

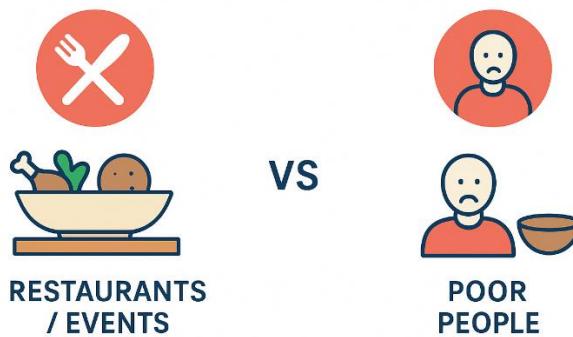
Ideation Phase
-Introduction phase

Date	27 JUNE 2025
Team ID	NM2025TMID04740
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

Every day, large quantities of food are thrown away by restaurants, banquet halls, events, and households. Meanwhile, countless people struggle daily without access to a single nutritious meal. This contrast between abundance and hunger forms the foundation of our problem statement.

It's focuses on understanding **how technology, specifically Salesforce**, can be used to connect those who have excess food with those in need. The result is a social welfare solution that promotes efficiency, transparency, and community well-being.

FOOD WASTAGE vs HUNGER



3. Proposed Solution

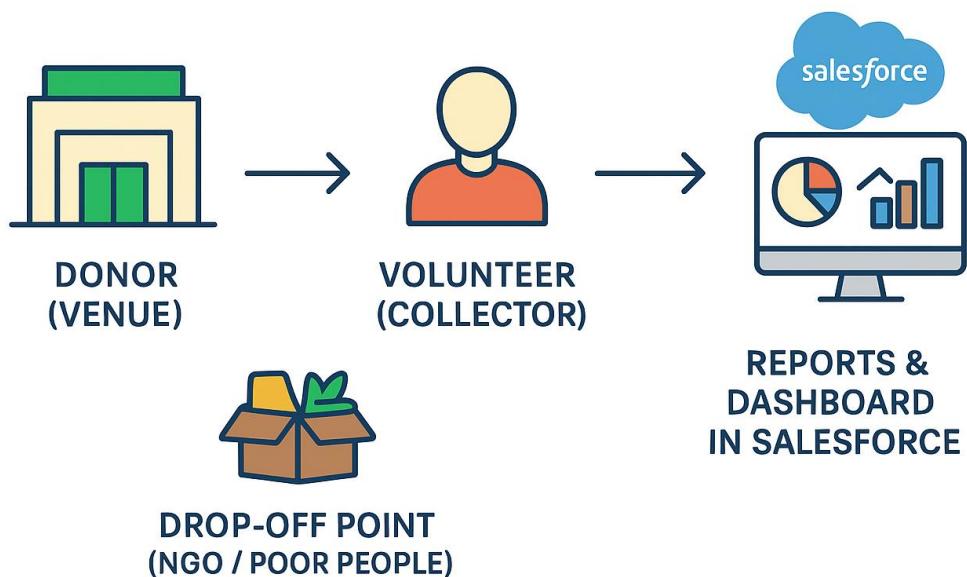
The solution involves building a **Salesforce application** that automates and manages the flow of leftover food from donors to recipients.

Here's how it works:

1. **Food Donor (Venue):** A restaurant or event hall enters details about leftover food into the system.
2. **Volunteer Assignment:** The system automatically assigns an available volunteer near that venue.
3. **Collection & Delivery:** The volunteer collects the food and delivers it to a nearby drop-off point or NGO.
4. **Tracking & Reports:** The entire process — from collection to delivery — is tracked in Salesforce for transparency.

By using Salesforce, the system ensures data reliability, easy record management, and accessible reporting for real-time decision-making.

PROPOSED SALESFORCE-BASED SOLUTION



6. Innovation and Uniqueness

This project stands out for the following reasons:

- It uses **Salesforce CRM**, a business tool, for a **social purpose**, showcasing technology's versatility.
- It introduces **real-time food tracking and volunteer management**, ensuring accountability.
- The use of **reports and dashboards** provides clarity about who donates, who collects, and where food is delivered.
- It can easily be expanded to include mobile notifications, AI-based food estimation, or NGO integration in the future.

This innovative use of Salesforce contributes not only to efficient food management but also to encouraging civic responsibility and sustainable practices.



8. Benefits of the Proposed System

- **Efficiency:** Automates and simplifies the donation and distribution process.
- **Transparency:** Tracks every donation and volunteer activity for accountability.
- **Scalability:** The system can handle multiple donors and volunteers at once.
- **Accessibility:** Cloud-based, so it can be used from any device, anywhere.
- **Data Insights:** Reports help identify top donors, most active volunteers, and high-demand areas.

This system not only prevents food wastage but also promotes community service and corporate social responsibility (CSR) among donors.

The ideation phase clearly establishes the need and feasibility of developing a digital solution to tackle food wastage and hunger.

By using Salesforce, the project leverages cloud technology to connect food donors and volunteers in a seamless, efficient, and transparent way.

This phase lays the groundwork for future stages such as planning, design, and implementation, ensuring that the idea is not just innovative but also **practical, impactful, and sustainable** in addressing one of society's most critical issues — hunger.