



**Khana  
Khalo  
Yojna**



**Madhya Pradesh**  
**A Hunger Free State**



# Right to Food



Persons living in conditions of poverty and hunger have often been found to be suffering from prolonged malnutrition. Even when their deaths could not, in strictly clinical terms, be related to starvation, the tragic reality remained that they often died of prolonged mal-nutrition and the continuum of distress, which had rendered them unable to withstand common diseases such as malaria and diarrhea.

The right to food, and its variations, is a human right protecting the right for people to feed themselves in dignity, implying that sufficient food is available, that people have the means to access it, and that it adequately meets the individual's dietary needs. The right to food protects the right of all human beings to be free from hunger, food insecurity and malnutrition. If people are deprived of access to food for reasons beyond their control like in the given current situation of Covid-19, the right requires the someone to provide food directly.

In conclusion, in the given difficult times there is an urgent growing demand that every effort be made by the society to eradicate the poverty and hunger that constitute an affront to the dignity and worth of the human person. Given the circumstances of our country, India has a special responsibility in this regard. The prevalence of extreme poverty and hunger is unconscionable in this day and age, for not only does it militate against respect for human rights, but it also undermines the prospects of peace and harmony within a State. For all of these reasons, we extend our hand in helping **Madhya Pradesh to be the first hunger free state of India.**



# MISSION

- To make Madhya Pradesh 1<sup>st</sup> hunger free state in India
- Making food accessible to every single person falling in the category of need.
- Sustainably reduce poverty and end hunger and malnutrition.

# VISION

- We envision a community where everyone has access to good quality, nutritious food, understands the consequences of hunger and poor nutrition and is committed to creating a stronger, healthier country.







# Objective

- To reach out to every mother and child with required nutrition.
- Create awareness about the campaign
- Register every single person in need into the campaign.
- To create awareness about food wastage.
- Create employment through the campaign.
- Ensuring safe & secure channel of communication.





# Our Guiding Principals

- We believe in engaging the community and involving those we serve in finding solutions to eliminate hunger and food insecurity.
- We believe the root causes of hunger must be addressed to realize our long-term goal of eliminating hunger.
- We believe collaboration and partnerships - internally and externally - are essential to fulfilling our mission.
- We recognize the dignity of all people and believe food is an essential right.
- We believe hunger can be eliminated.





# Our Values

## **Integrity**

We will demonstrate the highest ethical standards in all interactions.

## **Stewardship**

We will be accountable to all through the efficient and environmentally responsible use of resources.

## **Teamwork**

We will foster cooperation and a sense of empowerment amongst our diverse staff, volunteers, and community partners.

## **Respect**

We will treat all of our relationships with respect.

## **Innovation**

We will continually seek to provide excellent service through the development of new and improved methods to reduce hunger.

## **Empathy, Passion, Empowerment**

We encourage and support the best in ourselves and those we serve and provide opportunities for everyone to participate in fulfilling our mission.



# Why Do We Need This Campaign ?

“ Khana Khalo Yojna” will execute the campaign with the aim to help the distressed workers and their families by feeding them cooked meals a day and create local employment opportunities as well.

India’s huge population, its density, and very large numbers of poor present an extraordinary challenge for the country’s COVID-19 response, and the Indian government has imposed the the largest lockdown of 1.3 billion people ordered to shelter in place for 21 days starting March 25. Implementing a lockdown in a country of India’s scale is socially, economically, institutionally, and politically very demanding and disproportionately affects the poor, daily wage earners, and other marginalized groups.

Thus COVID-19 exposes a harsh reality: An inadequate and uneven safety net may leave many from these economically vulnerable groups without access to food and other services.

Shutting down almost small business operations, leaving people without work, is an integral part of efforts to “flatten the curve” of disease progression. Laid-off workers, particularly daily wage workers who are largely seasonal migrants will struggle to find employment. Coronavirus-related layoffs will disproportionately hit service workers in low-paying jobs as restaurants, malls, cafes, and shops shut their doors indefinitely. As a result **Madhya Pradesh** witnesses large-scale reverse migration, with desperate migrants leaving cities amid lockdown and walking hundreds of miles towards their home villages.



**43%**

Of children living in households with three or more children are in poverty

**45%**

Of children living in minority ethnic families are in poverty

**47%**

Of children in lone-parent families are in poverty

**70%**

Of poor children are in working families

**71%**

Of children in families with no working adults are in poverty





***“If we can conquer  
space we can  
conquer childhood  
hunger”***

Why are we so obsessed with what exists on another planet, while we are not even aware of the one where we live. We have enough problems to tackle here first, so let us focus here!





# THE CAMPAIGN

**A detail look into how this campaign will  
work**



# Central Data Collection

Given the current situation in COVID-19, Madhya Pradesh is witnessing a reverse migration in Lakhs of migrant workers coming back to their homes in distress.

The main task in hand is to collect updated information about the families in need in each district. Given that Madhya Pradesh stands strong with 52 districts, government support is vital at the stage.

- Data received will allow us to estimate the quantity of RFID cards required per District.
- This will in turn allow us make adequate provision of food supplies
- The team will be able to work on recruiting required work force to execute the campaign.
- The data collected will determine the size of land required for a kitchen to cook meals.
- Data sharing will also determine the transportation routes and vehicles required.





