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## SUSTAINABILITY OF HUNGER-FREE KERALA PROJECT: WITH SPECIAL REFERENCE TO JANAKEEYA BHAKSHANASALA PATHIRAPPALLY (ALAPPUZHA)

*Theme: SDG II-Zero Hunger*

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**Abstract:** Hunger remains a critical global issue affecting nearly one-third of the world's population, exacerbated by factors like poverty, inequality, crises, conflicts, climate change, and governance. India, despite its growing GDP, still grapples with high levels of Hunger, with 9.9% of its population undernourished. The Sustainable Development Goals (SDGs), particularly Goal 2 (Zero Hunger), have set a universal agenda to address this problem by 2030. Social entrepreneurship initiatives led by individuals like Muhammad Yunus and Scott Harrison have emerged to combat Hunger creatively. Kerala, a state in India, faces unique challenges due to limited food grain production, resulting in higher living costs. The Janakeeya Bhakshanasala, a government-supported social enterprise, is a noteworthy effort in the Kerala Hunger Free Project, providing free meals to the less fortunate through innovative means. However, its long-term sustainability and effectiveness require further study. Janakeeya Bhakshanasala, a "people's food court" in Kerala, India, run by the Snehajalakam Pain and Palliative Care Unit of CPI(M), offers free meals to the less fortunate with a unique model that relies on voluntary contributions. This study explores the functioning, sustainability, and impact of the Bhakshanasala. It accommodates the local community and operates with support from donations, sponsorships, and catering services. While it faces challenges, such as food shortages and waste management issues, it has successfully impacted the lives of employees and beneficiaries. The project's success can be attributed to community trust and involvement, making it a model for addressing Hunger and achieving the Sustainable Development Goal of "zero hunger." This initiative has provided meals, jobs, and a platform for social contribution

**Keywords-** Hunger, Poverty, Sustainable Development Goals (SDGs), Janakeeya Bhakshanasala, Hunger, Social entrepreneurship, Snehajalakam Pain and Palliative Care Unit, Free meals Voluntary contributions, Community Trust, Zero hunger, Social contribution

## Introduction

In today's world, one of the most significant issues confronted by the population is Hunger. There are 7.87 billion people worldwide, and nearly one-third of the population lives in extreme poverty. Over a quarter billion people are expected to fall into poverty this year, according to the non-profit organization Ox Farm International, as a result of the effects of covid 19, growing inequality in the world, and skyrocketing food costs brought on by the conflict in Ukraine. According to some estimates, 25 percent of the world's population shares 85 percent of the world's wealth, and vice versa. Hunger is rising in nations where economic growth is sluggish, and there is substantial socioeconomic inequality.

According to the UN Hunger Report, Hunger is the term used to define periods when populations are experiencing severe food insecurity - meaning that they go for entire days without eating due to lack of money, access to food, or other resources. The several reasons for Hunger are inequality, crises, conflicts, climate change, war, bad governance, distorted world trade, poverty, waste of resources, and natural disasters (Hunger.Facts&Figures,2019)

India has a high level of Hunger, placing 101 out of 116 countries in the 2021 GHI (Global et al.) with a score of 27.5. The implementation of food security was done in a variety of ways by-laws and non-governmental organizations (NGOs). Adopting the Millennium Development Goals (MDGs) in 2000 was one of the critical stages. Eliminating extreme poverty and Hunger were its top priorities. By 2015, this target had yet to be substantially attained. The adoption of the SDGs (Sustainable et al.) for 2015 to 30 was another important milestone. It has 17 goals, and the second goal is "zero hunger." The SDG is the universal call to action to end poverty and Hunger, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

The issue of global food security has forced industrialized countries to develop answers to climate change issues. Some people still struggle to eat at least once daily, requiring assistance. Every person can contribute in every way imaginable thanks to sustainable goals.

Social entrepreneurship is one of the new initiatives to address social issues. The individuals who have purchased a solution in a highly creative way include well-known social entrepreneurs like Muhammad Yunus and Scott Harrison.

In India, 189.2 million people are undernourished, according to the FAO's "The State of Food Security and Nutrition in the World, 2020 report". According to this metric, 14% of people in India are undernourished. In addition, 51.4% of women between the ages of 15 and 49 who are fertile are anemic. Furthermore, the report states that in India, 34.7% of children under the age of five are stunted, and 20% are wasting, which means their weight is unbalanced for their height. Children who are malnourished are more likely to pass away from common ailments like pneumonia, malaria, and diarrhea.

