



# Bajamba; Application to Improve Food Security and achieve No Hunger

## In Sustainable Development Goals

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# Defining Hunger

OLD SCHOOL  
DEFINTION

MODERN  
DEFINTION

**STARVATION IS THE  
CHARACTERISTIC OF  
SOME PEOPLE NOT HAVING  
ENOUGH FOOD TO EAT.  
IT IS NOT THE  
CHARACTERISTIC  
OF THERE BEING NOT  
ENOUGH FOOD TO EAT.**

AMARTYA SEN

#GlobalGoals

# Our Foods and Hunger

What is wrong?

## Status Quo 1

According to WFP 2017

Some 795 million people in the world do not have enough food to lead a healthy active life

12.9 percent of the population is undernourished



## Status Quo 2

According to FAO

Over 1/3 food produced globally goes to waste

Indonesia has wasted food in total 13 millions Ton each year.

Opportunity



# What have we tried?

2 ZERO  
HUNGER



merdeka.com



# How

**To connect the society to achieve no hunger ?**

And Establish Food Security



# Conceptual Framework

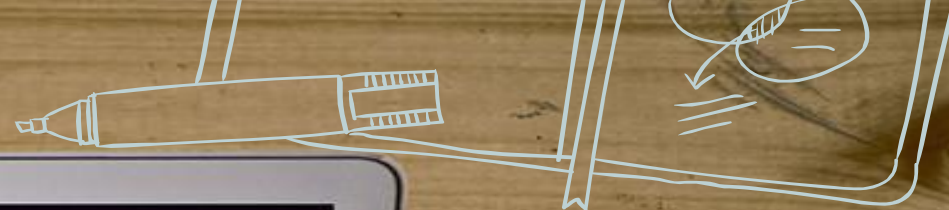
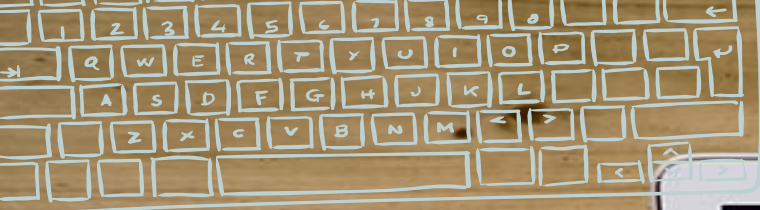
## FOOD SECURITY



(FAO, 2016)



(Belk, 2014)