# Who Needs Us?



**Aged People**

**The Disabled or Infirm**

**Destitute Men & Women**

**Pregnant & Lactating Women**

**All Children (saving them from starvation)**





**Priority:  
Nutrition For Our  
Children**



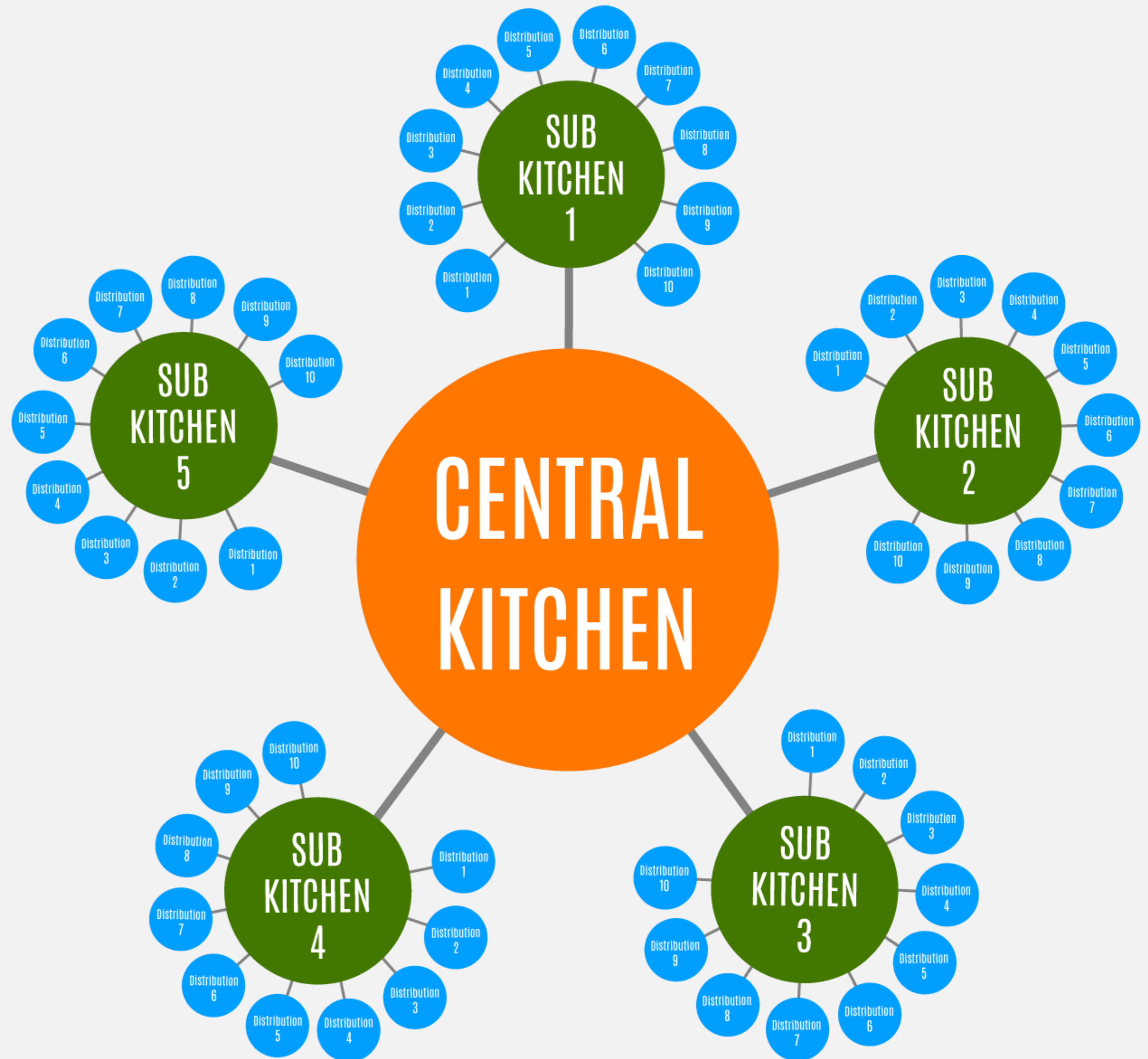
# Central Kitchen

This is the main step where all the above 3 steps will meet their forces together for execution and distribution of cooked meals.

**Stage 1 :** One central kitchen in each District.

**Stage 2 :** Five Sub Kitchens covering full District.

**Stage 3 :** Ten distribution Kitchens in each sub kitchens.





# Central Kitchen





# Central Kitchen





# Central Kitchen





***“The heart of a volunteer is not measured in size, but by the depth of the commitment to make a difference in the lives of others”***

As the great saying goes, we come to earth empty handed and will leave it empty handed. Hence, we repay for our deeds performed here on earth itself. By serving others in need is the best way to pay back for the life gifted to us.

**Our Aim to bring Volunteer program under our umbrella, Encouraging communities to participate in our program.**





# Volunteer Service Program





# Volunteer Service Program





# Volunteer Service Program





# Volunteer Service Program





# HOW WE DO IT



## Eating Patterns

It is very essential to determine the frequency of meals, the type of routine and the quality of food provided to children.

## Taste Preferences

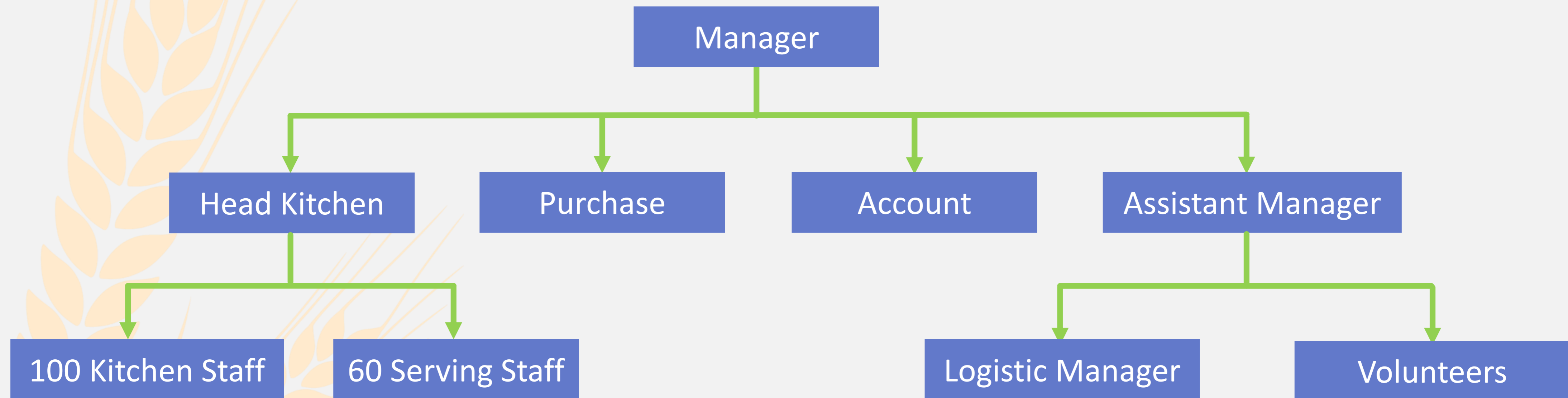
We need to understand food preferences in the family or the area the child belongs to. As the child's body is biologically conditioned through mother's milk.

## Mental Strength

The right type of food and correct amount of nutrients will help the child develop strong mental health along with physical stamina.