On many levels, the Government needs to be more efficient in improving the issue. Politics have hindered progress through a lack of effective programs. The issue of food insecurity is being addressed in different ways, and the need for a hunger-free project is high. India has distinctive and diversified states, and the number of underprivileged people is high.

The Pathirappally hunger-free initiative is a model for projects to end Hunger in Kerala. Understanding the sustainability and expansion of this project in various other locations can be significantly aided by researching the model's viability, financial viability issues, and the impact on the recipient's researcher is aware that the hunger-free model has not received much research attention in Kerala, even though learning more about it could help the model be adopted elsewhere.

## Statement of the Problem

Globally, poverty, food shortages, conflict, climate change, malnutrition, and a lack of adequate public policy are the leading causes of Hunger. The World Bank estimates that 689 million people, or 9.2% of the world's population, depend on less than \$1.90 daily for life. About 795 million people worldwide are chronically malnourished, according to recent estimates from the United Nations Food and Agricultural Organization. The elderly, the sick, the young, the female, and the children are most impacted by Hunger.

Although the country is counted as a developing country and the GDP rate is also going high, the undernourishment and starvation have yet to come down. About 9.9% of India is undernourished. Kerala has the highest literacy rate in India and is a profoundly dynamic state in education and healthcare facilities. According to the Economic Review published by Kerala State Planning Board in 2017, 11.3% of the population in Kerala falls under the poverty line. The report also added that the incidence of poverty is highly concentrated among Scheduled tribes followed by Scheduled castes (Economic Review, 2017).

Kerala has struggled to produce enough food grains. Only 15% of the state's food grain needs are produced there. As a result, Kerala has a significantly higher cost of living than other Indian states. For a single person, Kerala's average monthly cost is \$135. Hunger Free Projects' significance is revealed to guarantee equity and accessibility of high-quality meals for everyone.

On March 3, 2018, the Janakeeya Bhakshanasala opened to the public. Janakeeya Bhakshanasala translates to "people's food court." It is a food court that emphasizes giving the less fortunate free meals. The Janakeeya Bhakshanasala was established by a group of people as a government-backed social enterprise as a part of the Pathirappally Hunger Free Project. Janakeeya Bhakshanasala offers food in three ways: 1) Direct delivery to sick and infirm people's homes, 2) Those without the means to prepare meals, and 3) visitors to the food court. There is no cashier; anyone wanting to contribute can put money in the donation box.

It has been counted as a part of the Kerala Hunger Free Project, but its functioning and sustainability still need to be studied. In the present study, the researcher focused on significant research questions like what is the History behind the evolution of Janakeeya Bhakshanasala, a hunger-free project model in Pathirappally, how Pathirappally hunger-free project works, and whether the hunger-free project is sustainable or not?

## Review of Literature

**Patnaik, U. (2003).** The unprecedented increase in public food stocks in the nation over the past four years cumulative total stood in July 2002 at 63.1 million tonnes, 40 million tonnes above buffer standards, a stark reflection of the Government's comprehensive macroeconomic management in adopting policies that have decreased people's purchasing power and brought down their consumption of food grains to levels expected during colonial times. The drastic decrease in per capita food grain availability due to the abnormal stock buildup was evident by 2001, when it was nearly 26 kg per head, higher than it had been in the near nineties.

**Hendrix, C. S. (2016).** Beyond being a humanitarian goal, feeding the world and educating it to feed itself is crucial for US national security. The unrest caused by rising food prices can significantly impact the stability of nations important to our interests. Fortunately, the United States is in an excellent position to lead the global fight against food insecurity. The United States should recommit to a program of research, knowledge transfer, and assistance in building agricultural capacity abroad and support national governments in pursuing strategies that proactively address food price stability to decouple the food system from violent unrest.

**Shepherd (2012):** This essay examines the tension between food security as a strategic concern and Hunger as a form of human insecurity. However, it also highlights the shortcomings of the state-centric and human security paradigms. It makes the case that Hunger is a security concern that needs more attention from security researchers.

