



Project Execution Plan – Nutritious Meal Programme

The Project :

The project is to provide nutritious meal such as breakfast, lunch and dinner to under privileged children who are located in different slums or construction sites of your location. From the centralized kitchen in your location the food will have to be transported in steel containers and will move towards slums every day including Sundays and Public holidays once your NGO becomes self sustainable. However, till you become self sustainable, you should still provide these children nutritious meal Every Sunday and post the pics / videos in social media and also WhatsApp Group in which you are added. A minimum of 25 children to a maximum of 1500 children can be provided food everyday depending upon your fundraising initiatives. However to achieve this goal, the following steps have to be taken.

Step 1

The first step is to identify 35 deserving children who are in the age group of 3 – 12 years and who are living in slums or at construction sites. They should be within reach and the NGO personnel should visit the site and monitor the progress of the children's health regularly. This identification will be done through a survey and the format for the same should be sent to the Implementing NGOs by State Head and City Head. When you identify 35, invariably about 25 children only will come for taking food. Having experienced this in Bangalore, we are advising NGOs to identify 35 children and not just 25 children. It is assumed that if you cook for 25 children, it can be served to 40-50 children without any problems. There could be days when only 20 children will come and have food. Any excess food that you may be having on any day may be distributed to the people in the community who are coming forward to have the same.

Step 2

Once the survey forms are filled up, the same should be sent to us by courier along with passport size photographs of the children. The expenses incurred in conducting survey, taking photographs and sending the same to us must be borne by the NGO and we consider the same as NGOs contribution towards the project.



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Step 3

Once the survey forms reach us along with the photographs, we will approve and send a confirmation mail to the Implementing NGOs so that they can start providing Nutritious Meal to them.

Step 4

The Food coupons will be designed and printed by the State Head and City and distribute the same to Implementing NGOs. The control of printing the Food Coupons must lie with Centre / State and City NGOs only. The implementing NGOs should not print Food Coupons on their own. If the City NGO is taking up the role of implementing NGO then the State Head will print the Food coupons for the City Head and distribute the same. Same way, if the State Head takes up the role of Implementing NGO, Centre Head will print the Coupons and send it to State Head. Two months coupon books will be sent and every coupon will be numbered from 1 to 31. The number should be read as date. Yesterday's coupon should not be brought today to avail the food and similarly tomorrow's coupon must not be accepted today. The dates will be prefixed by the State / City Head as BSH01 or BCH01 to BSH031 or BCH031. B stands for Bangalore. BG stands for Belgaum.

Coupons are issued to the children in order to ensure that it is the same child coming every day to avail the food. Otherwise, any one will come and have it and the purpose of the project would be defeated. It also brings in discipline and organizing capacity for the children who will learn through this procedure.

Step 5

During the first 3 months, we are now asking NGOs to serve food only on Sundays and it should be a noon-meal. The meal can either be hired from a Professional Caterer or the same can be cooked by the NGO's self help group women for whom this creates an employment opportunity. If they are unable to identify any SHGs to do the job, it can be given to any Restaurants / Hotels / Outdoor Catering Service Providers. Menu should be agreed in advance between us, NGO and the Catering Service Provider. It should be in writing and displayed in a board once the regular meal programme begins. Till then it can be done informally.



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How to Fundraise ?

Step 1 - Every Programme should be video shot and atleast 5 photographs should be taken. This has to be posted in Social Media Accounts, stating that you have a bigger plan to provide such meal to more children provided Donations come to you. Ask for more funds so that you can become self sustainable to meet expenses to provide Nutritious Meal to more children

In order to understand how to ask, how to use Social media accounts, you need to go through my LMS (Learning Management System) where more than 100 videos are available for your learning.

Step 2 - Once 100 NGOs are associated with us, we will ask for Government Support, CSR Funding Support and Foreign Funding Support. Once we start getting these funds, we will start distributing the same to all NGOs in phased manner.



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Step 6

You need to get into Fundraising Activities. How to do this ? You should keep posting the Nutritious Meal Programme (NMP) in Facebook, Twitter, LinkedIn, Youtube and WhatsApp Groups.

To know how to post it in this social media you should go through my LMS (Learning Management System) which will be shared with you once you make the full License / Affiliation Fee payment. For more details check with your City / State NGO Heads.

Why do we need LMS ?

Our fundraising model is dependent purely on “LMS”. We need to run a mini TV Channel in your location to ensure that you get sufficient funds. Instead of promoting the same through TV Ads or any other ads, we recommend that we open our own TV Channel through Social Media Accounts in those locations where NGOs are implementing our programs.

Name Board

At every location where the program is conducted, name board should be displayed. It can be a simple 3 x 2 ft banner or 4 x 3 ft banner or 6 x 4 ft banner depending on the space availability. Left hand side top corner, No Hungry Child Logo should be printed. Same size, right hand side top corner, the implementing NGOs logo can be printed. A sample creative will be sent on demand. Alternatively, you can do the creative yourself and seek centre's approval.

When will the program commence ?

Once all the above are in place, you can start the program.

Some Photographs sample links are given below for you to get an idea

1. <https://photos.app.goo.gl/g6RNTqWLxwTpWUA7>
2. <https://photos.app.goo.gl/SBNo3bPqbxFoKASk9>



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