



2013-2014 ANNUAL REPORT



ISKCON Food Relief Foundation

Every Rupee you contribute will
help feed a needy child

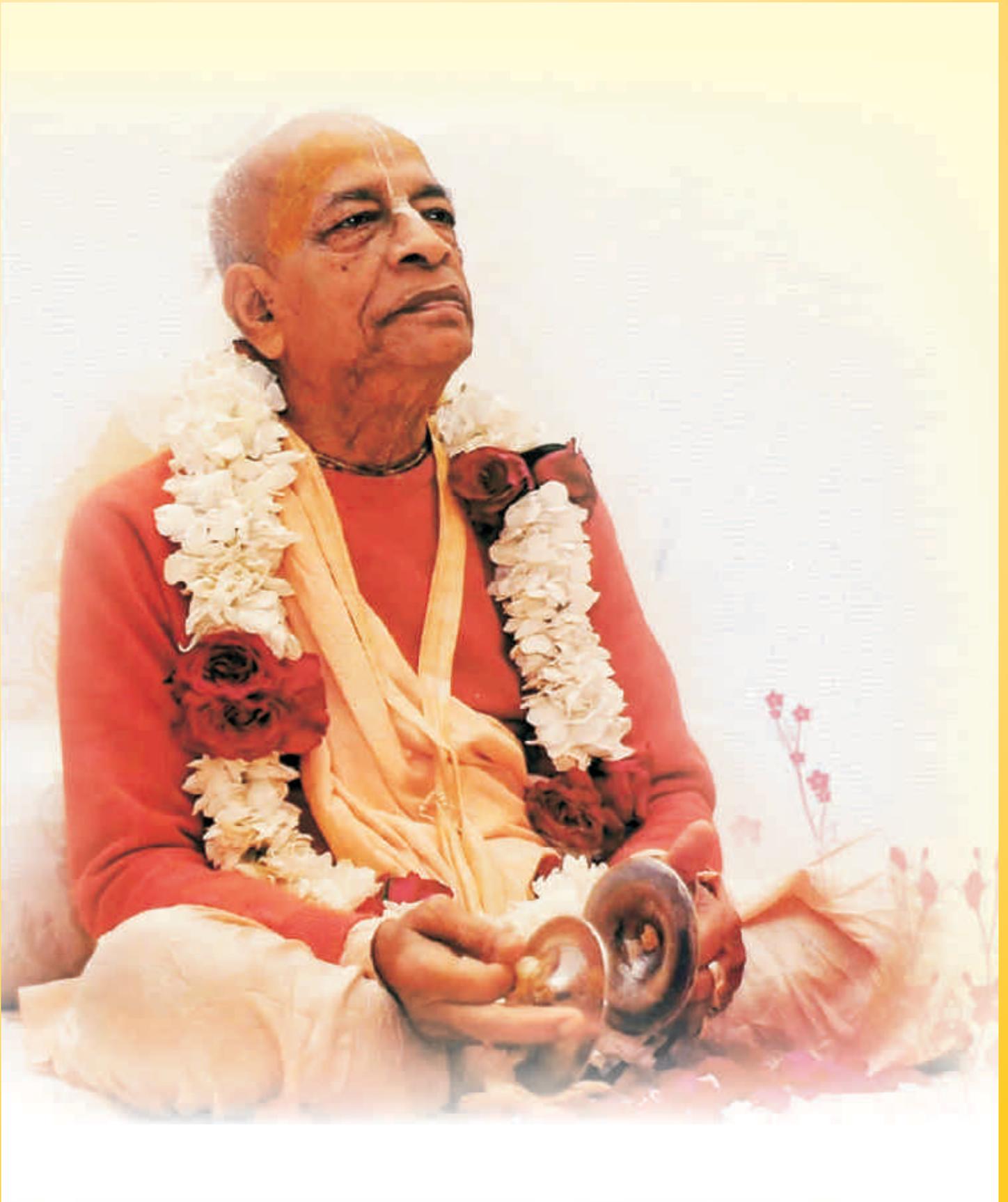


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Dedicated to
His Divine Grace A. C. Bhaktivedanta Swami Prabhupada
Founder Acharya of International Society for Krishna Consciousness

Vision & Mission



Vision

No child in India shall be deprived of Education because of Hunger

Mission

To liberate the underprivileged children from the vicious cycle of poverty and illiteracy by serving them wholesome nutritious meals



Our Management Team

Board of Trustees



H.H. Bhakti Charu Swami
Chairman and Trustee,
ISKCON Food Relief Foundation



H.H. Gopal Krishna Goswami
Trustee,
ISKCON Food Relief Foundation



Dr. N. D. Desai
Trustee,
ISKCON Food Relief Foundation



Mr. Yogesh Chadha
Trustee,
ISKCON Food Relief Foundation



H.G. Devakinandan Das
Trustee,
ISKCON Food Relief Foundation



**Dr. Ravi Khatanhar
(Radha Krishna Das)**
Trustee and Managing Program Director,
ISKCON Food Relief Foundation

Advisory Committee & Steering Committee

Advisory Committee



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Board Member,
The Research Society for the Care,
Treatment and Training of Children
in need of Special Care



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Managing Director,
Apar Industries Ltd.



Mr. Rajeev Srivastava
Managing Partner ,
Basil Capital Partners



Mr. Rajesh Khanna
Managing Director,
Arka Capital Advisors Pvt. Ltd.



Mr. Samir Somaiya
Chairman, Somaiya Trust



Mr. Sanjiv Maheshwari
CFO and General Partner,
Basil Capital Partners



Ms. Swati Piramal
Vice Chairperson,
Piramal Enterprises



Mr. Vivek Asrani
Managing Director,
Kaymo Fastener Company

Steering Committee



Ms. Ashu Khanna
Director,
Arka Capital Advisors Pvt. Ltd.



