

## **IDEATION PHASE – DOCUMENT 2:**

### **DEFINE PROBLEM STATEMENT**

<b>Date</b>	05 November 2025
<b>Team ID</b>	NM2025TMID04890
<b>Project Name</b>	To supply Leftover Food to Poor
<b>Maximum Marks</b>	4 Marks

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

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#### **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.

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#### **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

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## Define Problem Statement



HOW MIGHT WE  
REPURPOSE SURPLUS FOOD  
TO HELP PEOPLE IN NEED?

Reframe challenges as open-ended questions

### 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.

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#### **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.

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#### **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.

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## 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
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## 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**.

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## 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

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## 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.