

SEPTEMBER 2020

TRANSPARENCY REPORT

FEED THE DAILY WAGER

Food assistance for people affected by
the COVID-19 lockdown

zomato
feeding india

PROCESS PARTNER



Grant Thornton

Feed the Daily Wage
Food Relief kit

Executive Summary

Feed the Daily Wager campaign went live on **24th March 2020** and closed on **31st July 2020**. During the 130 days of the campaign, Zomato Feeding India worked with various stakeholders.

The following pages provide key facts and remarks to build an understanding around the campaign outcome and impact.



Zomato Feeding India partnered with Grant Thornton Bharat LLP to independently review the process and system controls followed during the initiative.

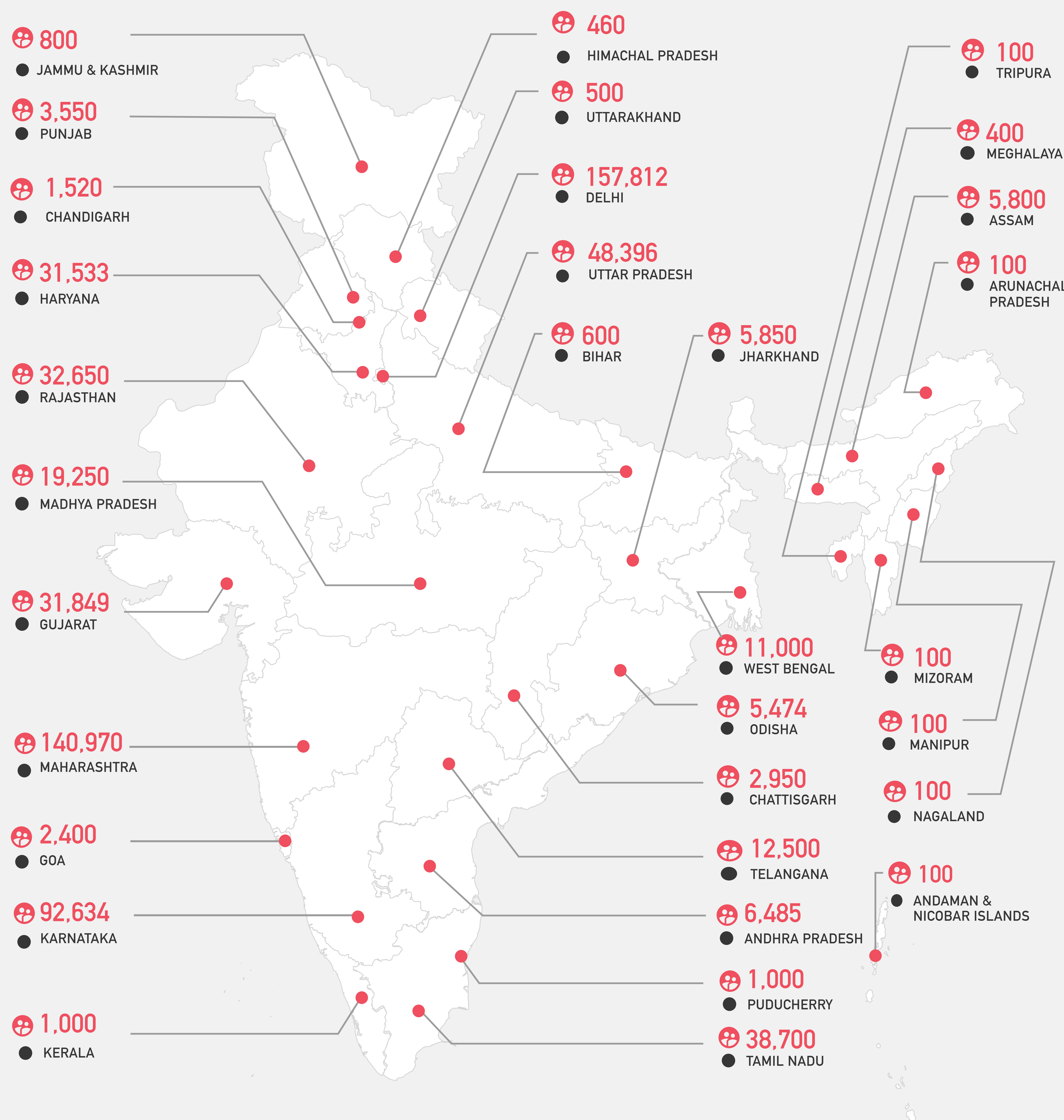
181
Cities

78,667,465
Meals

749,033 kits*
Distributed

851 drives
Conducted

RATION KITS DISTRIBUTION MAP



CONTENTS OF THE KIT

Flour (Rice/Wheat)