Mr. Vijay Shah
ED & COO, Piramal Enterprises



Ms. Noopur K. Desai
Partner and Coordinator,
Kindergarten and Teacher
Training Center

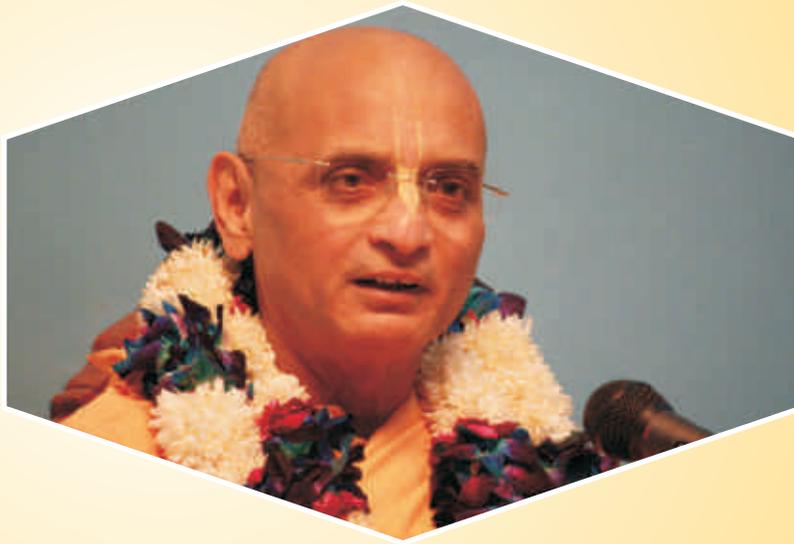


Mr. Pushkaraj Shenai
CEO, Lakme Lever



Mr. Chunduru Srinivas
President, Corporate Strategy
& HR, Piramal Enterprises

Chairman's Message



2014, the year that celebrated 10 years of joyous service by Annamrita.

We celebrated this glorious event with the sole purpose of thanking all the supporters and stakeholders of the Annamrita project, a way for ISKCON Food Relief Foundation to show its gratefulness towards donors and well-wishers for their support in serving slum and tribal children one healthy meal, every day.

Annamrita - Mid-Day meal program is a humble effort to fulfill His Divine Grace A.C. Bhaktivedanta Swami, Srila Prabhupada's dream of feeding sanctified nutritious meals to everybody within 10 miles of the ISKCON temples. And over the years this idea has grown stronger, bigger & better. In the last ten years Annamrita has distributed 1.25 billion nutritious and sanctified meals to poorest of poor children across India.

With the implementation of the Annamrita program we have observed not only a rise in school enrollment but also decreased school drop-out rates with improved concentration and academic performance.

We started our Annamrita project in 2004 with feeding 900 children on the first day and today Annamrita is serving over 1.2 million meals every day. Prepared by 413 trained cooks, 360 tons of nutritious, healthy food is cooked every day in Annamrita's high tech kitchens, which is then delivered to students in 5912 schools in 20 locations across 8 states of India. With the continued and glorious support from Corporates, Government and kind individuals we are able to serve these meals every day across India.

Feeding millions of children every day with the vision of program expansion and bringing more children into its fold, is a mammoth task for which Annamrita seeks your valuable contributions and good wishes to reach more lives. We also invite new members to join our cause and help us to provide nutritious meals and be the reason for a healthy smile in a child's life.

Yours sincerely,

Bhakti Charu Swami

Annamrita – Food as Pure as Nectar

India ranks 93 out of 119 countries on Global Hunger Index. While on the one side 44% of children under the age of 5 are underweight, on the other side more than 11% of the people in India are overweight. This clearly indicates the wide gap between the Haves and the Have Nots. For many even their basic right to a square meal a day is not fulfilled.

This major problem was exactly realized by "ISKCON Annamrita" or "ISKCON Food Relief Foundation", who believe in providing children with the "right nutrition" to support their Education. The genesis of ISKCON Food Relief Foundation dates back to 1974 when Srila Prabhupada was looking out of his room at ISKCON TEMPLE in Mayapura (West Bengal). He noticed a group of village children fighting with street dogs over scraps of food. Shocked and saddened by what he saw, Srila Prabhupada turned to his disciples and said "No one within a ten mile radius of our temple should go hungry".

When the government of India launched a strategic program in 1995 called the 'Mid-day Meal Scheme' to fight two of the most pressing problems of India i.e. Hunger and Illiteracy, ISKCON Food Relief Foundation saw an opportunity for providing children with right nutrition to support their education.

"Annamrita" means food as pure as nectar. IFRF's Annamrita program is based on the belief that "you are what you eat". Therefore one "nutritious" meal a day brings thousands of children to school. What separates Annamrita from other NGOs is the secret ingredient that we add to our meals which are love, compassion & devotion similar to how a mother would prepare a meal for her child.

