



**SURABI TRUST**  
Passion to Serve

# BALA MITRA

Conquering childhood hunger

## PROJECT PROPOSAL

In partnering with



Greater Chennai Corporation

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## Organisation Background

SurabiTrust is a non-government and philanthropic organization located in Chennai, Tamil Nadu rendering various services to the under privileged sections of society. The organization was founded by a group of like-minded friends on 20th March 2008, registering under the Trust Act with the ultimate aim of serving society. The objectives of Surabi Trust is to reach, help, support and advance the interests of the oppressed and down-trodden especially in matters of health and education.

### VISION

To provide quality education, better medical facilities nutrition food to the under privileged sections of the society and help women to achieve economic independence.

### MISSION

Providing better education opportunities to the destitute children, nurturing them into responsible citizens of nation, cater good nutrition, better medical support to the underprivileged, empowering women to improve their livelihood by creating opportunities for employment.

### CREDENTIALS

### GOVERNING TRUSTEES

TRUST	No. 517-2008	D.Radhakrishnamurthy	Govt.Employed
FCRA	No. 075901306	S.Venkatesan	Business
80-G	No.DIT(E).No.2 (349)	Bhanuprakash	Govt.Employed
12A	No. 509/08-09	K.PurushothamaReddy	Govt.Employed
PAN	No.AAHTS6422M	S.L.Ravisharma	Govt.Retired
HOME	No. 867/DSD/2017		
ISO	No. QMS/558		
DARPAN	TN-2017-171331		



## Problem statement

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### NUTRITION AND ITS EFFECTS ON ACADEMIC PERFORMANCE

### HOW CAN WE IMPROVE OUR SCHOOLS

In an educational world filled with failing schools and apathetic students, state boards of education have searched for answers on how to increase test scores and create school systems where all students receive the best education possible. Amongst the plethora of possible solutions, perhaps they should look first at the nutritional substance of what our school children are eating each day as they struggle through a day of learning. There is a correlation between nutrition and cognition as well as psycho social behavior, but there exists many studies that look at the nutritional benefits of proteins, vitamins, and food substances as they affect learning and brain function. Our schools have the potential to play a vital role in preparing and sustaining our students' potential learning abilities and benefitting their social behaviors by supplying nutritious breakfasts and lunches during school days.

Mild-to-moderate malnutrition can be a developmental risk factor. Malnutrition can limit a child's ability to comprehend even basic skills and weaken overall learning potential. Children from food insufficient households may not perform as well on academic achievement tests as children from food sufficient households. Students who experience food insufficiency are likely to fail and repeat standards in school and experience tardiness or absences from school which may affect their academic performance.

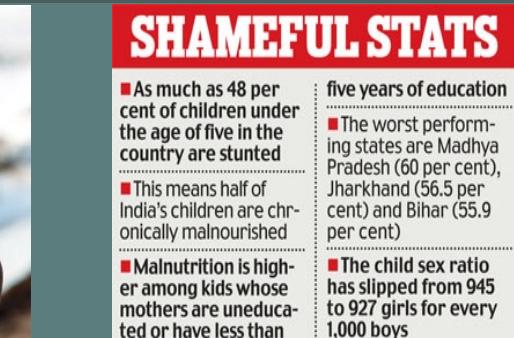
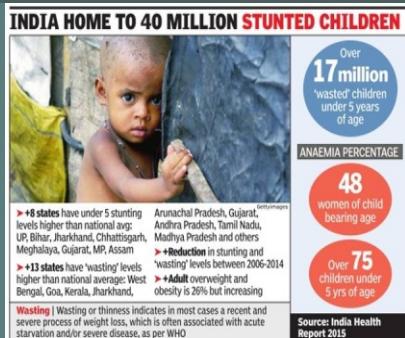


# Project Justification

Analysis have found that not eating breakfast resulted in deficits in dietary intake of many essential nutrients. Primary schools were chosen to in this study. Schools were chosen based on severe need status, having similar numbers of total students in the classes studied, and being located in comparable neighborhoods. Nearly five hundred children were asked two basic questions:

1. Did you have anything to eat before coming to school?
2. Did you eat anything on the way to school?

Students were also asked about their regular diet at their households after school timings. These findings showed dietary adequacy is important for children with their proportionately greater nutrient requirement to sustain normal growth and development. Mild nutrient deficiencies can result in long term adverse effects on growth and function.



## Poor diet killing hundreds of Indians annually

Lancet study finds one in five people die due to the lack food and nutrients on their plates

### MALNOURISHED WORLD

WASHINGTON: Poor diet leads to hundreds of deaths in India annually according to a study published in *Lancet*, which found that globally, in five countries alone to this lack of optimal amounts of food and nutrients on their plates.