10kg

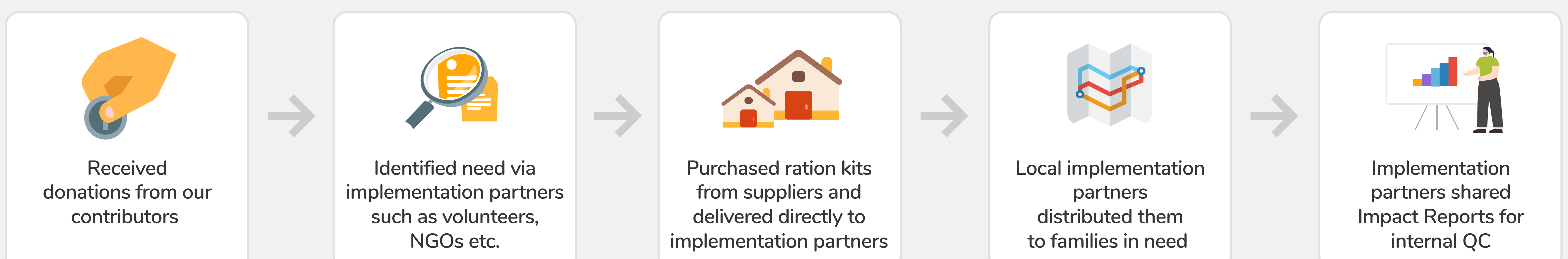
Pulses

2kg

The average cost of each kit was ₹500 and could last a family of 5 for an entire week.

*This map only includes the kits purchased. In-kind kits and cooked meals distributed are not mentioned in this map.

METHOD OF DISTRIBUTION



An Unprecedented Challenge

The COVID-19 pandemic is the greatest global challenge the world has faced since World War II¹, “attacking societies at their core, claiming lives and people’s livelihoods”. Governments across the globe have been fighting tooth and nail to ensure that their social and economic systems are able to ride out this catastrophe, while protecting their citizens in the face of a critical health and hunger crisis.

In India, the first nationwide lockdown was announced on 24th March 2020 to contain the spread of the disease. People were advised to stay indoors, but for many daily wage earners, this was not an option. According to the International Labour Organisation, 90% of India’s workforce is employed in the informal sector² and does not have access to the social and economic security to be able to bear the brunt of such a lockdown and loss of employment. The hunger crisis loomed large and grave for the daily wage earners due to the uncertainty around being able to feed their families every day.



A Coordinated Effort

Individuals, Civil Society Organisations (CSOs), and governing bodies amassed a nationwide response to support daily wage earners to ensure that they and their families can tide through the pandemic.

To address the hunger challenge posed by the pandemic, Zomato Feeding India³ launched the Feed the Daily Wager (FTDW) campaign on 24th March 2020, the very same day the national lockdown was announced.

FTDW aimed to provide daily wagers and their families with a reliable supply of meals in the absence of employment opportunities and to support them through the lockdown. FTDW supported local initiatives of citizens, NGOs and its volunteers (Hunger Heroes) by ensuring last-mile delivery of dry ration kits to the daily wagers in these challenging times.

¹ <https://healthpolicy-watch.news/covid-19-is-worlds-biggest-challenge-since-world-war-ii-says-un-secretary-general/>

² https://www.ilo.org/global/publications/books/WCMS_626831/lang--en/index.html

³ Zomato Feeding India (ZFI), registered as Hunger Heroes, is a not for profit organisation. It operates through a network of 26,000+ compassionate citizens as volunteers across 100+ cities in India, to initiate and manage initiatives that solve hunger locally. Some of the initiatives undertaken by Zomato Feeding India are focused on providing food assistance to daily wagers, migrant workers, families affected by cyclone Amphan and Assam and Bihar floods, amongst others.