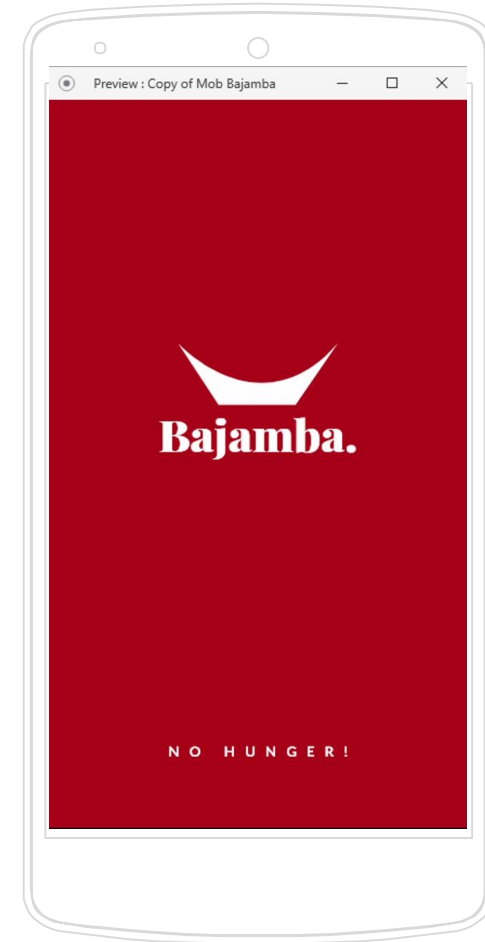


# #1

FOOD DONATION

Connecting

Business institutions –  
Social Department

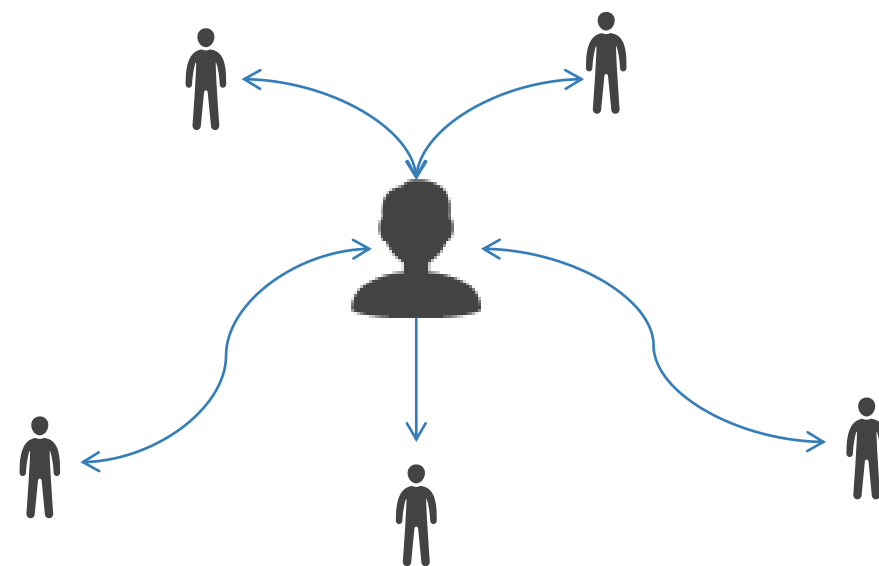




#2

## Collective Purchasing

Buying more affordable food  
Sellers to Society





#3

Community & Action Forum  
Connecting  
Volunteers - Society

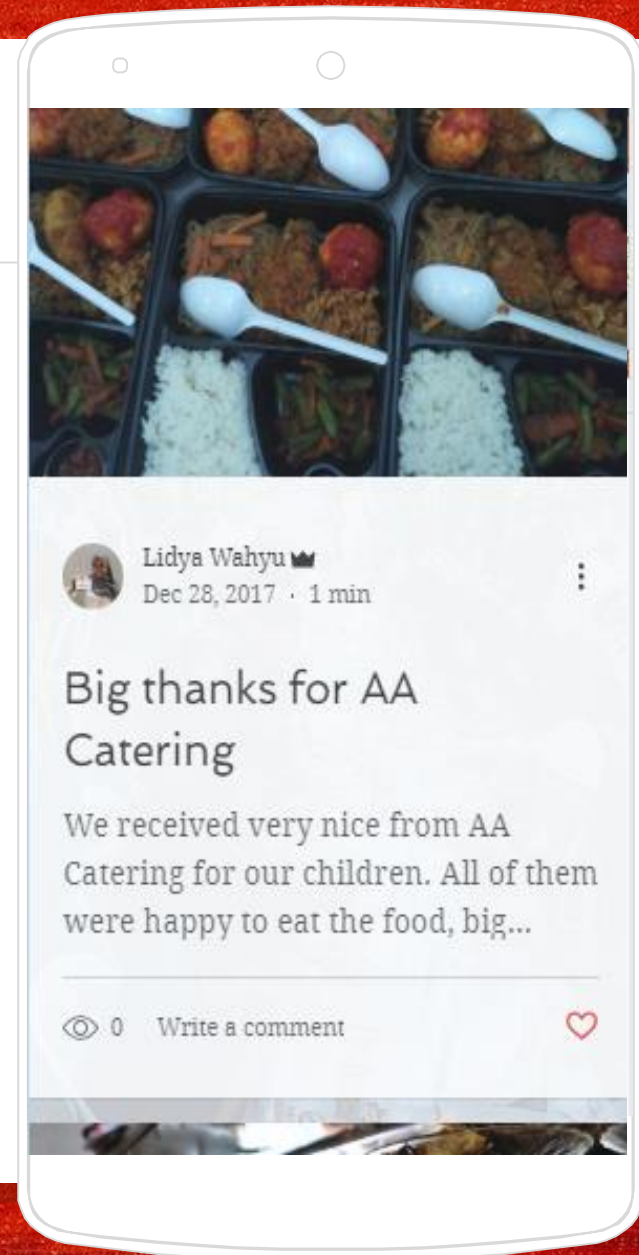






## SECURITY AND GUARANTEE SYSTEM

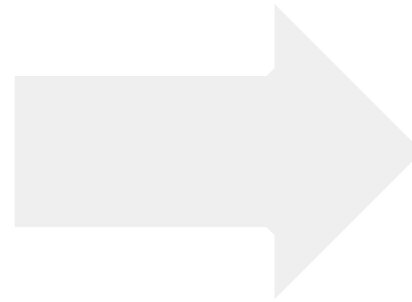
1. STRICT TERM & CONDITION
2. TESTIMONILAS







## OUR VISION



2 ZERO  
HUNGER







Good Mood, starts from Good Food

—Unknown





# THANK YOU

FOR YOUR ATTENTION