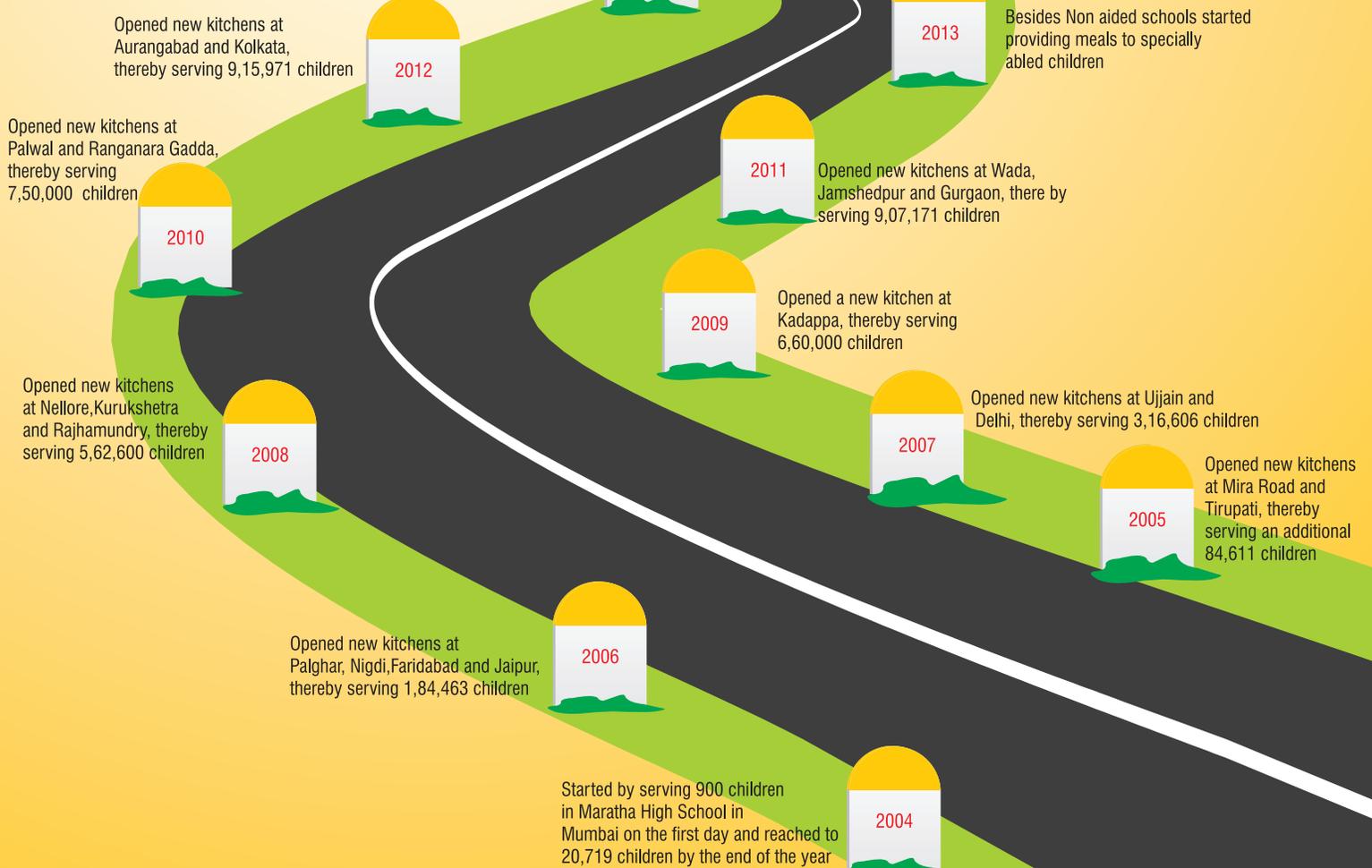


Using the best quality ingredients hundreds of kilograms of KHICHDI is prepared and packaged daily over an automated conveyer system. Each worker has to pass through a medical checkup every six months, which ensures that worker doesn't have any skin disease or ailments. The cost of food per meal comes around 5.25 rupees out of which 3.25 is subsidized by government. This food is then distributed to various schools in the region. Presently IFRF is catering 1.2 million nutritious meals to school children daily from their 20 kitchen centers across 8 states. Along with aided schools, we have also started food distribution programs in various non-aided schools in slums like in Mankhurd, Govandi and Malwani. Now Annamrita has extended its outreach to children in 60% of the Mumbai slums. The total outreach as of now is 270,000 children. Providing a right meal to the children helps them to grow better and learn more. In future IFRF hopes to reach out to more schools feeding more and more children and erasing the problem of classroom hunger prevailing in India. This will ensure a better future for our country.

Our Voyage of Discovery



Approached by government hospitals to start providing healthy meals to relatives and patients in these hospitals. Successfully completed 10 years of serving nutritious sanctified Mid-day Meals to children across India.



Mid-Day Meal Scheme



Our proud partners- Govt of India & State Governments

Background

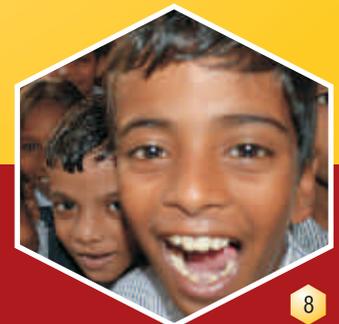
With a view to enhancing student enrollment, retention, attendance and simultaneously improving nutritional levels among children, the National Programme of Nutritional Support to Primary Education (NP-NSPE) was launched as a Centrally Sponsored Scheme on 15th August 1995, initially in 2408 blocks in the country. By the year 1997-98 the NP-NSPE was introduced in all blocks of the country. It was further extended in 2002 to cover not only children in classes I-V of government, government aided and local body schools, but also children studying in EGS and AIE centres. Central Assistance under the scheme consisted of free supply of food grains @ 100 grams per child per school day, and subsidy for transportation of food grains up to a maximum of Rs.50 per quintal.

In September 2004 the scheme was revised to provide cooked mid day meal with 300 calories and 8-12 grams of protein to all children studying in classes I-V in Government and aided schools and EGS/AIE centers. In addition to free supply of food grains, the revised scheme provided Central Assistance for (a) Cooking cost @ Re 1 per child per school day, (b) Transport subsidy was raised from the earlier maximum of Rs.50 per quintal to Rs.100 per quintal for special category states, and Rs.75 per quintal for other states, (c) Management, monitoring and evaluation costs @ 2% of the cost of food grains, transport subsidy and cooking assistance, (d) Provision of mid day meal during summer vacation in drought affected areas.