# Each District Management





# Each District

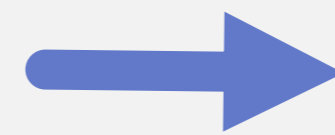
**Phase I**

1,00,000  
Meals per  
day



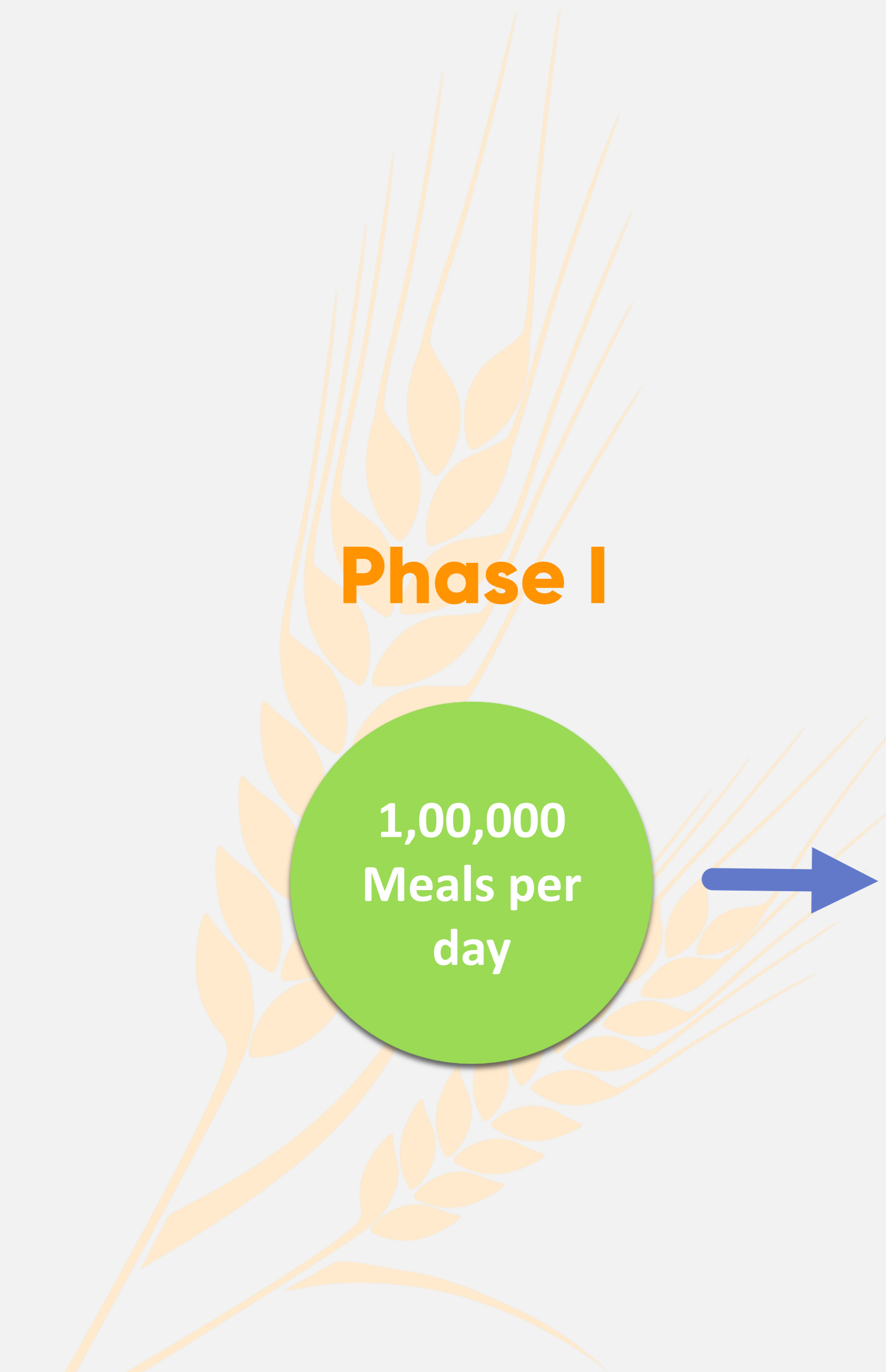
**Phase II**

6,00,000  
Meals per  
day



**Phase III**

10,00,000  
Meals per  
day





# RFID Cards

**What is RFID** also known as “radio-frequency identification” and refers to a technology whereby digital data encoded in RFID tags are captured by a reader via radio waves. RFID is similar to barcoding in that data from a tag or label are captured by a device that stores the data in a database.

## Process:

- Unique RFID cards will be issued to every deserving individual.
- The card will be integrated with a central system for record keeping.
- The central system will act like an app created by our team.
- Head of each family will get a primary card and the remaining members of the family (+18yrs) will receive a supplementary card.
- Every time a card holder comes to collect a meal, the card will be read by the reader to cross check its collection record of the day.

