Phase 1: Ideation Phase

Project Title: To Supply Leftover Food to Poor

Introduction

Food wastage is one of the most pressing issues in today's world, especially in urban areas where a large amount of edible food is discarded daily from restaurants, hostels, functions, and events. At the same time, many underprivileged people struggle to get even a single meal a day. This gap between food waste and hunger can be addressed through the use of technology.

The proposed Salesforce project "**To Supply Leftover Food to Poor**" aims to create a centralized, automated platform that connects food donors (such as restaurants, hotels, and hostels) with NGOs and volunteers who can collect and distribute the leftover food to the needy. The system will efficiently manage donor records, food details, collection schedules, and delivery tracking in a transparent and reliable manner. By using Salesforce CRM, the project ensures that food donations are recorded accurately, notifications are automated, and the overall process of food redistribution becomes faster, more organized, and socially impactful.

Problem Statement

In most cities, leftover food from restaurants, events, and hostels is often wasted due to a lack of proper coordination and communication between donors and organizations that can distribute it. The main challenges include:

- Absence of a centralized system to connect donors, NGOs, and volunteers.
- Lack of real-time tracking of food availability and delivery.
- Inefficient manual communication leading to food spoilage.
- No proper monitoring or record-keeping of donations and beneficiaries.
- These challenges result in both food wastage and missed opportunities to feed hungry individuals.

To overcome this, there is a need for an automated Salesforce-based CRM solution that can manage donors, volunteers, NGOs, and food distribution effectively in real time.

Proposed Solution

The "To Supply Leftover Food to Poor" system will be developed using Salesforce **CRM — a cloud-based platform** that enables automation, data management, and real-time collaboration. The proposed solution will:

o Register food donors, NGOs, and volunteers on a single platform.
o Record leftover food details such as type, quantity, and location.
o Automatically notify nearby volunteers and NGOs when food donations are available.
o Track food collection, transportation, and delivery through Salesforce objects and workflows.
o Generate dashboards and reports showing total donations, food saved, and people fed.
o Promote transparency and accountability through data-driven monitoring.

By implementing this solution, food donors can contribute easily, volunteers can act efficiently, and NGOs can ensure timely delivery to the needy — all within a unified and automated system.

Objectives of the Project

o To create a Salesforce CRM system that connects donors, volunteers, and NGOs for efficient food redistribution.
o To automate the process of donation, collection, and delivery using Salesforce workflows and flows.
o To maintain a transparent and traceable record of all food donations.
o To reduce food wastage and promote sustainable community welfare.
o To provide real-time dashboards that display impact metrics such as total donations, beneficiaries, and volunteers involved.

Scope of the Project

The "To Supply Leftover Food to Poor" project focuses on managing all aspects of food donation through a digital Salesforce-based platform. The system includes modules for:

o **Donor Registration and Management** – To register food providers and manage their details.
o **Food Donation anagement** – To log available food items, quantity, and pickup details.
o **Volunteer and NGO Management** – To coordinate food collection and distribution.
o **Delivery Tracking** – To monitor pickup and delivery tatus in real time.
o **Reports and Dashboards** – To visualize total donations, NGO participation, and number of people served.

The system benefits donors, NGOs, volunteers, and communities by ensuring that surplus food reaches those who need it most, efficiently and transparently.

Expected Outcome

The project is expected to deliver a fully functional, Salesforce-based CRM system that manages and tracks food donations seamlessly. It will reduce food wastage, promote community welfare, and establish a sustainable network between donors and NGOs. With automated workflows, reports, and dashboards, the system will provide real-time insights into donation activities, helping users make informed decisions and measure social impact effectively.

Conclusion

The Salesforce project "**To Supply Leftover Food to Poor**" is designed to address the dual issues of food wastage and hunger by building a modern, automated, and user-friendly digital solution. By using Salesforce CRM, this project simplifies the entire food donation process — from recording donations and assigning volunteers to tracking deliveries and generating impact reports. It replaces manual communication with a transparent, cloud-based system that promotes collaboration among donors, NGOs, and volunteers.