In July 2006 the scheme was further revised to provide assistance for cooking cost at the rate of (a) Rs.1.80 per child/school day for States in the North Eastern Region, provided the NER states contribute Rs.0.20 per child/school day, and (b) Rs.1.50 per child/school day for other States and UTs, provided that these States and UTs contribute Rs.0.50 per child/school day.

Objective

- The objectives of the Mid Day Meal Scheme are:
- Improving the nutritional status of children in classes I-V in Government, Local Body and Government aided schools, and EGS and AIE centres.
- Encouraging poor children, belonging to disadvantaged sections, to attend school more regularly and help them concentrate on classroom activities.
- Providing nutritional support to children of primary stage in drought affected areas during summer vacation.



Our Goal



One of the Millenium Development Goals set by the UN - Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full course of primary schooling



- Globally, about 842 million people are estimated to be undernourished.
- More than 99 million children under age five are still undernourished and underweight
- India remains home to the largest number of chronically malnourished and stunted children under five. India ranked 63 in 2013 and 65 in 2012 on the hunger index.
Maharashtra has a malnutrition rate of 11%
- Delhi reported that a shockingly high 35% of the nearly 7 lakh children who attend anganwadis were underweight. This shows that the extent of poverty and malnutrition amongst the urban poor is comparable to rural areas despite all the advantages the cities offer.

There were an estimated 16 crore children of ages up to 6 years in the country, as per the 2011 census. Of these, about half seem to be attending the anganwadis. Most of those attending anganwadis belong to poorer sections. There are over 13 lakh anganwadis which look after the kids and provide 'supplementary nutrition' to them. As part of their duties, personnel at each anganwadi weigh the attending kids every month and keep a record.

Why is it then that children's weight is not improving despite getting nutritional supplements at the anganwadis?

In many states, the quality of food given to children is very bad and they may not be eating. Most often this is the case where food provision service is outsourced to local self help groups and mahila mandals where hygiene and nutrition are not of prime importance.

Annamrita is a solution out of this ongoing problem

- Annamrita has resolved to liberate the underprivileged from this vicious circle by serving children with sanctified food. Preparing meals in ISO certified kitchen assures, the quality and commitment to the meal.
- Enhancing enrollment, retention and attendance and simultaneously improving nutritional levels among children.
- Centralised High-tech kitchens using the best equipments cooking the food in the most cost effective, efficient and hygienic manner in accordance with the compliance regulations and keeping in mind the nutritional requirements for growing children



Future Aspirations

With the onset of the New Year, come new aspirations and new dreams. Tens of thousands of new mouths to feed and millions of hearts to conquer.

The New Year promises us new avenues of collaborations. With institutions and individuals alike continuing to support our program we hope to soon expand to 16 lakh children in India and 10 lakh children in Maharashtra.

Keeping such a large program afloat with a steady increase is an uphill task that we at Annamrita take very seriously especially since it involves the future of our nation. As we have always been saying, The Right Nutrition will lead to the Right Concentration which will in turn lead to the Right Development of the child.

Government hospitals, the lifeline for many, have come under fire in the recent past for the quality of meals being provided to patients and their relatives. Keeping in mind that patients need wholesome meals to improve their health, Municipal Corporation of Greater Mumbai (MCGM) has asked ISKCON to set up a kitchen in some of our leading government hospitals like Sewree, TB Hospital and Cooper Hospital. Our aim will be provide these patients with a high protein diet rich in fiber and other nutrients as are required for them to get better and healthy. This is yet another domain ISKCON Food Relief Foundation hopes to make a positive impact in.

We let our action speak louder than words. Our expansion in just a period of 10 years, with the support of ISKCON and generous hearted individuals has fueled our dreams for a bigger and brighter tomorrow. Annamrita aims to set up kitchens in new states and more locations so that we can ensure that our healthy khichdi reaches out to all the nooks and crannies of the country.