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## Objectives

- 1) To understand the development of Janakeeya Bhakshanasala Pathirappally
- 2) To study the functioning (financial and logical) of Janakeeya Bhakshanasala
- 3) To examine the sustainability of this project

## Methodology

The Pathirappally Hunger Free Project is an innovative approach to mitigate the menace of Hunger. The present study occurred at the Pathirappally Janakeeya Bhakshanasala and the beneficiaries' homes in Mararikkulam Grama Panchayat. The study population includes all the stakeholders- management, employees, and beneficiaries of the Janakeeya Bhakshanasala, Pathirappally. A convenient sampling method was used to select the 60 respondents for the study, which included 45 beneficiaries, ten management committee members, and five employees. The study uses both primary and secondary data. Primary data was collected directly from the Janakeeya Bhakshanasala Pathirappally—the secondary data was collected from the Snehajalakam trust situated in Pathirappally and from various Government and official websites. Observation techniques were used, and the data was collected through personal interviews. The area of data collection includes ten wards in Mararikkulam Gram Panchayat. The researcher also took appropriate data regarding the sustainability and functioning of the Janakeeya Bhakshanasala from 10 management committee members and five permanent employees and used a scale index. During the interview, the researcher made use of a voice recorder as a tool to record the participants' responses. The interviews in Malayalam were transcribed into English. The data collection was completed within three days. The data entry and analysis were completed using the software Excel.

## Limitations of the Study

Three days were allotted for the investigation, which needed more to cover the entire region. There was no dine-in because of COVID-19's outbreak. As a result, the researcher searches every beneficiary's home in order to gather data. The task of covering all beneficiaries in three days was challenging. Only the opinions of the management, a small number of beneficiaries, and staff were included in the study. The community should have been polled for comprehensive statistics.

## Findings

### Development of Janakeeya Bhakshanasala

Hunger is one of the significant issues affecting the entire society, and there are different ways to address such issues. One of the important ways is through social entrepreneurship. It is a business" or "it is a charity" to experiment with business models, innovate new distribution and replication models, and hold them accountable for the result (World Economic Forum,2018).

Janakeeya Bhakshanasala Pathirappally, The Kerala Hunger Free Project is regarded as an innovative method to combat Hunger. The Bhakshanasala provides free food to those in need. There is no cashier, and anyone who wants to can put money in the donation box.

The first Janakeeya Hotel to be included in the Kerala Hunger Free Project is the Janakeeya Bhakshanasala Pathirappally. Snehajalakam, a palliative care organization and trust established in January 2013, undertook it. It often includes more than 500 volunteers. They provide services in Pathirappally and Thumboly, where over 5000 families live in 10 wards divided into five units.

The Snehajalakam Trust is primarily concerned with improving the lives of sick, elderly, and bedridden persons. While performing charitable work within the Panchayat, they knew that a sizable portion of the population could not afford one square meal daily. They decided to give food supplies to those in most need. They discovered that people were still going hungry despite the distribution of food supplies. The volunteers realized that food preparation also requires attention in addition to food supplies.

The President of Snehajalakam claims that the family, which also includes a mother and her husband, lost their son. He left to go fishing and never returned. She was psychologically unstable, and the women were not ready to accept the truth. She collapses into the bed. She cannot cook since she is ill. Her elderly husband works as a fisherman. Sometimes, when he leaves for work, he brings food for his wife and eats it himself.

They were unaware of this because she was too sick to cook and recognized no point in giving them supplies.

It is not poverty that is leading to starvation in that particular locality. They identified that if the woman was sick and no other member could cook, people managed with one meal and skipped all other meals for the day. So, they planned to provide cooked food in the afternoon and at night. For that purpose, they collected data regarding the number of needy people in that locality and identified approximately 50 families.

In January 2014, the issue was presented during the yearly meeting of Snehajalakam. At that time, the then Finance Minister, Mr. Thomas Isaac, proposed providing cooked food to the neediest people in that Panchayat. This drove the initiation of the Hunger Free Project.

A woman named Valsala was asked to prepare the food, and she started cooking with her. Beginning in 2017, they provided food twice daily in roughly 40 homes till 2018. They established their first location on NH 66 Road in Pathirappally as the work grew. They were known as Janakeeya Bhakshanasala. It has a governing committee with 45 members (Administrator). Every year, they switch positions. It is like a cooperative organizational form. Home delivery was taken care of by the volunteers.

### **Contribution**

The minister included funding for the Hunger Free Calicut project in the 2010 budget bill, but the project was never implemented. Nevertheless, The Minister was aware of the problems in Pathirappally and presented the idea for the "hunger-free project" there, which was organized and put into action. Every issue has a solution, and as was previously stated, social enterprise is the newest approach to solving the social issue. The volunteers stepped in to assist, and the list of individuals needing food was compiled by unit from 10 wards. As the project got underway, community involvement grew, and members of the same community and others from outside the area came up with sponsorship ideas and other potential assistance, which aided the project's growth.

