

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***THE END***

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