Ration Kits

Giving ration kits, unlike donating cooked meals, ensures that families can sustain for longer durations without having to step out of their houses while also ensuring more people get the support they need. The kits, with food grains and pulses sufficient for a family of five to have three meals a day for seven days a week (105 meals per kit) were distributed. Some kits also included oil, salt, soap and other essential items as per need.

The supplies for the kits were sourced from suppliers such as Grofers, Future Consumer Limited, Metro Cash & Carry, WWCSI, Walmart, Vishal Mega Mart, among others. Kits were pre-packaged at manufacturer and miller locations and directly delivered to the partners to limit the exchange of items between locations.

Beneficiaries

Key beneficiaries of the campaign included daily wage earners and their families who lost their livelihood and source of income due to lockdown. Prior to the lockdown, these individuals were engaged in jobs including, but not limited to, construction workers, hawkers, housekeeping staff, restaurant staff, delivery staff, and labour working in manufacturing units.

ANECDOTES



"I am from Lakhimpur but have been living in Jorhat for 6 years with my wife and children. When this disease broke out, they had to shut the hotel at work for. I first thought the lockdown would end soon but it doesn't seem like it will and my savings will be over soon. Thank you for sending us these grains."

**KRISHNA SUBEDHI CHETRY,
JORHAT (ASSAM)**

Trusted Partners

Zomato Feeding India partnered with multiple stakeholders pan-India to ensure safe and responsible distribution of ration kits. The partners included:

- National and local NGOs including Action Aid, The United Foundation, Caritas India, Don Bosco etc.
- Zomato Feeding India volunteer network, proudly called Hunger Heroes
- City police in Delhi, Kolhapur, Guwahati, Ludhiana etc.
- State governments in Delhi, Bengaluru, Pune etc.
- Municipal corporations in Mumbai, Ahmedabad, Vadodara, etc.
- Concerned citizens who reached out to support their nearby communities.

A total of 625 implementation partners were onboarded across the country to help distribute the ration kits

The partners were onboarded after evaluating their capabilities to distribute ration kits safely on-ground and on time.





“Daily wagers do not have the savings needed to tide them over this crisis. It was obvious that we will have to provide food to this section.”

ABHIMANYU RANA
(Public policy consultant and Entrepreneur)



“It is great that so many people are stepping up to help at a time like this.”

MANDEEP SINGH RANDHAWA (IPS – ACP Delhi)



“It is my duty to extend whatever support I can, in my personal and professional capacity to reach out to the families in distress now.”

DIPALI SHARMA
(Director – Action Aid India, NGO Partner)