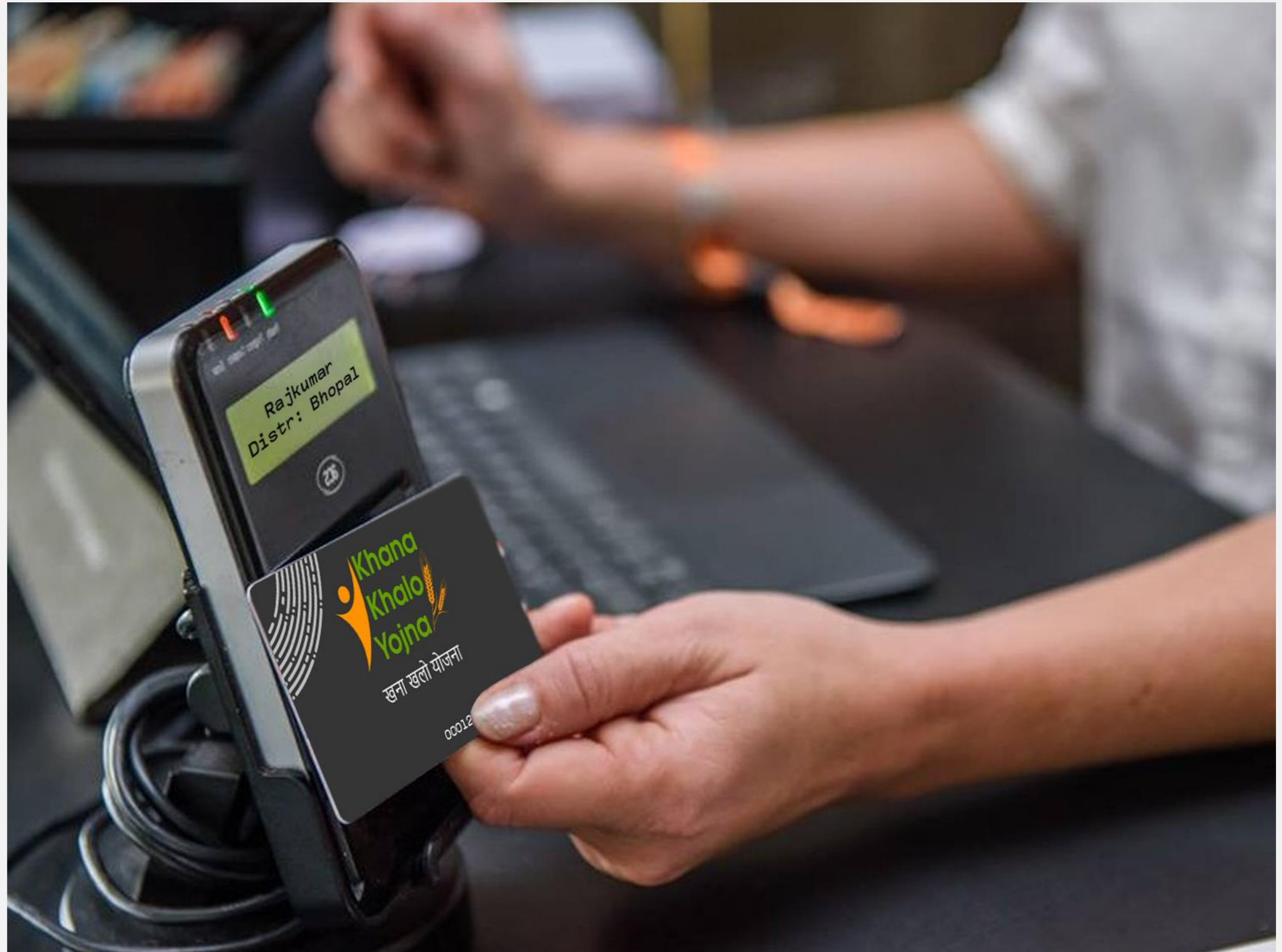




# RFID Ration Cards

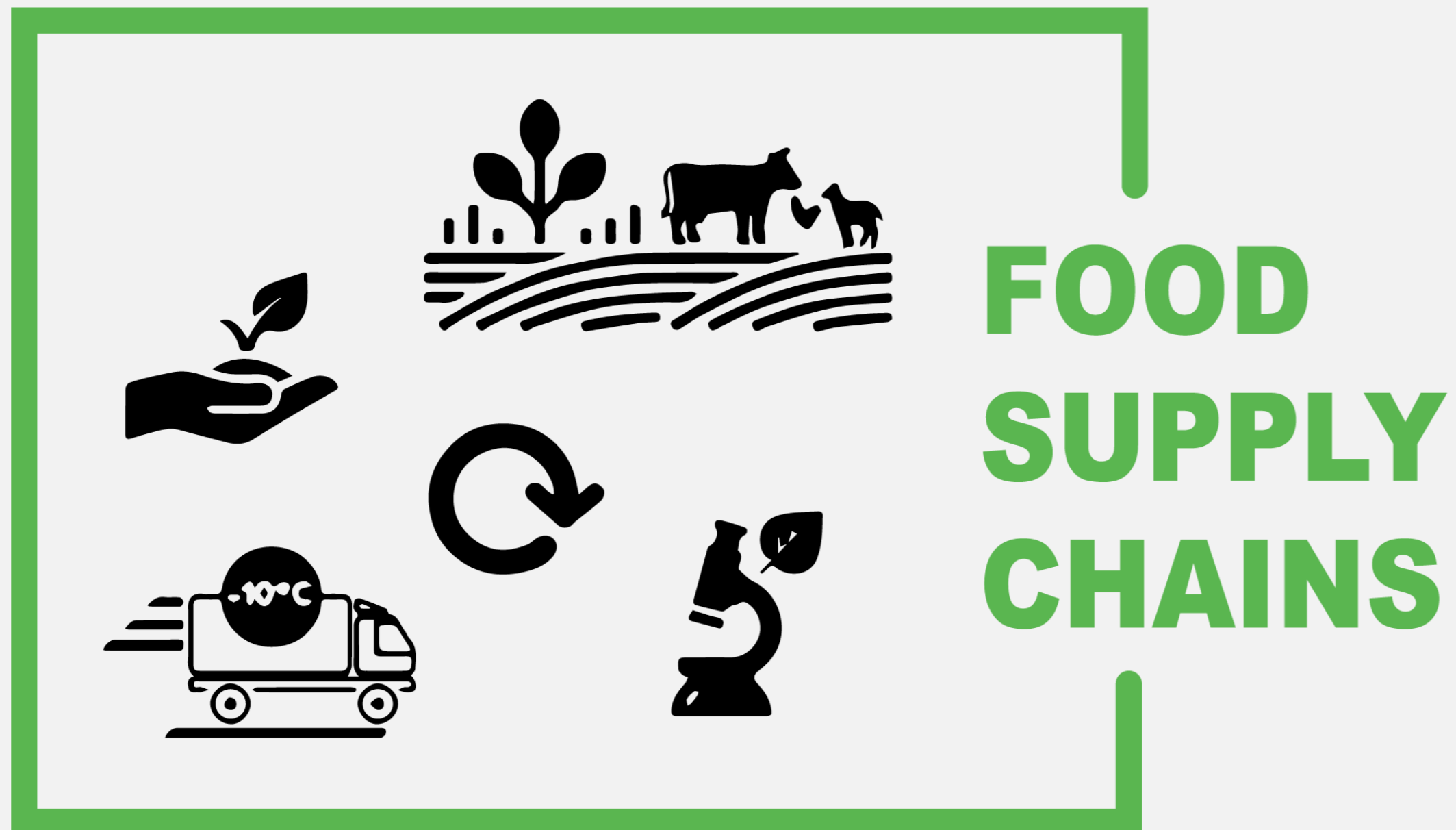
## Benefits:

- Unlike other identification cards, this card will allow every member of the family to collect their meals individually based on their physical location.
- Family members will be able to utilize time efficiently.
- Mothers will not have to stay in the long queues.
- The data collected will be shared with the UP govt. on timely basis without delay.