The report, which tracked trends in the impact of dietary factors from 1990 to 2017 in 195 countries, showed that almost every region of the world could benefit from rebalancing their diets to include more fruits and vegetables than one in five deaths globally — equivalent to 11 million deaths — are associated with poor diet, and disproportionately to a range of chronic diseases in people around the world.

In 2017, more deaths were caused by diets with too low amounts of foods such as whole grains, fruits, nuts and seeds, than by diets with high levels of foods like trans fats, sugary drinks, and high levels of red and processed meats.

► We intake whole grains

— below 125 grammes per day

— was the leading dietary risk factor for death and disease in India, US, Brazil, Pakistan, Nigeria, Egypt, Indonesia, Bangladesh, and Turkey. In Bangladesh, low intake of fruits — below 250 grammes per day — was the leading dietary risk factor for death and disease risk.

In 2017, one in five deaths with the highest rates of related



This study affirms what many have thought for several years — that poor diet is responsible for more deaths than any other risk factor in the world

Christopher Murray, University of Washington

deaths per 1,00,000 people.

The UK ranked 23rd (127 deaths per 1,00,000), and the US ranked 43rd (171 deaths per 1,00,000), after India and Nigeria (121 and 126).

“While sodium, sugar, and fat have been the focus of policy debates over the past two decades, the new findings with regard to leading dietary risk factors are high intake of unhealthy foods, such as whole grains, fruit, nuts and seeds, and vegetables,” says Christopher Murray, University of Washington in the US.

The findings highlight the urgent need for continued global efforts to improve diet, through collaboration with various sections of the food system and policies that drive balanced diets.

In 2017, one in five deaths with the highest rates of related

deaths

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## Project Goals

Providing quality food that is appealing to students will help promote healthy. This breakfast program play an important role in the nutritional adequacy of students' diets. Dietary adequacy is of the utmost important for students with their nutrient requirements to sustain normal growth and development. Even mild nutrient deficiencies can end with negative long-term effects on growth and function.

**VISION** | To reach every hungry child and to conquer childhood hunger.

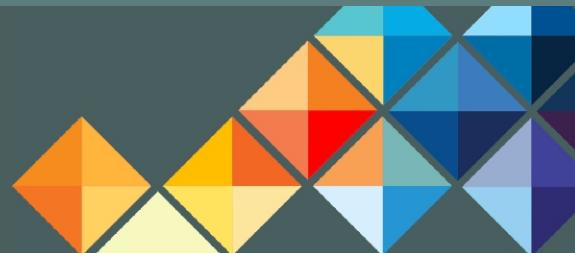
**MISSION** | Targeting to reach 5000 children by the year 2022.

In partnership with the Greater Chennai Corporation, various philanthropic donors and corporate, Surabi is running this Breakfast program. Associating with Public-Private Partnership model, Surabi Trust combines good management, innovative technology, and smart engineering to deliver nutritious and hygienic breakfast every school day

**BENEFICIARIES** Children studying in Chennai Corporation Schools.

**TARGET STRENGTH FOR THE ACADEMIC YEAR 2020-2021:** 1000 Children.  
( to reach a strength of 5000 children by the year 2022)

Conquering childhood hunger



## Project Activities

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### CENTRALIZED KITCHEN

The Kitchen will be equipped with all facilities projecting to make breakfast for 5000 children in the future. All mechanized food process machines will be installed to make various varieties of food which also involves to boil, cut vegetables, grinding, roasting etc.

AREA OF SCHOOLS COVERED IN THE ACADEMIC YEAR 2020-2021: Zone 6 & Zone 8.

### DAILY BREAKFAST SCHEDULE

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Monday	IDLI ( 3 Nos for each kid ) with sambar
Tuesday	PONGAL ( 200 grams) with sambar
Wednesday	RICE UPMA ( 200 grams) with chutney
Thursday	IDLI ( 3 Nos each) with chutney
Friday	KITCHDI ( 200 grams) with chutney
Saturday	NUTRITIONAL PORRIDGE ( 150 ml ) with jaggery & coconut

### PREPARATION & DISTRIBUTION

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Breakfast will be made at a well equipped centralized kitchen. Breakfast is packed in separate steel vessels according to the strength of each school and distributed by a van before 8 AM on every working day.