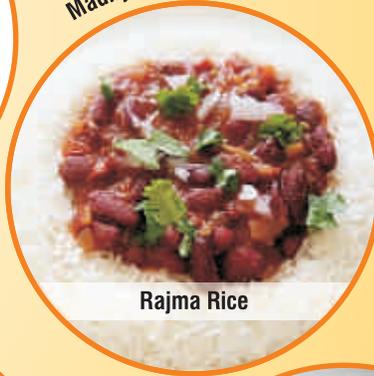
Lunch Time

Haryana



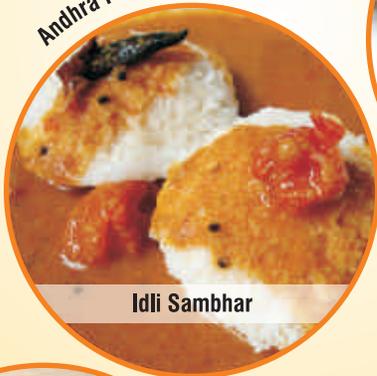
Tamarind Rice

Madhya Pradesh



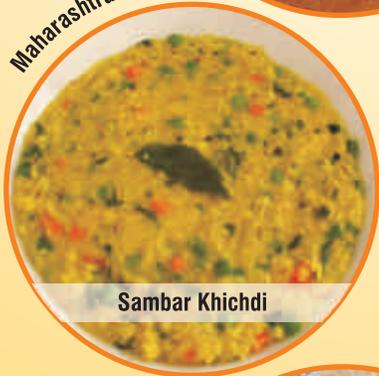
Rajma Rice

Andhra Pradesh



Idli Sambhar

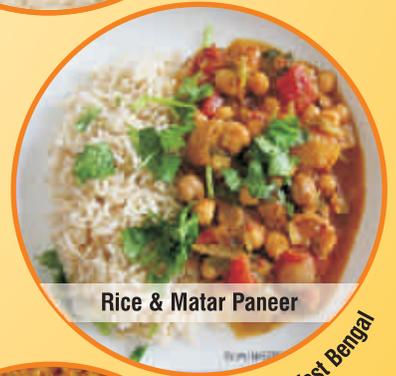
Maharashtra



Sambar Khichdi



West Bengal



Rice & Matar Paneer



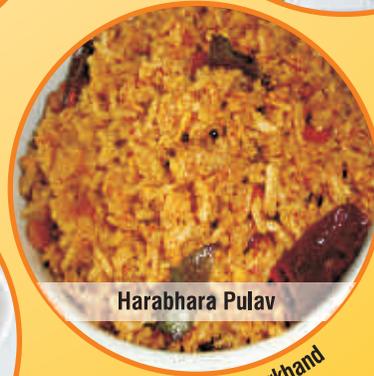
Puri Bhaji

Delhi



Chapati Sabji

Rajasthan

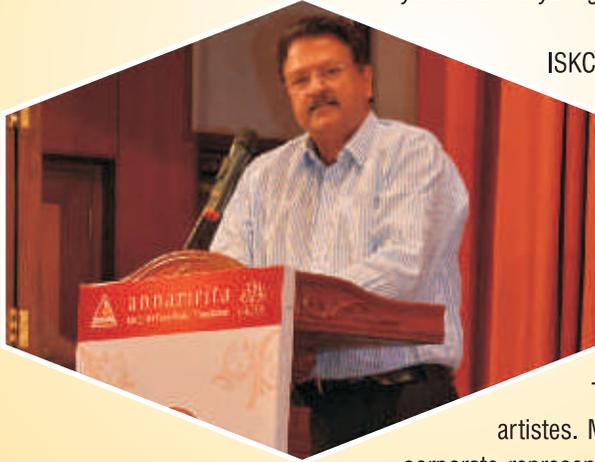


Harabhara Pulav

Jharkhand

Our 10 year celebration

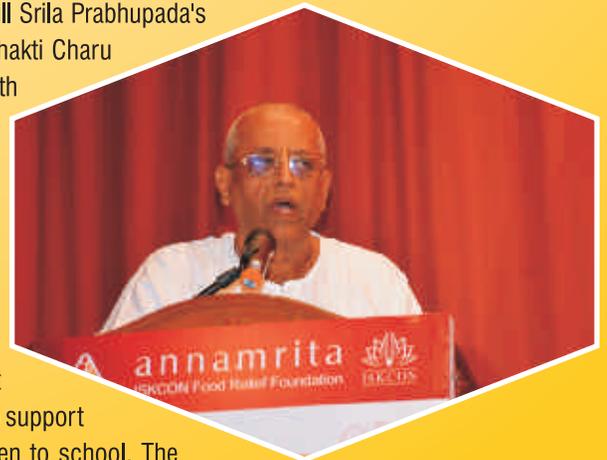
Power of saying thanks is hidden in its effect. "Thanking Makes One Feel Grateful". Expressing gratitude is to honor, recognize and appreciate everyone and everything for a higher purpose.



ISKCON Food Relief Foundation (IFRF) has brought smiles to 1.25 billion children across 8 states over the last decade. 'Aabhar'- an event that celebrated 10 years of joyous service by Annamrita - an event whose sole purpose was to thank all the supporters and stakeholders of Annamrita project for their support in serving slum and tribal children one healthy meal, every day. This was held on Thursday, February 6, 2014 at the Yogi Sabhagriha of Swaminarayan Temple at Dadar, Mumbai. The ornate auditorium with a capacity of 3500 seats was packed to capacity!

The program started with invocation and devotional chants by International ISKCON artistes. Managing Trustee, Dr. Narendra Desai, then welcomed all the dignitaries, donors, corporate representatives, well-wishers, school principals and government officials. HH Radhanath Swami was the Keynote Speaker; Mr. Ajay Piramal, Chairman Piramal Group, was the Chief Guest. Eminent Guests of Honour present at the event were Mr. Dilip Patel, Municipal Corporator; Mr. Ratanjit Sondhe, Board Member at the Cleveland Foundation; Ms Vita Dani, Director of Dani Finance Ltd; Past District Governors and incoming District Governors of Rotary International District 3140; Rtn Harshvardhan Agrawal, Chairman Rotary Mid Day Meal Committee; Presidents of various Rotary Clubs; Ms. Maya Shahani, Chairperson at Thadomal Shahani Centre For Management; Ms Masami Sato, Founder of B1G1, MrMahim Swami, IG Railway Protection Force; Principals of Schools and various dignitaries from the corporate as well as government & semi government sectors.

ISKCON Spiritual leader His Holiness Radhanath Swami said that years ago, when Srila A.C. Bhaktivedanta Swami Prabhupada, Founder Acharya of the International Society for Krishna Consciousness, witnessed a group of young children fighting with street dogs over scraps of leftover food, this gruesome scene aroused compassion within his heart and so he instructed his followers that - "No one within 10 miles radius of ISKCON Centers should go hungry". To this, His Grace Radha Krishna Das, Managing Program Director of ISKCON Food Relief Foundation added, "We initiated the school meal program - Annamrita in 2004, as a humble effort to fulfill Srila Prabhupada's dream with continuous motivation from our ISKCON Spiritual leaders like H.H. Bhakti Charu Swami, H.H. Gopal Krsna Goswami and H.H. Radhanath Swami. We started with feeding 900 children on the first day, and today Annamrita is serving over 1.2 million meals every day. Prepared by 413 trained cooks, 360 tons of nutritious, healthy food is cooked every day in Annamrita's high-tech kitchens (most of which are ISO 22000:2005 certified) which is then delivered to students in 5912 schools in 20 locations across 8 states of India by means of 301 vehicles. ISKCON Food Relief Foundation has distributed over 1.25 billion meals in the last 10 years across India. Today many children enjoy one healthy meal a day, a testimony of what's possible when people with similar values join hands together." He further added, "At Annamrita, we believe in providing underprivileged children with the right nutrition to support their education. Therefore, one nutritious meal a day brings thousands of children to school. The



Khichdi which is served to the children is prepared with quality ingredients that meet the nutritional requirements of growing children and it is cooked in supremely hygienic conditions. But most importantly, IFRF mixes a secret ingredient to the Khichdi it serves - love, devotion and compassion and this adds an unparalleled taste of purity to the meal."