According to the Head of Hunger Free Project, individuals in this village support us in various ways. For example, they provide vehicles, equipment, money for meals, and medicines for patients. They also pay for petrol for the vehicles. Every month, we receive it from each ward. The team then got an amount from Malayalees settled abroad.

### **Functioning of Janakeeya Bhakshanasala**

The Janakeeya Bhakshanasala is the outcome of the joint effort of management, employees, beneficiaries, and the community. At the initial stage, there are three permanent staff members and ten other staff members in Janakeeya Bhakshanasala. All employees and staff are satisfied and happy with their jobs. They exhibited high concern for the project. After the outbreak of COVID-19, the dine-in facility has been suspended, and the number of staff has been reduced. Currently, there are only five staff working in the Janakeeya Bhakshanasala. The employees are from different backgrounds. They have a high concern for the project.

The community also actively engages in this project, and they help in different ways, such as providing equipment, funds for food, vehicles, and petrol charges for the palliative care vehicles. They get it every month from each ward.

A day at Janakeeya Bhakshanasala begins at six in the morning. It is a joyful time, and the vibrancy of teamwork is evident. Older adults, travelers, and children are among the clients. It is located at Pathirappally along NH 66. By 11 am, lunchtime preparation and packing have begun. If any catering services were overloaded, they were too packed. Ten Pathirappally wards and the Alappuzha municipality region receive the food distribution.

The free food distribution began at 1:30 pm, covering about 60 homes, a few public spaces in Pathirappally, and around 15 homes and public spaces in the Alappuzha municipality region. By 2.30 pm, the food is usually finished. Tea and snacks are served from 4 to 6 pm. By 6.30 pm, dinner is ready and served until 10 pm.

Before the outbreak of covid 19, there was dining, and many people came to the food court. After that, there was no dine-in facility, and they distributed food directly to the needy people in Pathirappally village and Alappuzha municipality. They also provide food to the needy people who come into the food court during the packing time.

## Management Committee of Janakeeya Bhakshanasala

The management staff is very devoted to the project's success and puts much effort into it. The official committee also oversees all financial transactions, including sponsorship, purchase funding, building rent, equipment purchases, and personnel salaries. They always maintain a friendly demeanor toward patrons and know each beneficiary's History. Even the families of the management staff attend and interact with the workers and the recipients. Every month, all management committee members meet and share their thoughts and suggestions on how Janakeeya Bhakshanasala should operate. In the interview, the management committee members said that funds for this program are gathered mainly through sponsorships.

From the collected data, it was clear that almost 150 meals are packed per day. Post-COVID, the number has been reduced to half. The average number of meals packed daily was around 310 in the pre-COVID scenario. Therefore, it can be concluded that the spread and outbreak of covid 19 negatively affected the operations of Janakeeya Bhakshanasala. From the donation box, Bhakshanasala gets an average of 5000 rupees per day, and per day expenditure is Rs 15000 on average. The major challenge of this project is always finance, and they have approximately 3000000 rupees as liability from 2018-2021. This is because of the continuing floods in 2018 and 2019 and the pandemic that started in 2019. These all negatively affected Janakeeya Bhakshanasala's revenue source. Also, the failure of timely release of allocated funds by government agencies and the Panchayat aggravates their troubles. They also added that the outbreak of covid 19 adversely impacted the functioning of this project both socially and financially.

The lives of the management team are closely related to Janakeeya Bhakshanasala's work. Most individuals are from the CPIM Party, which has a strong presence in the Pathirappally village. They consider this as an opportunity to lend helping hands to the needy and poor.