# Supply Chain



## Local Food Produce

Only local farmed produce will be procured for the kitchen. The campaign will ensure that local crops are used to feed our people.

## Local Food Supplies

No imported supplies. The meals will be made of local supplies only like, local food oil, local salt and others.

## Local Labor

Khana Khalo campaign will create employment opportunities in each District, Tehseel and village. Work force will be required at every step of the way. Cooks for the kitchen, packaging department, drivers to transport and many more.



# FOOD SECURITY



Empowering people to make their own choices about the food they eat, where it comes from and how it is produced

Ensuring all people across Madhya Pradesh have access to sufficient food to meet their dietary needs.

**Sovereignty**

**Security**

**FOOD SECURITY**

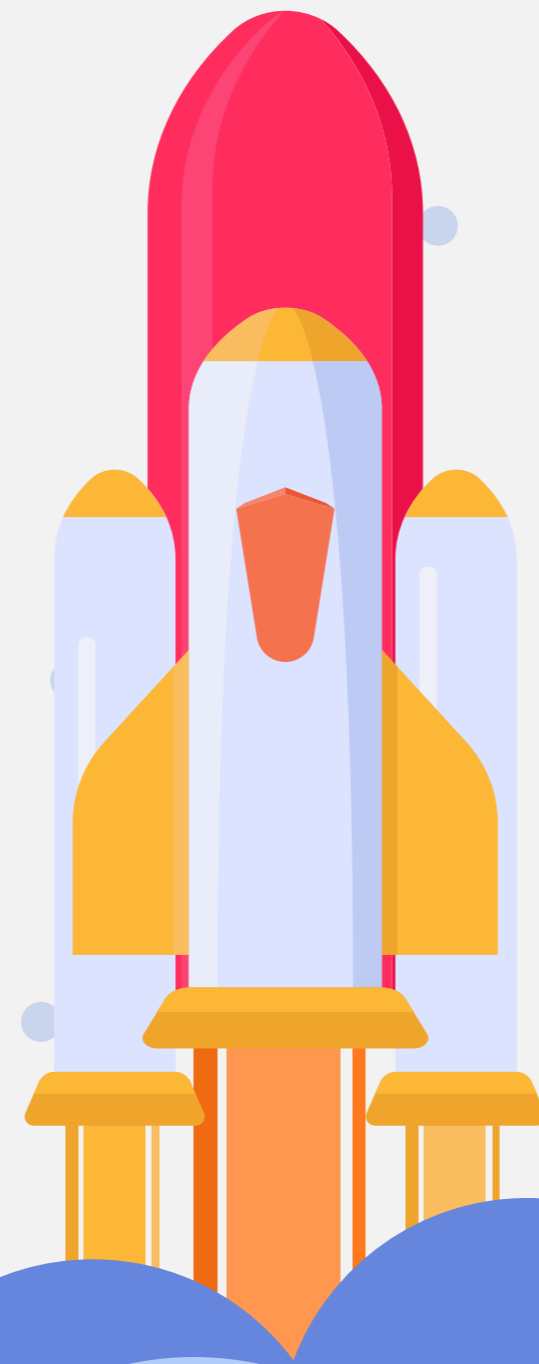
**Safety**

Ensuring people have healthy, nutritious food that is free from contamination or degradation.



# END GOAL

- **Madhya Pradesh a hunger FREE state**
- **10,000 new job opportunities in each District through this campaign**





# Fund Arrangement

- **Foreign Investment** Our trusted NRIs and Non NRIs associates from abroad have agreed to join hands with us on this noble cause.
- **SNG Investment** As a company strength we will be heading the campaign with the initial funding that will help us start work on the tech aspect.
- **Mass Contribution** A helpline for the campaign will initiate further contribution from fellow citizens living in or outside India.







**Khana Khalo Yojna** would be the final and perfect piece of the puzzle to take Madhya Pradesh to National & international news. It would be an instant success and a benchmark for other states in the future. Embarking on this journey with us would be a symbiotic relationship, where the goals of both the parties are aligned, towards the welfare of the state and nation in the long run.