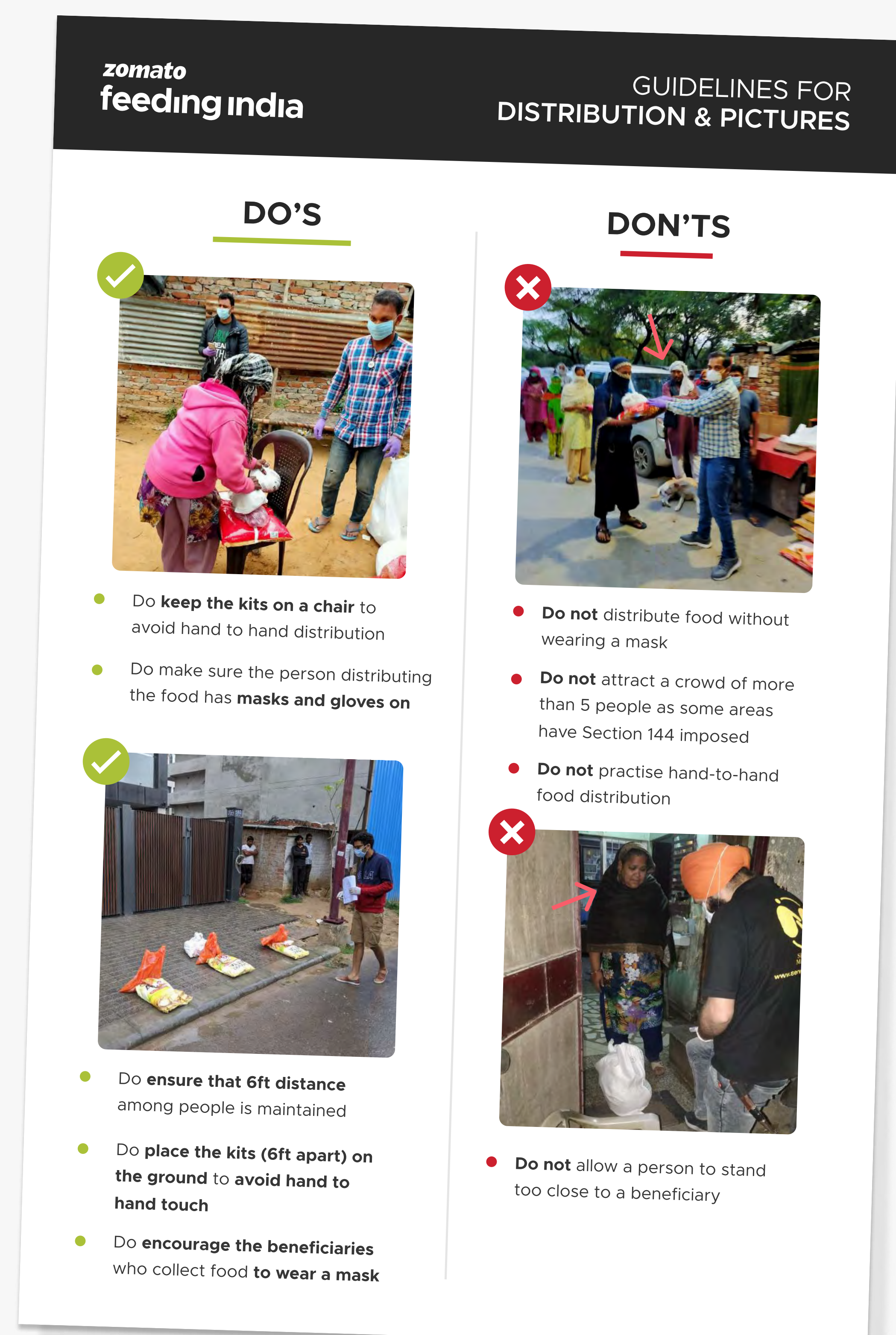


“In Nashik, we have distributed the ration kits to Daily wage workers, handicapped people, rickshaw drivers, construction site workers, blind people who sell toys in trains, and tribal villagers. There are many people out there who do not know much about what is happening, neither are they able to earn a meal for their family. We must all do our bit to help them.”

POONAM KANAV (Hunger Hero – Nashik)

Safety Guidelines

NGO partners, volunteers, implementation partners and supply vendors were trained by Zomato Feeding India teams to ensure safety, social distancing guidelines and hygiene in the entire process from packaging, transportation, delivery to distribution.



Reporting and Quality Assurance

Zomato Feeding India for the Feed The Daily Wager campaign incorporated an internal Quality Assurance (QA) Team.

- The main objective of the Quality Assurance team was to review and analyse the responses and evidence for each drive - from onboarding of implementation partners, kits delivery confirmation to kits distribution confirmation.
- The team verified the distribution of kits by calling beneficiaries on a sample basis.

The QA team reviewed the completeness and accuracy of each drive by matching the inputs received at different stages of the drive life cycle.

Donations

The campaign raised funds from various sources that covers Corporates, Philanthropists, Individual (Direct Channel), Individual (Indirect Channel). A total of **₹ 32.5 Crores** was received during the campaign period (24th March 2020 - 31st July 2020).

Some of the key corporates and philanthropists who contributed to the campaign were Vedanta, RealMe, Nexus Malls, A.T.E. Chandra Foundation, among many others.

| Source | Amount (in ₹) | % of Total |
|----------------------------------|----------------|------------|
| Individual (Direct Channel)* | 21,35,08,880** | 65.54% |
| Corporate | 10,79,96,525 | 33.15% |
| Individual (Indirect Channel)*** | 42,43,423 | 1.31% |
| Total | 32,57,48,829 | 100% |

*Direct Channel is referred as donations received through Zomato/Feeding India Platform

**Amount after deduction of transaction fee and payment gateway charges.

***Indirect Channel is referred to as donations received through crowdsourcing platforms - Milaap and Mobikwik.

KEY PARTNERS



Utilization

Total funds raised by Zomato Feeding India for this campaign were entirely utilised for procurement and distribution of kits to the beneficiaries. All administrative costs towards implementation of the campaign were absorbed by Zomato Feeding India.