Table:1 Revenue-Expenditure Analysis of Janakeeya Bhakshanasala From 2017 to 2021  
Source: Secondary data, 2022

YEAR	EXPENDITURE(Rs)	REVENUE(Rs)
2017-18	12435768	11424660
2018-19	13365000	12356988
2019-20	15607611	15625130
2020-21	17267257	17237468
MEAN	14668909	14661062

Table 1 clearly explains Janakeeya Bhakshanasala's Revenue and expenditures from 2017 to 2021. It shows that in the 2017-18 annual period, expenditure was Rs 12435768, and the Revenue was RS 11424660. Here, expenditure outweighs Revenue, and there is a difference of Rs 1,011,108. The situation is the same for the annual period of 2020-21. Expenditure outweighs Revenue. During that annual period, the expenditure was Rs 17267257, and the Revenue was Rs 17237468. This provides a clear-cut idea that there is a Rs 4,831,507 difference in expenditure from 2017-18 to 2020-21. In the case of Revenue, there is a difference of Rs 5,812,808 from 2017-18 to 2020-21. The average Revenue between 2017 and 2021 is Rs 14661062, and the average or mean expenditure is 14668909. From this analysis, it is clear that there is little difference between average Revenue and expenditure during that period. The higher expenditure during this period is because of the increasing price of cooking resources and the employees' salaries.

### Beneficiaries Of Janakeeya Bhakshanasala

The beneficiaries are pleased and satisfied with Janakeeya Bhakshanasala's work in Pathirappally. The majority of the beneficiaries are infirm and sick, with no one to take care of them.

**Classification Of Beneficiaries**

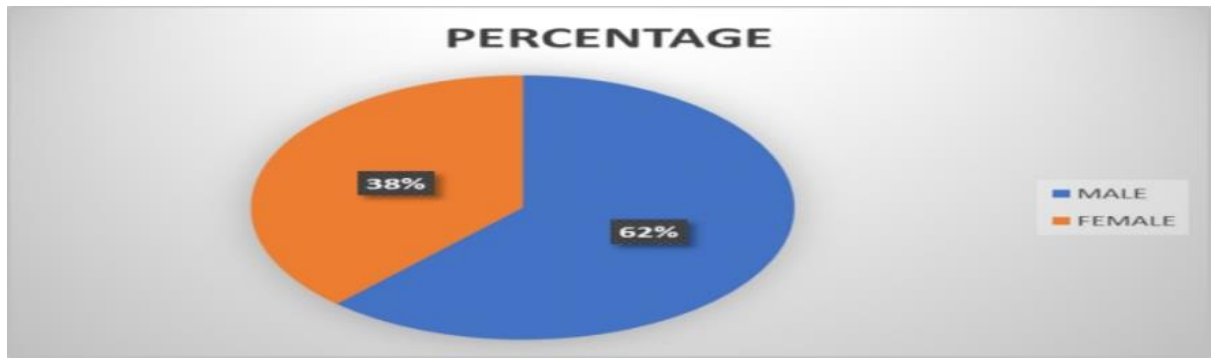


Figure 1: Classification of Beneficiaries

Source: Primary data,2022

Figure 1 shows that out of the total 45 beneficiaries from the data collected, 62% of the people are females, and the remaining 38% are males. There is no other gender category that belongs to the sample.

**Source Of Income of Beneficiaries**

Table 2: Source of Income of Beneficiaries

Source: Primary data,2022

Source of Income	Frequency	Percentage
Senior citizen pension	24	53
Widow pension	13	29
Another source of Income	8	18
Total	45	100

Table 2 shows that most of the beneficiaries are senior citizens, and their primary source of income is pension. Approximately 82% of the beneficiaries from the data have depended on various types of pensions for daily needs, and the remaining percentage have income from casual labor and other activities. This amount is not enough to purchase medicines for them.

