

This is a vision founded by the Founder of Inspiration Unlimited (www.iuindia.com), *Mr. Sujit Lalwani, who is also the One Young World Ambassador for India*, keeping in mind the whopping number of, a Billion plus people, who sleep hungry every single night, without the privilege of being able to intake even a morsel of food for days or weeks together and sometimes unto death. This is definitely unfortunate to them, when some of us are really privileged to enjoy daily full-size meals at home, cafes, canteens, parties, weddings, restaurants etc.

But sadly it has come to all our notice, and doesn't remain a hidden fact at all, that a lot of food gets wasted around the world. What goes a waste during the time of transport to the inventory from fields, from inventories to refrigerators at home, from refrigerators to bins at home, is altogether a different wastage. Lot of organizations are working towards spreading awareness about the same.

36meals.com has been founded to bring to awareness levels of the people, the amount of food, on an average that goes a waste on our plates while we are consuming & in our vessels after being cooked.

When, in some parts of the world there are people who are struggling to find even a morsel of food a day. We just overlook (knowingly or unknowingly at times) the fact that we waste food at meals we consume.

If averaged around the world, an average man, roughly, consumes 2-3 meals a day (breakfast, lunch and dinner). So, in about every ten days, it adds up to 20-30 meals approximately. Across every meal a bit of food is left as leftover, which is sometimes more sometimes bare minimum. But if you add up the leftovers every ten days, it amounts to a quantity, which becomes a full size consumable meal, enough to light up the face, of at least 1, among those billion, who sleep without a meal every-day.

That implies every 10th day a meal goes wasted summing up leftovers at every meal of ours, which implies 3 meals a month and hence **36MEALS** every year. Hence the name for this campaign against food wastage over meals: **36meals.com**. This campaign extends its arms, beyond just preventing food wastage, into donating as well.

We urge every individual to go out, find a genuine needy, and be a donor of at least one meal a year & experience the feeling of satisfaction and pleasure of seeing a man not sleeping hungry.



Our MISSION Statements:

- Food not wasted, is food created.
- If you consume right, it shall safeguard someone's right to consume.
- If we cannot donate, let's at least not waste what we have received.

Our VISION Statements:

- A Hunger free world.
- Amongst the basic necessities, food is the most basic of all. All have rights to it, not just the able.
- A world with no wastage of food over a meal. The word "leftover", at a meal, should lose its meaning.

The vision has already attracted the support from a lot of enthusiasts from all walks of life, all age groups, from various corporations & countries. We request you to support this cause as well.

Our Targets:

- To reach **One Million Supporters**.
- To achieve a donation of at least 360,000 meals.

Deadline: 7th September, 2014.

To facilitate the growth of the vision and reach the desired targets for the year, each of the people registering with the vision, are given the responsibility of being representatives of 36meals.com. You can represent 36meals.com under any of the following categories & sub-categories:

INDIVIDUALS:

You can support by pledging on our website (www.36meals.com) and Facebook pages (www.facebook.com/36meals) to show your support and sincerely ensure that you do not waste food anymore anywhere at your meals. As an individual you can support us in three ways:

- Beginner
- Intermediate
- Expert



1. As a **BEGINNER**: A Beginner representative of 36meals.com is a person who:
 - a. Pledges to Not waste food at meals ever. Not even a morsel of food.
 - b. Pledges to encourage others around him to do the same.
 - c. Pledges to donate at least 1 MEAL every single year. (Hence, 36meals every 36years).

2. As an **INTERMEDIATE**: An Intermediate representative of 36meals.com is a person who:
 - a. Pledges to Not waste food at meals ever. Not even a morsel of food.
 - b. Pledges to encourage others around him to do the same.
 - c. Pledges to donate at least 1 MEAL every single month.
(Hence, 36meals every 3 years.)

3. As an **EXPERT**: An Expert representative of 36meals.com is a person who:
 - a. Pledges to Not waste food at meals ever. Not even a morsel of food.
 - b. Pledges to encourage others around him to do the same.
 - c. Pledges to donate at least 1 MEAL every 10 days.
(Hence, 36meals every single year.)

INSTITUTIONS/ORGANISATIONS/COMPANIES:

If you are an institution/organization, you can extend support to us, by placing our posters in your Canteens/Cafeterias to encourage people to act on lines of not wasting food on their plates and staff is encouraged to cook in a pre-set tolerance limit. Furthermore, also encourage your authorities in canteens/cafeterias, to care to donate the remaining food, at the end of the day, to a nearby area, which has people who are in need or government run institutions/orphanages/old-age-homes/slums(if any).