Each Kid will be provided a plate to eat - ( Plate will be utilized for 1 yr )

SERVING TIME AT SCHOOL : 8.30 AM / School Choice  
( Will be served by the school in charge )



# Project Results

## SHORT TERM RESULTS

Nutritional intake affects energy levels, physical stamina, mood, memory, mental clarity, and emotional and mental well-being. Research is proving good nutrition is pertinent for the brain, so the old adage, "You are what you eat" is proving to be true. Parents and educators need to educate today's youth to make healthier food choices because they are being raised in a culture of fast food. Because today's children are being raised during a time when many meals are not being prepared at home, India is seeing the negative outcomes of poor nutritional choices.

Good nutrition is important to support growth and maximizing learning potential. It also helps body and mind's ability to grow to perform for potential learning capacity of child.

## LONG TERM RESULTS

Food insufficiency and low socioeconomic status are health concerns for children because they have been linked with certain developmental consequences and to BMI of the child , this project helps to overcome these social, physical problems.

Overweight and obese children were found to have an increased instance of medical and psychological issues. They were also found to be absent from school more often than normal-weight children. This project provides timely diet and make children eager to attend school, thus improving the presence of children at school.

School-based programs that aim to promote healthy eating among students should target lowering the number of places and limiting the hours in which students have access to unhealthy food and outside junk purchases.

Lower scholastic achievement, socially unacceptable behavior, and poorer physical fitness were also attributed to food insufficiency, this program helps to address these issues.

School absenteeism and school dropouts can be considerably reduced to large extent, as this program attracts students as well as make them to study well.



# Budget

## RECURRING EXPENDITURE :

Human Resources	Monthly Salary
1. Cook	1. 10000 = 10000
1. Helper	1. 5000 = 5000
2. Maids.	2. 5000 = 10000
1. Driver	1. 10000 = 10000
2. Delivery Staff	2. 5000 = 10000
1. Social Worker	1. 10000 = 10000
<b>TOTAL</b>	<b>= 55000</b>

Raw Materials	Monthly Requirement
Rice	1000 x 25 = 25000
Dal	600 x 90 = 54000
Oil	100 x 100 = 10000
Ghee	20 x 600 = 12000
Provisions	= 5000
Vegetables	= 5000
Gas (10 Cylinders)	= 13000
Miscellaneous	= 5000
<b>TOTAL</b>	<b>= 129000</b>

Human Resources	= 55000
Raw Materials	= 129000
<b>Total</b>	<b>= 184000</b>

184000 / 25 days = INR 7360 ( One Day)

## CAPITAL EXPENDITURE :

KITCHEN EQUIPMENT	Price
Vessels & Accessories	50000
Stoves	5000
Grinder	5000
Mixer Grinder	3000
Idli Maker	30000
Storage Racks	25000
Storage Containers	25000
Kitchen Tools	10000
Packing Containers	75000
 Plates for Children ( 1000 Nos)	 100000
 Vehicle to transport ( Tata Ace / Maruti Van)	 400000
<b>TOTAL</b>	<b>7,28,000</b>

Electricity, Water, Rent  
will be supported by  
Greater Chennai Corporation

## TOTAL BUDGET

RECURRING EXPENDITURE	: 17,66,400
1000 children / 1 year (240 Days)	
CAPITAL EXPENDITURE	: 7,28,000
<b>TOTAL AMOUNT INR</b>	<b>: 24,94,400</b>



## Sponsor Entitlements

Surabi Trust kindly invites to sponsor to the BALAMITRA project to benefit numerous poor children of Chennai Corporation Schools.

The Primary source of funding we receive for the BALAMITRA program is from corporate sponsors, such as yours, since the BALAMITRA project do not receive any funds from government.

### OUR REQUIREMENTS:

#### ONE TIME EXPENDITURE

Kitchen Equipments	1,03,000
Storage Containers	50,000
Packing Containers	75,000
Plates for Children ( 1000 Nos)	100000
Vehicle to transport ( Tata Ace / Maruti Van)	400000

1000 children / 1 Day	7500
1000 children / 10 Days	75000
1000 children / 25 Days	187500
1000 children / 50 Days	375000
1000 children / 100 Days	750000
1000 children / 240 Days	1800000

### SPONSOR AMENITIES:

Proper display Recognition will be taken care.

Logo of your company will be displayed as sponsor for this program in all printing , website, vehicles and display boards in each school.

In all donation request advertisements logo and name will be advertised

Company name and Logo will be displayed in all literatures of the program.

Branding will be made in all forms.

A sponsorship from you will help assure the success of this program, kindly do not hesitate in case you have followup questions or concerns.