**APL-BPL Classification Of Beneficiaries**

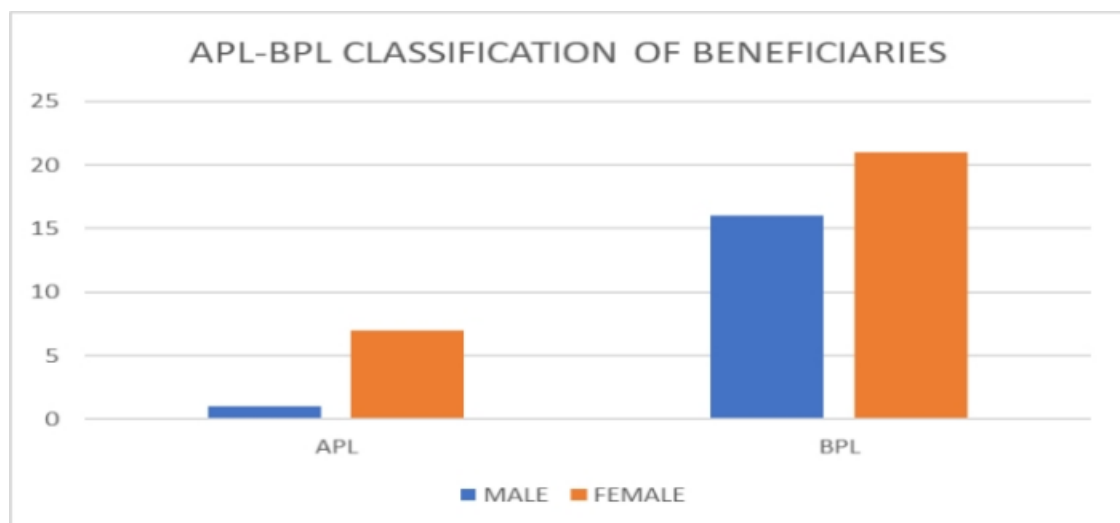


Figure 2: APL-BPL Classification of Beneficiaries

Source: Primary data,2022

Figure 2 gives a clear-cut idea about the gender and income status of the beneficiaries. Out of the 28 females, 75% belong to the BPL category, and 25% belong to the APL category. Out of the 17 male beneficiaries, only 6% belong to the APL category, and 94% belong to the BPL category. This shows that 82% of the beneficiaries are from BPL families; most are female, sick, and senior citizens. The selection criteria of beneficiaries are not based on income status.

The data shows that only 11% are from somewhere other than the panchayath. They are migrant laborers working in a wood mill. The remaining 89% of beneficiaries are from the same locality. They firmly believe that Janakeeya Bhakshanasala is a game-changer in their lives.

### Satisfaction Of Beneficiaries in The Services Of Janakeeya Bhakshanasala

Table 3:Satisfaction of beneficiaries

Source: Primary data,2022

Categories	Frequency	Percentage
Highly satisfied	34	75.5
Satisfied	7	15.5
Not satisfied	4	9
Total	45	100

Table 3 shows that out % of the total beneficiaries, 75.5% are delighted with the services offered by the Janakeeya Bhakshanasala Pathirappally.15.5% are satisfied, and the remaining 9% are not satisfied with the services. This data clearly shows that most beneficiaries are satisfied with the services. Therefore they provide good quality services.

### Employees of Janakeeya Bhakshanasala

The workers are committed to their work. They actively participate in all events and have a great sense of teamwork. They see this as an opportunity to give back to society.

Employees are inspired to work by the project's vision and see it as an honor to be a part of such a significant movement. Their level of experience determines their pay. Janakeeya Bhakshanasala has five employees. Three of them are permanent employees. Most were either independent contractors or temporary workers before joining this project. Their lives have positively changed due to the project, both financially and socially.

### Significant Changes In The Life Of Employees

Table 4: Major progress in the life of Employees

Source: Primary data,2022

Categories	Percentage
Income	75
Consumption pattern	64
Empowerment	85
Social Relationship	90
Others	25

Source: Primary data,2022

Table 4 shows that the job in Janakeeya Bhakshanasala created significant positive changes in Employees' lives. Significant changes are seen in income, consumption patterns, employment, social relationships, etc. Out of the five employees, 75% have higher incomes,64% have increased their consumption patterns,85% are empowered,90% have more social relationships, and 25% have other positive life changes.



**Employees Job Satisfaction**

Table 5: Employees Job satisfaction

Source: Primary data,2022

Categories	Frequency	Percentage
Highly satisfied	4	80
Satisfied	1	20
Not satisfied	Nil	Nil
Total	5	100

Table 5 shows that out of the total employees in Janakeeya Bhakshanasala,80% are delighted with their jobs, and the remaining 20% are satisfied. No employee can be identified as not satisfied with their job.

**Community And Volunteers**

The neighborhood takes an active and enthusiastic part in the initiative. Families in the ten wards contribute monthly, and family festivities occasionally receive sponsorships. The project's extremely committed volunteer workforce is a crucial component. The volunteers, who come from ten wards, seek to raise community awareness and assist in gathering donations from the general public. They put in much effort to assist the recipients in meeting their needs and enhancing their quality of life.

**Sustainability Of Janakeeya Bhakshanasala Pathirappally**

Janakeeya Bhakshanasala Pathirappally is a social enterprise model, and it works wholly based on sponsorships, donations, and contributions from individuals from different parts of the locality as well as the management team. The building was provided or sponsored by the KSFE CSR Project fund. On average, 60 people get meals from the food court, and 80 get food in the Alappuzha municipality area. Almost 150 meals are prepared every day. Around 300 people used to eat daily from the Bhakshanasala before the outbreak of covid 19. The Bhakshanasala team provided around 3000 meals as parcels during the COVID-19 lockdown and floods in 2018 and 2019.