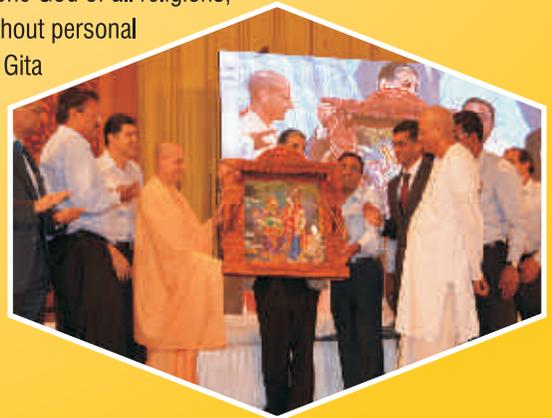
At the event, IFRF acknowledged the continuous support of all its donors and supporters which included BMC, Rotary Clubs, Banks like Bank of Baroda, Bank of India, Dena Bank, IDBI and SIDBI among others and Corporates like Excel Industries, Glaxo Smith Kline, Godrej, Indian National Press, JSW Steel, Raymond, SBI Funds Management, Tata Motors, and Govind Rubber among others. Speaking at the event, BMC Corporator, Mr. Dilip Patel said the meals provided by Annamrita to BMC schools were appreciated by all. Mr. Patel also said IFRF is the only institution that has the capacity to provide meals to lakhs of people at a given time. Mr. Patel concluded his speech by declaring that the Municipal Corporation of Greater Mumbai is planning to provide a central kitchen to IFRF and that shortly IFRF will be required to provide meals to not only school children but also to patients in local hospitals starting with Cooper Hospital where IFRF will provide meals to 600-700 patients each day. Ms. Basanti Roy, Ex Education Inspector, shared her experience of July 26, 2005 when Mumbai was flooded and nearly 5000 employees were holed up inside Mantralaya due to heavy flooding. She said when the time came for her to arrange for a meal for everyone, she couldn't think of anyone but ISKCON - Annamrita. She further praised Annamrita's effort when she acknowledged that despite the deluge, IFRF provided meals not only to the people stuck inside Mantralaya but also to thousands of people stuck at Victoria Terminus and Churchgate railway stations.



Rtn. Harshavarshan Agarwal, Chairman of the Rotary Club, has come up with a plan to sponsor an entire kitchen for ISKCON. The aim is to serve meals to an additional 1.4 lakh children from BMC schools. Donations for this are being collected under the slogan "Anna Daan Mahaa Daan." The Chief Guest of the evening, Mr Ajay Piramal felicitated the donors and supporters by giving away the plaques to them.

H. H. Radhanath Maharaj during his keynote address shared his heartfelt feelings. As Gratitude fertilizes the seed of the heart, the seed of love can grow and blossom into the flower of genuine compassion and offering of selfless service. Srimad Bhagavatam tells "savaipumsamparo dharma yatho bhakti radhokshaje ahaitukiapratihata yayatma suprasidati", which means that the supreme dharma is to love God. Dharma means religion, spirituality, occupation. There are many definitions of Dharma, the all-inclusive true understanding is to love that one God of all religions,

He, who is seated in every living being's heart and to serve without ulterior motives, without personal interest, selfish interest, even without interruption by various circumstances. Bhagavad Gita explains what is the way that love is naturally expressed, "vidya vinaya sa mpanne brahmani gavihastine, sunichena svapakich pandit asamadasrshinaha", which means to the degree we connect with our self, with our nature, we see all living beings with equal vision. Whatever is their race, religion, caste, social status and whatever their species, we see every living being as our brother or sister or a child of God and we live with compassion. Even in the bible, first thing they recommend is to love God with your heart, mind and soul and the natural by-product of that is to love your neighbor as thy self and everyone is our neighbor.



H.H. Radhanath Swami said, "Love means to serve and to serve means to please." He also says that, "To the degree our service is free from motivation - to that degree, our service will generate love for the Supreme Lord." With the blessings, prayers and wishes of all the well-wishers, donors, supporters and volunteers, we present our deep felt Aabhar to continue the project Annamrita to serve selflessly. Once again, we start afresh our journey with increased enthusiasm to meet the new horizons of service.



The finale of the evening was when all the employees of IFRF were called on stage and felicitated for their dedication and compassion in serving the children with love. Aabhar was further extended with another event to thank all the volunteers who assisted in making 'Aabhar' a success, they were felicitated with certificates and plaques. We also felicitated Rashtriya Chemicals & Fertilizers Limited (RCF), for their collaborative efforts to feed over 13000 children in the slums of Chembur. Mr. A. N. Gandhe Dy. Gen. Manager (Corp. Comm./CSR) represented RCF was honored. H.H. Bhakti Charu Swami, Chairman ISKCON Food Relief Foundation, was the Chief Guest during the event.

The deafening applause by the supporters proved that 'Aabhar' became a success and a great platform for IFRF - Annamrita, to thank all its patrons and supporters.



The Annamrita Process



Issue 18 | Aug-Sep 2013

The Procurement Process

A Food Safety Management System (FSMS) is a network of interrelated elements which come together to ensure that food does not cause any adverse human health effects. On a general basis, these elements include programs, plans, policies, procedures, practices, processes, goals, objectives,

methods, controls, roles, responsibilities, relationships, documents, records, and resources. In everyday operational terms, FSMS is a documented program that identifies and controls food safety hazards at every stage of food preparation from raw material purchase/procurement to storage,

cooking and delivery process.