100% of the proceeds which were raised for this campaign have been utilised.

Majority of the funds were used to procure ration kits while a small amount was utilised on procuring cooked meals from caterers. Remaining funds were utilised against operating expenses linked to the campaign.

| Source | Amount (in ₹) | % of Total |
|-------------------------|---------------|------------|
| Ration Kits Procurement | 32,32,11,303 | 99.22% |
| Cooked Meals | 5,85,236 | 0.18% |
| Operating Cost*** | 19,52,290 | 0.60% |
| Total | 32,57,48,829 | 100% |

***Operating cost includes transportation of ration kits and meals, printing and other costs

| Type of Support | No. of Kits | Meals served |
|-----------------------|-------------|--------------|
| Kits purchased | 656,683 | 68,951,715 |
| Kits received in-kind | 92,350 | 9,696,750 |
| Cooked meals | N/A | 19,000 |
| Total | 749,033 | 78,667,465 |

In-kind Kits and Cooked Meals

Zomato Feeding India is grateful to its many partners who have supported the campaign with donating ration kits in-kind. We received 92,350 kits in-kind adding to more than 96,96,750 meals served, many of which are still in the process of distribution. Additionally, we distributed 19,000 cooked meals to daily wage earners that needed immediate food support.

Other Initiatives

MEALS FOR MIGRANTS

With most urban areas locked down, multiple communities were forced to try and get to their hometown using any means of transport available. A large number of these families started their homebound journey with no food in their stomach for days and no means to get them through the journey. **We collected donations amounting to ₹ 75 lakhs (approx) and distributed over 8 lakhs (approx) meals in 34 cities during the duration of the campaign under the Meal for Migrants initiative (in progress).**



TESTIMONIALS



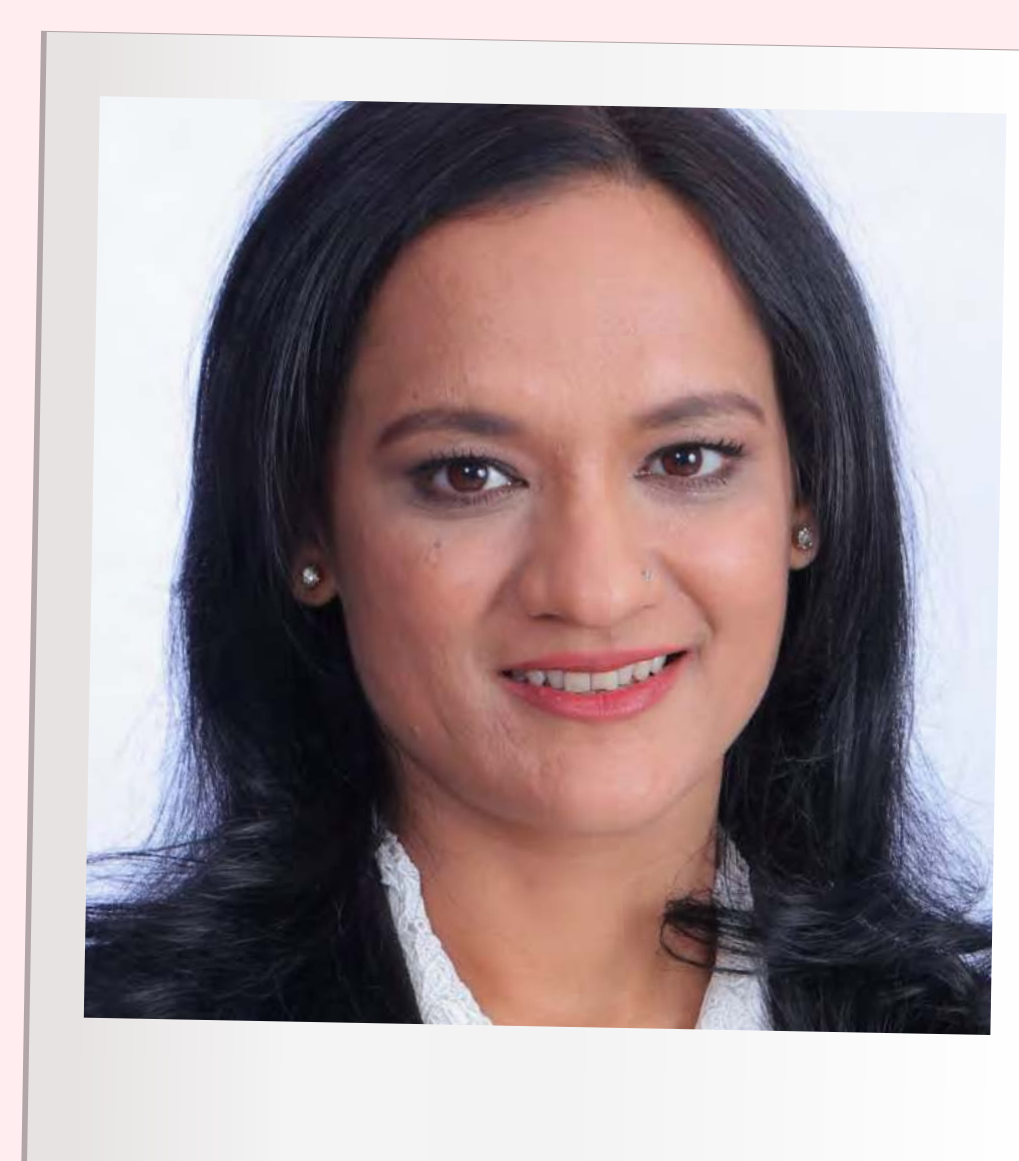
Deepti Kommera, Head Sustainable Rural Development
ATE Chandra Foundation
We are very happy with the reporting tools deployed by Zomato Feeding India. The team is extremely passionate, responsive and keen to support our requirements from time to time. We congratulate the entire team and wish them all the very best.



