

zomato

Zero Hunger



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Addressing hunger and chronic malnutrition among underserved communities in India, especially children

Our Goals

Feeding India (FI), a Zomato giveback, harnesses the collective power of millions of Zomato and Blinkit users to tackle childhood malnutrition- one meal, one contribution at a time. Our goal is to support FI in providing 300 million nutritious meals to underserved communities by 2030. By mobilizing resources from users on the Zomato and Blinkit apps, we're well on track to achieve this goal before the target year.

Our Strategy

Hunger and malnutrition remain critical health challenges in India, especially among children, leading to stunted growth and weakened immunity. To tackle this challenge, Feeding India uses a three-pronged strategy to drive systematic change in nutrition.



Daily Feeding Program

Feeding India complements efforts by the Government [PM Poshan Abhiyan (Midday Meal Scheme)] to provide nutrition to millions through its Daily Feeding Program, improving nutritional outcomes and school attendance. The program partners with grassroots and social institutions like orphanages, day schools and learning centers focused on educating children under 18 years of age. The program provides food support to enhance students' BMI and assesses the impact of food support on students' engagement with education. As of December 2024, Feeding India had served over 19 million nutritious meals in 1,830 educational centers across 167+ cities to children all over India. This also comprises ~260,000 meals served daily.



System Strengthening

Feeding India's primary intervention, The Anganwadi Initiative, focuses on improving food security of undernourished children that are part of India's Anganwadi Network. Anganwadis are essential child care centres focused on early childhood education, nutrition and health. In FY23, FI launched a pilot program to strengthen the state's nutrition program at 64 Anganwadis centres catering to ~3,500 children in Uttar Pradesh. The key objectives and outcomes achieved include improved attendance, higher rates of growth monitoring, capacity building of the Anganwadi workers, as well as enhancing the overall food security of the undernourished children.

Our approach to system strengthening includes the following elements:

- Baseline assessment by examining government data to identify the children enrolled in Anganwadi centres and distinguish between malnourished and healthy children
- Nutrition support through the provision of energy-dense and protein-rich nutrition supplements to children at the Anganwadi centres
- Capacity building of Anganwadi workers through training on key subject areas
- Monitoring and evaluation through tech-based solutions strengthening supply chain and onground visibility



Community mobilization

Community mobilization holds immense potential for driving meaningful change, showcasing the transformative power of collective action towards a shared goal. The Zomato Feeding India Concert (ZFIC) brings together artists, changemakers, philanthropists, celebrities and citizens to unite to raise awareness about hunger and malnutrition in India and build a hunger and malnutrition-free nation. The first Concert was held in December 2022 and was headlined by American rapper Post Malone. More than 25,000 people attended the concert and strengthened India's resolve to eradicate malnutrition and hunger through their participation.

The second edition of the ZFIC featuring global pop sensation Dua Lipa was held in November 2024, with over 300,000 people registering via the notification option for ticket sales.

FI also partners with students to drive change through short-term, impact-driven live projects in collaboration with social impact clubs and societies in universities across India. Every year, Zomato's employees also volunteer to teach, serve food to and play with children at Feeding India partner schools across the country. For Children's Day 2024, FI held a special volunteering drive where Zomato employees visited Daily Feeding Program schools to distribute stationary pouches and sports equipment to the students.

By fostering a sense of community engagement and responsibility, FI harnesses collective efforts to bring about positive transformations.