Food Safety Management Systems (ISO 22000:2005) is actually a very useful tool to prevent cross contamination during food preparation, to share best practices in running a kitchen and to promote higher food hygiene standards.

In this edition of our newsletter we'd like to share the purchase process we strictly follow and help you understand how we attain food safety levels and prepare quality meals.

The entire procurement process can be classified into four stages -

The Procurement Process



1) Understanding Requirements

At periodic intervals, all kitchens prepare a detailed sheet which holds information about

their consumption requirement. This sheet includes detailed listing of all items like grains, lentils, spices that are required for

next week. Since we procure, vegetables every two days, the listings of vegetables are made on a two-day basis.

2. Procurement Process - Once we know the ingredients requirement, we go about the process of selecting a vendor who can supply these to us. In keeping with the high standards we like to maintain, we follow certain set procedures to select a vendor. These are as follows:

FSSAI License	Vendor Profile	Sample Testing	Packing
Food adulteration, unfortunately, is a common phenomenon and so we are extra careful while selecting a vendor. Firstly, we check whether the supplier has a Food Safety and Standards Authority of India (FSSAI) license. We do not approve a particular vendor unless he is in possession of this license. ISO certification is an added advantage.	Every vendor we bring on board must supply us with the following profile - vendor Name, address of the registered office, contact details, and list of existing clients	Once the first two hurdles are cleared, we take samples of the material which the supplier will supply and send it for testing to NABL accredited laboratories. As a standard norm, we sample test for cooked food once in two months and for edible raw material once in a year.	Packing standards are very important as far as hygiene is concerned. As far as packing is concerned, we ensure that the following standards are maintained and are, in fact, in place. <ul style="list-style-type: none"> Sortex Cleaning Packing in clean bags Labeling Cleanliness of delivery vehicle

- * The supplier must get the material cleaned via a Sortex machine and he must get it packed in proper clean bags.
- * The supplier must then label the bags. Labeling must include the manufacturer's details namely his name and address, the

- batch number, customer care number, packed by date, expiry date etc. We do not accept any bags which do not contain labels with all this information. Additionally, our ground spices must have AGMARK.
- * The cleanliness of vehicle in which the

- material is carried is another factor we take into consideration. If the vehicle used for transportation is 'dirty' or 'unkempt', we do not accept the material.
- Thus, this is how potential vendors are contacted, inspected and approved.

In procurement process these 3 factors are considered crucial, based on which the entire activities are carried out



The main ingredient – rice – is provided by the government as per our forecasting of the periodic consumption. The rice so received is sent for thorough cleaning before being used (will be covered in next issue).

Remaining ingredients and cooking medium are purchased from an approved supplier; basically, those which have a FSSAI license, are able to fulfill our requirement and are committed to supplying as per our specifications.

Food Safety Aspects we communicate to our suppliers' prior purchase of any goods

- Suppliers contacts relating food safety
- Certificate of analysis
- Product specification details
- Complaints Regarding raw material
- Products ingredient details
- Regarding suppliers approval certification

3. Cleaning and Storage

Raw materials or ingredients are inspected and sorted as per raw material specifica-

tions before processing. Only sound, suitable raw materials or ingredients are used. We follow the FIFO (first-in and first-

out) method of stock rotation.

What goes into the meal?



Fresh vegetables that are procured once in two days are cleaned and stored



Vegetables are stored in the refrigerator so that they can stay fresh

By co-ordination with our suppliers we ensure that the packaging design for bulk supply materials is such that it provides adequate

protection and thereby reduces the risk of contamination. Suppliers are required to ensure that packaging of materials is non-toxic and that

it does not pose a threat to the safety and suitability of food under the specified conditions of storage and use.



Lentils, Spices, Dry Fruits, and Oil of branded quality that are used in the preparation of meal



When receiving ingredients, we weigh, check and wherever possible physically examine raw materials to ensure that the ingredients so received are of the correct quantity and quality. All the raw materials required for the next seven days are stored in the storage room.



Gel Treatment



Fumigation



Rodent/Lizard Trap



Fly Catcher

Pest control activities in Storage Room

In the storage room, we regularly undertake pest control activities (like Gel Treatment for

cockroaches), lay rodent trap for rats, lizard traps for lizards and keep fly catchers at

various locations. Fumigation to eradicate small insects is done once in a month.

What is



Food Safety and Standards Authority of India

The Food Safety and Standards Authority of India (FSSAI) is an agency of the Ministry of Health & Family Welfare, Government of India. The FSSAI is responsible for protecting and promoting public health through the regulation and supervision of food safety. The FSSAI has been established under the Food Safety and

Standards Act, 2006 which is a consolidating statute related to food safety and regulation in India.

- (I) laying down science based standards for articles of food
- (ii) to regulate manufacture, storage, distribution, sale and import of food
- (iii) to facilitate food safety.

What does FSSAI do?

Annamrita Receives 'Transparency and Accountancy' Badge From GuideStar India



It is not every day that an organisation receives a Badge of Appreciation for its efforts. And when we recently received one, our joy knew no bounds!

GuideStar India, the first place to find NGOs in India, honoured ISKCON Food Relief Foundation – Annamrita for its efforts and achievements. At the Giving Back – NGO India 2013 exhibition we received a badge honouring our 'Commitment to Transparency and Public Accountability'. Our GuideStar Number (GSN) is 228. To see our badge, to comprehend its prominence and to know more about our organisation, log onto guidestarindia.org and enter the GSN in the search bar.