Get all your staff registered as Individual contributors to the vision under any of the above mentioned categories: Beginners, intermediates & experts. Each organization will be given a **36meals index** (36Mi), which will indicate

- The number of meals saved and
- Number of meals donated by the institution/company/organization.

Based on which you would be given a rank on our site! The authenticity of this depends on many factors, on submission of reports and data.*

(*The data submitted has to be correct to ensure right ranking. We seek honesty & loyalty levels. Hence only authentic organizations would enter ranking.)

You can also support us by placing the logo of 36meals.com on the various merchandising used in your canteens/cafeterias to spread the message and create the buzz amongst all like tissues, plates, paper sheets beneath, table prints, banners, posters etc. (whichever applicable and feasible).

RESTAURANTS/CAFES/FOODCHAINS:



If you are a restaurant/hotel/food-chain you can support this cause in the strongest way possible, as it would be a daily affair for you, to see a lot of people wasting food everyday on plates at meals. A lot of food is cooked every single day at your outlets, and hence it's natural to know a lot of it gets wasted, despite measures.

We urge you to pledge to take stronger steps to ensure lesser wastage of food during cooking. We suggest:

- Set higher efficiency expectations on the cooking department and monitor the execution to minimize wastage of edible stuff/food.
- Take it as a moral responsibility that all the staff is coached to politely convey to all your customers, about the whole idea and are given a feel of the great noble deed they would be doing, if they just ate right without wasting.

(After all it's light on the bill as well, beneficial for you, also as more customers are catered to for the same amount of food cooked. Brand value of yours goes higher by adhering to such a humanitarian cause, it's your way of charity)

- Place a placard of the poster of 36meals.com along with the menu.
- The sheet beneath the plate could hold the message of 36meals.com
- Place posters at highly visible locations in your restaurant. That would guarantee the impact on every customer.
- Place the logo of 36meals.com on the various merchandising used in your canteens/cafeterias to spread the message and create the buzz amongst all like tissues, plates, paper sheets beneath, table prints, banners, posters on notice- boards etc. (whichever applicable and feasible)(On all or any).

You can encourage the donation of meals (ranging from 1 to any number) everyday to a nearby slum/needy area.

You would be given the **36Meals Index(36Mi)**, based on the meals donated largely, no of merchandising you use to promote the concept (points out of 10 would be placed). You would also be given points on the basis of no. Of meals donated. The top 10 supporters would be displayed on the Home Page, after a year long support.

If you feel your Institution/Organisation/Restaurant can really make this concept make a large difference around the world, Contact us personally at 36meals@gmail.com

We are glad to learn about your interest in us. Keep yourself up-to-date with our developments from our website, Facebook & twitter pages. All of which are mentioned at the bottom of the page.



FUNDS/Donations:

Donate Now

(You can choose from any of the following modes of payment)

Cash Deposit

Account No: 32558777825
Bank: State Bank of India
Branch: Rajajinagar Industrial Estate
City: Bangalore

Cheque:

In the name of: 36meals

Demand Draft:

In favour of: 36meals
Payable at: Bangalore

Net Banking:

Account Name: 36meals
Account No: 32558777825
Bank: State Bank of India
Branch: Rajajinagar Industrial Estate
City: Bangalore
Email: 36meals@gmail.com
Type of Account: Current Account
IFSC Code: SBIN0000762

A lot of representatives are ready to volunteer for us to travel and take up various 36meals projects – Getting healthy meals ready, Donation of meals, travelling to communities in need and catering to meals for a day/week/month, Meals at government schools for a day/week etc. Every amount collected would go to the 36meals Foundation.

Every year annual report shall be published giving all details of the funds' usage. You can track how well our money has been used. For every 1 unit of currency donated .75 units shall convert into meals.

Thank you.

www.36meals.com Team.

Food not wasted, is food created!

Find us Online:

www.36meals.com | www.36meals.blogspot.com | www.facebook.com/36meals

www.youtube.com/36meals | www.twitter.com/36meals

To contribute any content online – Mail us@ 36meals@gmail.com

Refined methods of measuring impact are under continuous development.

We would keep you updated with e-Mails once you register with us.