## Conclusion

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Making healthy food choices available to students is as important as educating students. The goal is to meet the dietary needs so that students are able to reach their potential physically and cognitively. Due to the considerable amount of time children spend at school more attention needs to be paid to the food options that are available if we want healthy eating to become a normal lifelong behavior.

### EXPANSION OF THE PROJECT::

The project BALAMITRA will be extended to more number of students in the coming years. The target is planned to reach 5000 students by the year 2022.

### SUPPORT OF GOVERNMENT TO THE PROJECT::

Greater Chennai Corporation will be providing building to establish centralized kitchen with electrical and water facilities. GCC will be partner for this program.

### GOOD PRACTICES OF OUR ORGANIZATION:

Transparency in accounts.

Product process Analysis.

Consistently meet the innovation

Monitoring & Evaluation.

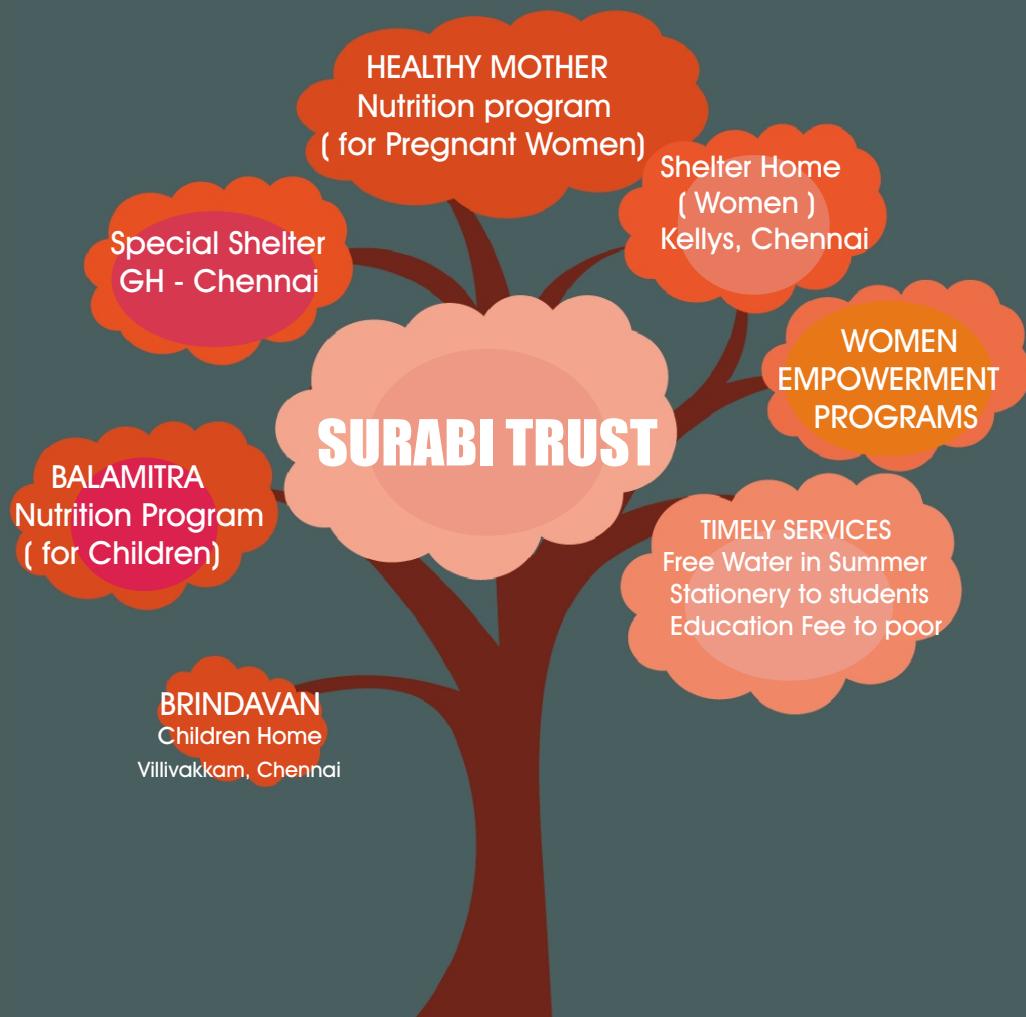
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### QUALITY POLICY

To continuously strive to maintain hygiene, cleanliness, taste, and quality in all our products to meet the dietary needs of children.

To maintain the schedule time of delivery.





We believe that BALAMITRA is a worthy cause that will do a great deal of good for many children. We are excited to partner with you to make this project a reality, leading to substantial benefits in the short, medium, and long term. Should you have any questions, or wish to discuss this project further, please reach out to our project director.