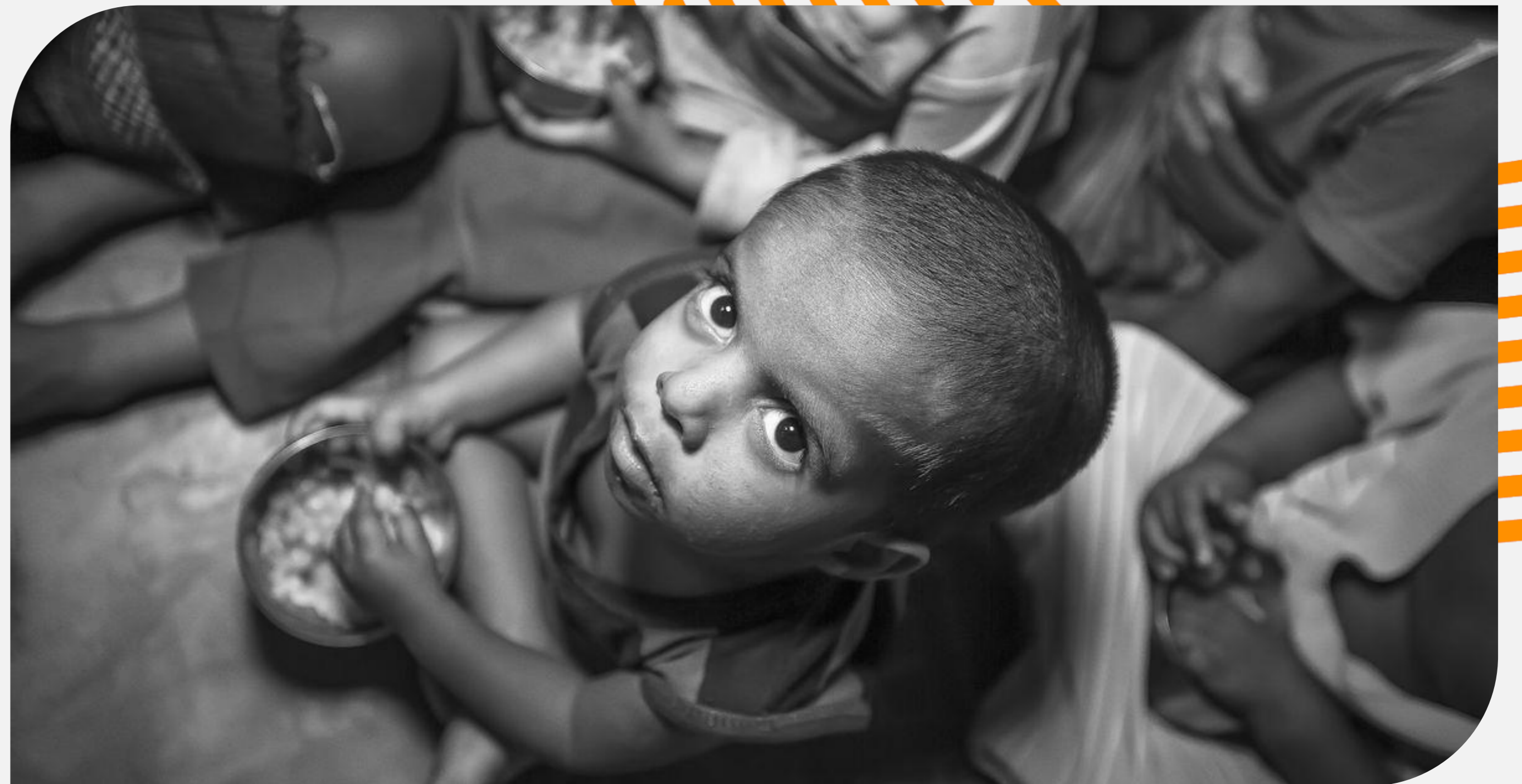


***“You cannot tell a hungry child that you gave him food yesterday”***

Our work will not be perceived as a onetime donation. This campaign will be a consistent force of change.

**We need to work hard and will work to make the mission successful.**

**We must be self sustainable.**





# Grow Our Own food

If we want to succeed in aiming a hunger free state, we