

ANN-MAAN INITIATIVE OVERVIEW

Samara led the Ann-Maan initiative to combat food wastage through awareness, innovation, and community engagement.

Rooted in India's growing challenge of food insecurity and consumption imbalance, the program addressed the pressing reality that millions go hungry each day while vast amounts of food are discarded. Over three years, Ann-Maan conducted more than 30 interactive activities reaching children, youth, and elderly citizens alike. From organizing awareness drives at Durga Puja in CR Park to leading composting workshops like Party with the Plants and creative school programs such as Khaki Thali and Turning Rotis to Pancakes, the initiative combined education with action.

Samara's team also developed Scrapopedia, a collection of innovative recipes made from leftover ingredients, and collaborated with local restaurants to design a mobile app that redirects surplus food to those in need. By integrating behavioral change with practical solutions, Ann-Maan not only reduced waste but also cultivated a sense of responsibility toward food sustainability.

The project reflects Samara's belief that awareness and empathy can turn everyday habits into acts of social change.

In the coming years, she aims to expand Ann-Maan across schools and communities nationwide, mobilizing young people to transform how India thinks about and values food.