Ritu Jhingon, CEO, Nand Ghar, Vedanta
Vedanta
Zomato Feeding India, very meticulously made sure that in such unprecedented times, migrant daily wage labour doesn't go without food. We value this partnership for serving the greater purpose of Vedanta of giving back to the society. Kudos to the team Zomato Feeding India!



Madhav Sheth, Vice President and Chief Executive Officer
realme
realme feels proud and is grateful that we were able to reach so many people and were able to support their family's food requirements. All praises to the entire team and their commitment levels that were displayed under this initiative which had a remarkable positive effect on the daily wager community.



Noopur Jain, Director-HR & Admin
Tupperware
We are really proud of the work Zomato Feeding India has done and salute the spirit of all hunger warriors who have worked relentlessly during COVID 19. We joined hands with them to feed 5000 households and ran a simultaneous internal campaign to increase contribution from Tupperware family called 'Nourish the needy'.

NOTE FROM PROCESS PARTNER

Grant Thornton Bharat LLP

Grant Thornton Bharat LLP was engaged by Zomato Feeding India as a Process Partner to review the efficacy of process(es) followed and efficiency of the results for the Feed the Daily Wager campaign.

The review team adopted a dynamic approach taking into consideration the operational challenges posed by COVID-19, the ensuing lockdown, and the dire need of the hour. A three phase approach was followed by the review team, each phase was executed with due discussions and inputs from the management to maintain assured efficiency and quality.

Based on review of evidence obtained and the information / explanations provided to us, no significant design failures or transaction level failures were observed. However, few improvement opportunities were observed during the review which have been highlighted to the management separately.

1

UNDERSTANDING THE PROCESS

Developing a preliminary understanding of process and related guidelines, documents, and role of stakeholders.

2

REVIEW AND EVALUATION

Identifying and reviewing focus areas and key points, using materiality and probability-based sampling techniques.

3

REPORTING

Reporting review points, recommendations and key results.

ABOUT US

We are one of the largest fully integrated Assurance, Tax and Advisory firms in India. With 4,500+ people and presence in 15 locations across 13 cities, we help dynamic clients unlock their potential for growth. We constantly pursue new ideas and embrace a culture of curiosity, agility and innovation. We deliver the greatest value by collaborating across services to create innovative, tailored solutions to resolve clients' complex challenges.

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