Amid the floods, the Government provided a list of camps that would open in Alappuzha. The decision was to open 16 camps, but once people were removed from Kuttanad, the camps proved insufficient, so they also opened local schools and other public facilities. The work was completed and made accessible to the public by the Snehajalakam team. The issue was that there needed to be a plan in place to prepare food for them. Bhakshanasala was the only source of hope. The Bhakshanasala has equipment and supplies, and meal preparation is a snap. During the flood, the Bhakshanasala distributed about 2 lakh units of food. It was only possible because the team recognized how crucial it was to have a system like this in each district amid a disaster. This serves as a concrete illustration of the project's influence on the Pathirappally neighborhood.

There is no cashier in the food court; those willing can deposit any amount in the donation box. The amount from the donation box is less than the expenditure, and they find the remaining amount from people who sponsor the food for people based on their occasional celebrations. Many people come up to contribute, and the amount donated by the people is Rs 500, Rs1000 and 2000. The other leading service is catering, and they charge a reasonable amount. The approximate daily expenditure is almost Rs 15000/- which includes labor charges and material costs. The maximum amount collected from the box is around Rs 5000 per day. The rest of the money comes through sponsorships as part of celebrations. People associate themselves with the project freely regardless of their political affiliations, which bolstered the growth of this venture.

"The outside link comes through the people who come to have food in the Janakeeya Bhakshanasala," says The Head of the Hunger Free Project. Many of them make a written commitment to feed a certain number of people on significant occasions. On a specific day, we phone them and give them the cash. We thank them for their efforts by posting on our Facebook page.

Alappuzha municipality area came under the free project. During that time, the then collector said there was already a kitchen working for this, so let the food be cooked here at the necessary price for the food provided by the civil supply. It is an income stream for them.

Participation of the community is a significant contributor to the enterprise's viability. The community has been given the vision for the project, and families from ten wards are working together to build it, which is the primary reason it will last. Everyone can see the outcome. Although Janakeeya Bhakshanasala is a sustainable business, there are also certain disadvantages.

According to the President of Snehajalakam, "to manage a project like this, there should be help from the government unless the support of the people is vital as we got it." This is a costly endeavor. The people's sponsorship is what makes this feasibility possible.

### Primary Source Of Revenue Of Janakeeya Bhakshanasala

Table 6: Source of Revenue of Janakeeya Bhakshanasala(Rs)

Source: Primary data,2022

Source of Income	Pre covid scenario(per month)	Post covid scenario(per month)
Donation box	150000	88000
Catering services	90000	350000
Sponsorships	135000	102000
Govt fund	80000	100000
Total	455000	640000

Table 6 shows a clear-cut idea about the primary source of Revenue of Janakeeya Bhakshanasala during the COVID scenario and post-COVID scenario. During pre-COVID years, out of the average monthly total Revenue of Rs 455000, the central portion comes from donation boxes and sponsorships. i.e., Rs 285000 comes through these two sources, and the remaining amount comes through catering services and government funding. In the post-COVID years, out of the average monthly Revenue of Rs 640000, the contribution from donation boxes decreased to Rs 88000, and the contribution from sponsorship was reduced to Rs 102000. There has been an increase in the contribution of catering services and government funding over the years. Through catering services, Bhakshanasala gets Rs 350000, and through government funding, they get an average of Rs.100000 during that period. However, there is some delay in getting the amount from government. From there, it can be clear that Janakeeya Bhakshanasala has different sources of Revenue. Even though there is some financial burden in the short term, there is a high chance that the Janakeeya Bhakshanasala can be sustained in the long term.