need to understand that feeding a hungry human once will not solve the purpose. It is a continuous effort of providing.

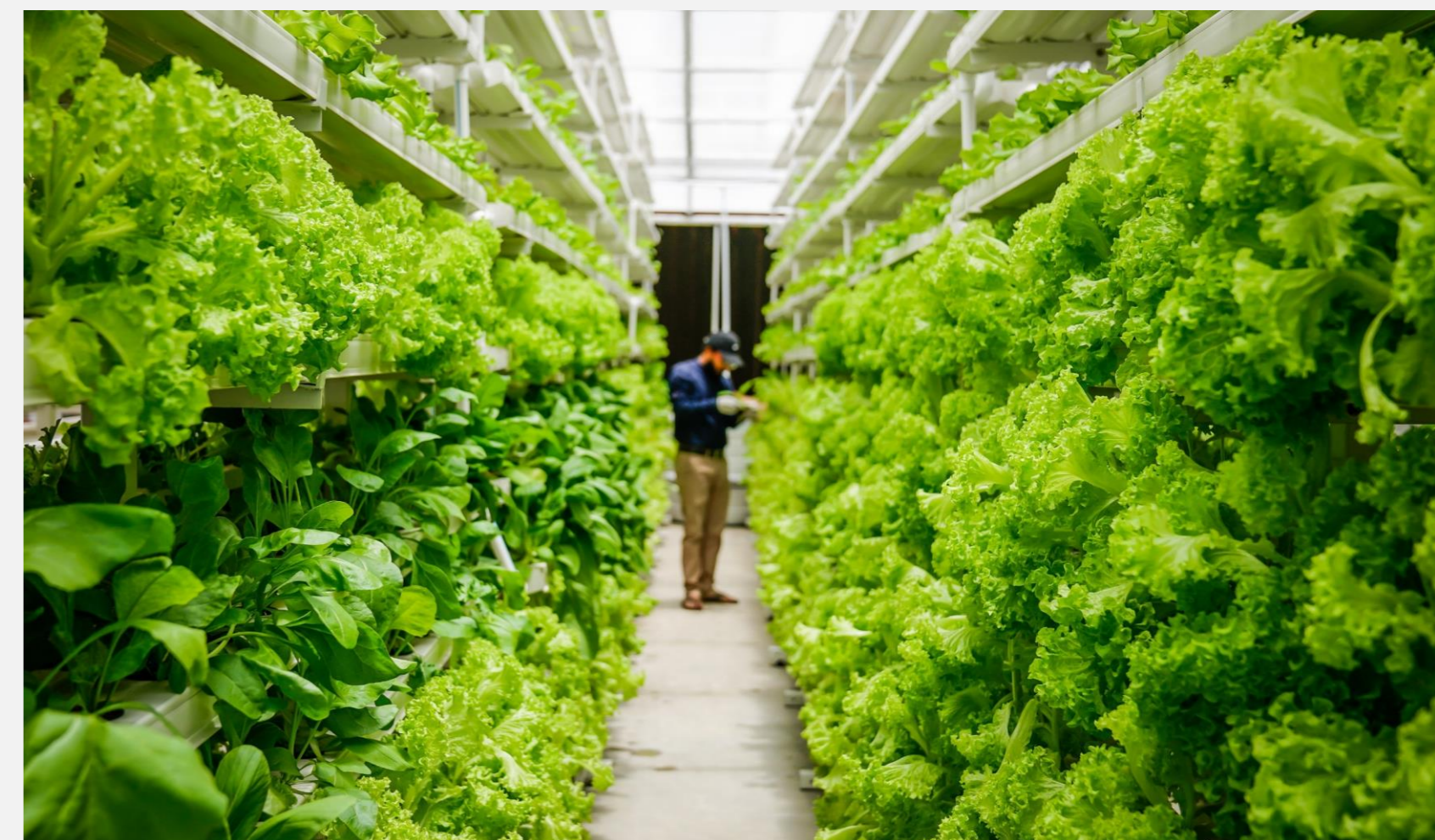
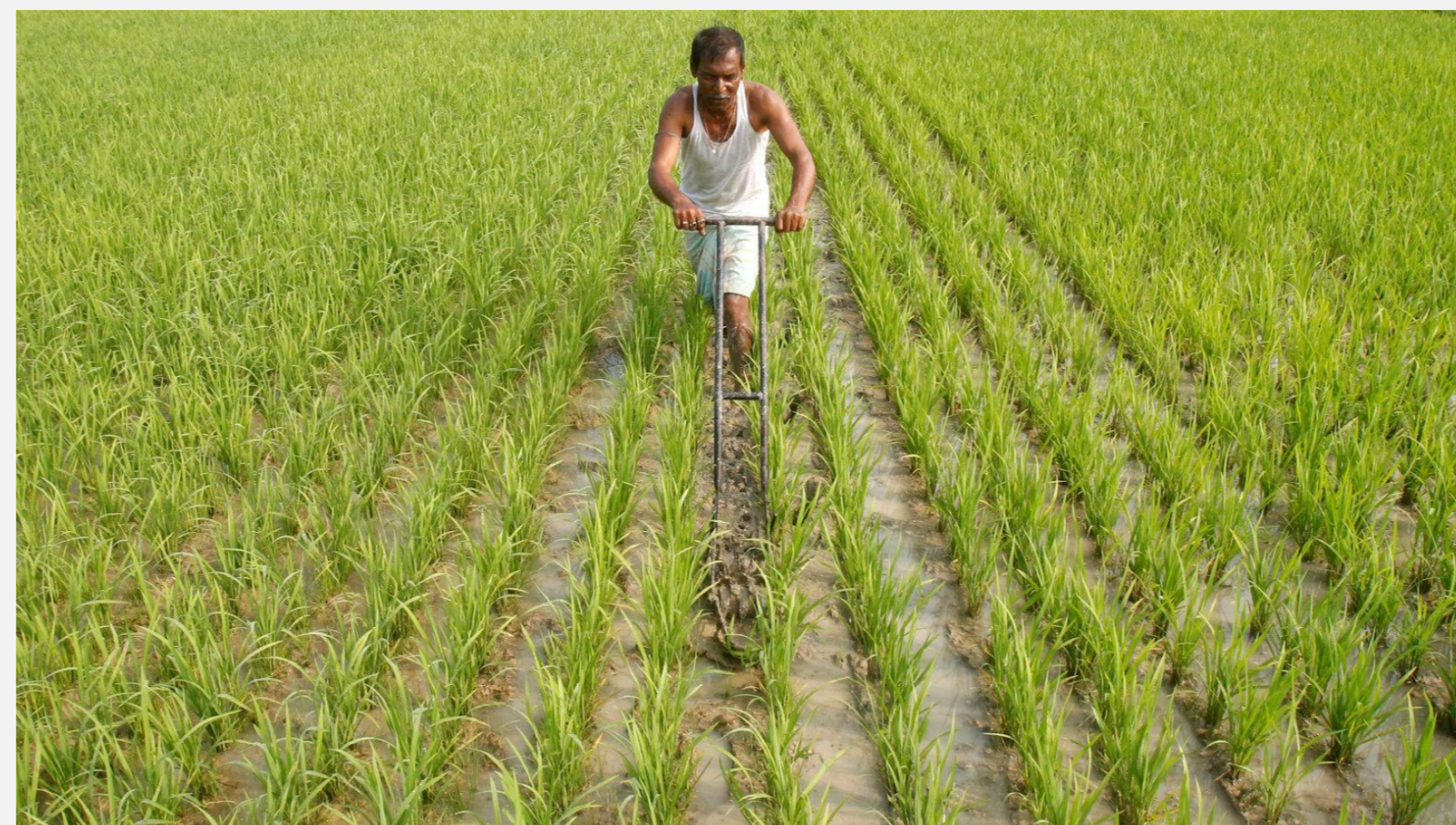
Similarly, in the initial phase we will need the support of the food suppliers, but this dependency can falter in the long run. There will be a time when we will need to be assured for all crop related sources.