### Sustainability Analysis Of Janakeeya Bhakshanasala

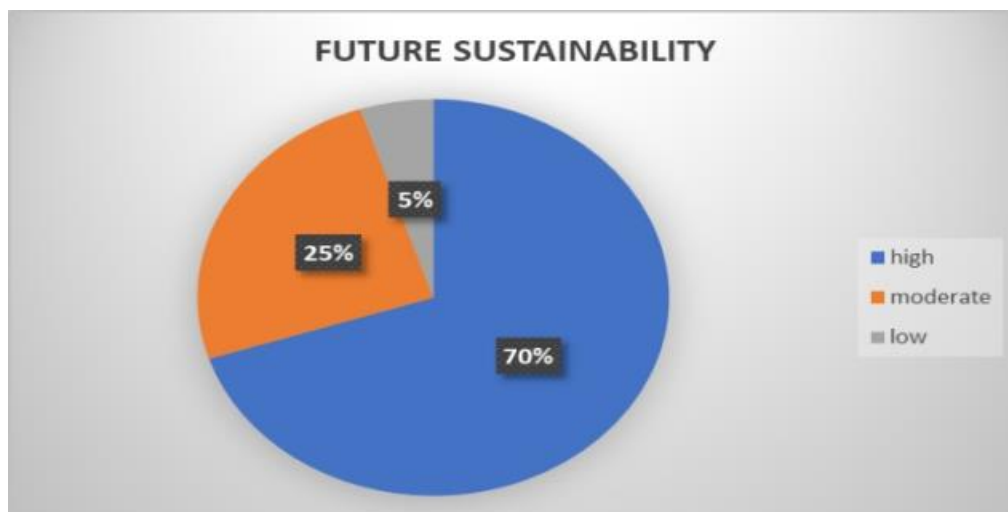


Figure 3: future sustainability of janakeeya bhakshanasala

Source: Primary data, 2022

From the data collected from 45 beneficiaries, five staff, and 10 management committee members, it is clear from Figure 4 that 70% of the people have high surety about the future sustainability of the project. Approximately 25% of the people have a moderate level of surety about the future sustainability of the project, and only 5% have less hope about the future sustainability. This information is more clearly depicted in the above pie chart. From this, it is concluded that this project can be sustained.

In the case of staff, there are 3 permanent kitchen staff and two seasonal workers. Before the outbreak of COVID-19, there were ten staff members to help with cleaning and maintenance. The primary services are a food court, free food door delivery, and catering services.

The project's reproducibility is yet another critical area of worry. The project's creators believe that a partial reproduction of the concept is possible. The project can be repeated due to the organization's strong community support because it entirely depends on community involvement. The people of Pathirappally genuinely support the Janakeeya Bhakshanasala. Most of them are members of the CPIM party, and they see the administrations as having an important role. Amid surges and the onset of COVID-19, people can sense the need for the Janakeeya Bhakshanasala.

The researcher also notices significant changes in stakeholders' lives. The Janakeeya Bhakshanasala events benefit more than 500 people each day. The team visits more than 50 households each day, and food is given. The meal presentation is the other appealing aspect. They prepare cuisine in the traditional Keralan style. Food that will harm your health will not be offered.

### **Suggestions**

The Bhakshanasala mainly provides services to sick and senior citizens. Try to find other needy people and children without still needing access to better quality food. More efforts are given to replicate the same model in other parts of the Alappuzha district. When food is being distributed, please try to speak with recipients; this will help you learn about their needs and problems. Additionally, Bhakshanasala gains valuable comments from the recipients, allowing them to better their working procedures. An extremely committed volunteer workforce is a crucial component. Work to build proper wastewater treatment, as insufficient treatment of this seriously impairs Janakeeya Bhakshanasala's ability to operate. Adequate steps are taken to get timely funds from Government organizations. More delays in sanctioning funds create an additional burden on the Management team. The work of the Janakeeya Bhakshanasala can be evaluated and documented using an impartial social audit. This program has become more well-known since it makes it simpler to obtain additional money and sponsorships. More community participation also should be encouraged.

### **Conclusion**

Hunger is a global issue, and single steps taken by each individual can handle it. The Pathirappally Hunger Free Project is used as a model and adopted as the paradigm for projects to end Hunger in Kerala. Taking action to achieve the sustainable development goal of "zero hunger" makes a difference. The project's success as a social enterprise can be attributed to its ability to win the community's trust and give them the chance to get involved. A group desiring to solve the social issue creatively altered Pathirappally's appearance. Many old, poor, and underprivileged people benefit daily from the Janakeeya Bhakshanasala, which brings them joy. This project has also given many people who want to give back to society but are unsure how to do so a platform. Many people have received jobs due to the project and are content and delighted to work on such a worthy cause. The Kerala Hunger Free Project has adopted the Pathirappally Hunger Free Project as its model. The community's assistance can be used to balance the financial viability. This is self-sustaining and reproducible. It takes commitment and heart to succeed for the benefit of society in every aspect.

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