**We will need grow our own food.  
This will lead us for self sustainability.**





# Grow Our Own food





# Meals on Wheels

Meals on wheels is the next phase of food distribution for the areas in the villages where food distribution will be best suited if done from food trucks.

Pre-packed cooked meals will be distributed to all registered families with the RFID cards.

This is a detailed narrow distribution method.







***“No-one has ever  
become poor by  
giving”***

Our culture speaks and demands from us to walk on the righteous paths. One of them is to give back to the society in whatever form you can. Be it money or support!



# OUR SUPPORTING TEAM

**Sant Shivdas Maharaj Ji**

Kadha Sithalan Dham

**Shivaganga Jeeva Jantu Kalyan  
Ashram**

Uttar Pradesh, India

**Shivaganga Dham Ji**

Bangalore, India

**Shiva Bajarang Dham Ji**

Kaleshwar Ghat

**Vishal Mahajan Ji**

Dubai, UAE

**Navneet Kaur Ji**

Dubai, UAE

**Sachin K Varma Ji**

Advocate, Bhopal, India

**Alex Teoderesco Ji**

Montreal, Canada

**Chetan Pandit Ji**

Bangalore, India

**Puneet Jethalia Ji**

Bangalore, India

**Manish Beriwal Ji**

Mumbai, India

**Pawan Bagrodiya Ji**

Bangalore, India

**Neha Sunny Kej Ji**

USA

**Paresh R Udhani Ji**

Bangalore, India

**Abishek Ji**

Bangalore, India

**Santosh Kejriwal Ji**

Bangalore, India

**Abishek Uppadhyaya Ji**

USA

**Govind Agarwal Ji**

Bangalore, India

**Matrisha Ghosh Ji**

Kolkata, India

**Girish Singh Ji**

Bangalore, India

**Rishi Kesh Sinha Ji**

Bangalore, India



# OUR SUPPORTING TEAM

**Onkar Nath Upadhyay Ji**

Luknow, India

**Tulika Singh Ji**

Delhi, India

**Ritesh Gupta Ji**

Bangalore, India

**Har Govind Seth Ji**

Bangalore, India

**Pradeep Kediya Ji**

Bangalore, India

**Gopal Beriwal Ji**

Kanpur, India

**Dheeraj Sinha Ji**

Bangalore, India

**Sangeetha Ji**

Bangalore, India

**Meena Bagri Ji**

Bangalore, India

**Sanjeev Kumar Ji**

Delhi, India

**Sourab Ji**

Delhi, India

**Sandeep Surana Ji**

Bangalore, India

**Shiv Shankar Dubey Ji**

Delhi, India

**Nitesh Gupta Ji**

Delhi, India

**Dr. Sakthi Kumar Pandey Ji**

Luknow, India

**Devi Shankar Shukla Ji**

Bhopal, India

**Anurag Duvedi Ji**

Luknow, India

**Vijay Pandey Ji**

Allahabad, India

**Rajendra Prasad Shukla Ji**

Allahabad, India

**Mahanth Vidhya Das Ji**

Anjanadri Betta, India

**Santosh Kilougi Ji**

Gangawati, India



# OUR SUPPORTING TEAM

**Brijesh Pandey Ji**  
Bangalore, India

**Mahendra Kumar Ji**  
Mysore, India

**Mohit Malhotra Ji**  
Bangalore, India

**Prakash Bhoutika Ji**  
Bangalore, India

**Rahul Vaidhya Ji**  
Mumbai, India

**Rohit Adhokia Ji**  
Bangalore, India

**Ashok Kumar Ji**  
Jodhpur, India

**Murali Ji**  
Jodhpur, India

**Ram Lal Prajapathi Ji**  
Jodhpur, India

**Beraram Ji**  
Chennai, India

**Rajesh Himmatsinka Ji**  
Bangalore, India

**Amita Pandit Ji**  
Bangalore, India

**Pankaj Shukla Ji**  
Uttar Pradesh, India

**Anil Mourya Ji**  
Bangalore, India

**Apurv Shekar Ji**  
Bangalore, India

**Gulam Haider Vahora Ji**  
Mumbai, India

**Kunwar Shyam Ji**  
Jodhpur, India

**Afzal Haq Ji**  
Dubai, UAE

**Vikram Sinha Ji**  
Dubai, UAE

**Vinit Singh Ji**  
Patna, India

**Kanika Mahajan Ji**  
Dubai, UAE



# OUR SUPPORTING TEAM

**Maixm Patrao Ji**  
Dubai, UAE

**Karthik Muniraju Ji**  
Dubai, UAE

**Ravindranath Shukla Ji**  
Uttar Pradesh

**Praveen Chauhan Ji**  
Dubai, UAE

**Alok Mishra Ji**  
Raibareli, India

**Hiren Bhai Ji**  
Dubai, UAE

**Anil Mishra Ji**  
Bangalore, India

**Ravishankar Sharma Ji**  
Bangalore, India

**Carl Kapadia Ji**  
Dubai, UAE

**Kamal Ji**  
Dubai, UAE

**Ramesh Mahajan Ji**  
Ahamadabad, India

**Rajnish Mahajan Ji**  
Ludhiana, India

**Govind Lal Ji**  
Dubai, UAE

**Rajesh Pareek Ji**  
Dubai, UAE

**Hariram Ji**  
Dubai, UAE

**Deepak Sharma Ji**  
Bangalore, India

**Lalunath Shukla Ji**  
Sangipur, India

**Sanjeev Mishra Ji**  
Ameti, India

**Vijay Kishor Tiwari Ji**  
Gowriganj, India

**Amar Narayan Reddy Ji**  
Bangalore, India

**Sanjay Kumar Shukla Ji**  
Bangalore, India



# OUR SUPPORTING TEAM

**Kumar Prashant Ji**  
Bulgaria

**Kamlesh Varma Ji**  
Patna, India

**Suresh Kumar Ji**  
Abaijan, India

**Saumya Pandit Ji**  
Dubai, UAE

**Rakesh Ranjan Ji**  
Dubai, UAE

**Anil Singh Ji**  
Bangalore, India

**Raj Bahadur Singh Ji**  
Uttar Pradesh, India

**Raj Vallab Tiwari Ji**  
Uttar Pradesh, India

**Mani Shankar Mishra Ji**  
Uttar Pradesh, India

**Prem Shankar Tiwari Ji**  
Uttar Pradesh, India

**Dheeraj Shukla Ji**  
Uttar Pradesh, India

**Dr. Prakash Chandra Shukla Ji**  
Uttar Pradesh

**Munna Parihar Ji**  
Uttar Pradesh

**Ravindranath Shukla Ji**  
Uttar Pradesh

**Amitab Shukla Ji**  
Uttar Pradesh, India

**Rajeev Shukla Ji**  
Uttar Pradesh

**Rajesh Tiwari Ji**  
Bangalore, India

**Rakesh Pandey Ji**  
Bangalore, India

**Ram Jageshwar Tiwari Ji**  
Bangalore, India

**Suhas Tiwari Ji**  
Bangalore, India

**Mahesh Prasad Tiwari Ji**  
Uttar Pradesh, India



# OUR SUPPORTING TEAM

**Janardhan Reddy Ji**

Bangalore, India

**Sukvinder Singh Ji**

Dubai, UAE

**Ramashankar Tiwari Ji**

Bangalore

**Vinous Luz Ji**

Brazil

**Nasir Muhammad**

Jeddah, KSA Ji

**Romain Ji**

France

**Yashika Sawant Ji**

Dubai, UAE

**Dinesh Kumar Tiwari Ji**

Bangalore, India

**Shivaganga Souhardha**

Credit Co-operative, Bangalore, India

**Shivaganga Media Pvt. Ltd.**

Bangalore, India

**Manoj Mishra Ji**

Bangalore, India

**Rohit Mishra Ji**

Uttar Pradesh, India

**Piyush Banafar Ji**

Delhi, India

**Naval Ji**

Trans Asia

**Ashit Kumar Ji**

Bangalore, India

**Rakesh Periwal Ji**

Bangalore, India

**Sunita Tantia Ji**

Bangalore, India

**Sunny Mogra Ji**

Bangalore, India

**Rajni Kanth Ji**

Koppal, India

**Chandru Wadhwa Ji**

Mumbai, India

**Nishant Dayal**

Bangalore, India



***“Don’t eat alone.  
Share your food with  
poor people. He who  
feeds the starving  
people in hunger are  
blessed by  
Almighty”***

We who can read this today are blessed by god’s grace. Being the most powerful race on earth, the least we can do is share our plate and not let anyone sleep hungry.















Sachin K Varma  
+91 94254 12492  
ngtstangcounsel@gmail.com

Jitendra Tiwari (Swami ji)  
+91 98452 90000 / +971 50 885 6008  
jkteware@gmail.com

Nav  
+971 55 550 2261  
nav@coreme.ae

Vishal  
+971 52 662 0888  
vishal@coreme.ae