The entire Annamrita team is ecstatic to have received this honour. We would like to thank the GuideStar India team for realising and appreciating our hard-work and endeavours.

Rice Cleaning Process

Rice, the best, the most nutritive and unquestionably the most widespread staple in the world

Rice, wheat, and maize are the three leading food crops in the world; together they directly supply more than 50% of all calories consumed by the entire human population.

Rice is the staple food of over half the world's population. It is the predominant dietary energy source for 17 countries in Asia and the Pacific, 9 countries in North and South America and 8 countries in Africa. Rice provides 21% of global human per capita energy and 15% of per capita protein.

Rice protein ranks high in nutritional quality among cereals and provides minerals, vitamins, and fiber.

Comparison of nutrient content of Rice with other major staple foods

STAPLE	RICE	Maize/Corn	Wheat	Potato	Sorghum
Component (per 100g portion)	Amount	Amount	Amount	Amount	Amount
Water (g)	12	10	13	79	9
Energy (kj)	1528	1528	1369	322	1419
Protein (g)	7.1	9.4	12.6	2.0	11.3
Fat (g)	0.66	4.74	1.54	0.09	3.3
Carbohydrates (g)	80	74	71	17	75
Calcium (mg)	28	7	29	12	28
Magnesium (mg)	25	127	126	23	0

Rice eaters and growers constitute the bulk of the world's poor: according to the UNDP Human Development Report for 1997, approximately 70% of the world's 1.3 billion poor people live in Asia, where rice is the staple food. For the disadvantaged population who suffer from malnutrition, rice is the most important commodity in their daily lives. China, India, Bangladesh and Vietnam are producing and consuming 80% of the world rice production.

The Govt. provides raw rice and a portion of the cost incurred in preparation of midday meal. Other expenses such as deficit cost, cooks honorarium, kitchen equipments and construction, transportation are to be borne by NGOs. It takes a considerable amount of time to receive the grants from the Govt.

The rice that is received from the Govt. has many unwanted foreign substances which need to be removed. Annamrita, the mother who cares for her children, makes sure that the ingredients are clean



How We Clean Our Rice?

Out of all the processes we adhere to, Rice Cleaning is among the most important. The rice we get from the government is filled with a lot of foreign particles and therefore it needs to be put through an elaborate cleaning process.

1. Fumigation Process

Fumigation is a method of pest control which causes the pests within to suffocate. The rice received from the government is first stacked on wooden platforms and then covered with a tarpaulin. There on, the Stack Fumigation method is used to kill the pests.

Further on, bagged rice is stored in concrete warehouses and is covered on all four sides with clear polyvinyl chloride (PVC). Then, sheets are heat-sealed together and sealed to the floor

by rubber tubes and plastic grooves. Bagged rice, sheeted on all four sides with PVC film ensures that the fumigation won't contaminate the rice. The fumigation gas so used destroys all eggs, larvae and adult worms if present. This fumigated rice is then cleaned further.

2. Pre-Cleaning with Aspirator -

Separator and Classifier MTRA Machine. The Separator-Classifier MTRA is used primarily for

grain cleaning in the milling of wheat, durum wheat, corn (maize), rye, soybeans, oats, buckwheat, spelt, millet and rice. Basically, the Separator-Classifier MTRA makes possible excellent separation of impurities which makes for efficient grain cleaning.

With its two sieve desks, the Separator-Classifier MTRA removes coarse impurities like large kernels, string, straw, wood, stones or clumps of soil, as well as fine impurities such as sand and breakage from the grain. In this way, it provides efficient grain cleaning. In order

to optimize the cleaning effect, an optional aspiration channel or air recycling aspirator is employed through which low-density particles such as dust, hull fragments or husks can also be separated.

MTRA machine separates the grain on the basis of density, shape and size. From one end, impure rice is passed through the machine and from the other end clean rice emerges. At the sides, 4 types of impurities – bigger particles, husk, dust, and finer particles – are collected from 4 different exits.



3. De-stoning Process

Foreign materials introduced into the rice during harvest or handling that is basically the same size as a rice grain is removed from the grain in a gravity separate machine via a process called De-stoning. As the stone or other denser particles are heavier than the rice grains, the forceful air flow through the machine causes the rice grains to float on a cushion of air just above the screen. This then allows the reciprocating screen to throw the more dense stones up the screens to discharge chutes, thereby ensuring all stones are removed from the rice grains. Dust laden air is exhausted through to the central dust collection system further cleaning the rice grains before processing.

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stoner, it is passed through the de-duster where the light dust from the rice is separated.

4. Silky Polisher

In this process, any dust or sometimes the germs sticking to the body of the rice particle are removed by polishing. The whole rice polishing process is carried out under vacuum with little amount of water and exhaust air and dust being conveyed to the dust collection filter which separates the dust from the air-stream.

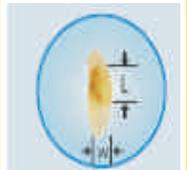
This polishing process is designed in such a way that rice kernel's delicate tip remains intact even if the rice passes through abrasion



5. Sortex Cleaning - Rice Sorting

In this process, rice particles are made to pass through 190 channels fitted with 6 cameras in a Sortex Machine, where in the parameters of the rice are programmed and each particle of rice is scanned through powerful, high resolution camera that check the rice particle as per the specified parameters. On basis of these parameters, rice is either accepted, rejected or re-cleaned.

The latest and most efficient color Sortex machines are used to remove any undesirable grains or particles from the rice flow before packing. The innovative technology in the machine



takes full control on the defect size of the rice, length and width. Every single particle that doesn't fit with the programmable one is removed. The Sortex machine ensures that the discolored grains of rice like yellow or black do not get mixed with the final product and the packed rice is in fact only white in color.



Impurities removed at different stages of rice cleaning process



Rejections from Pre Cleaning with Aspirator MTRA Machine

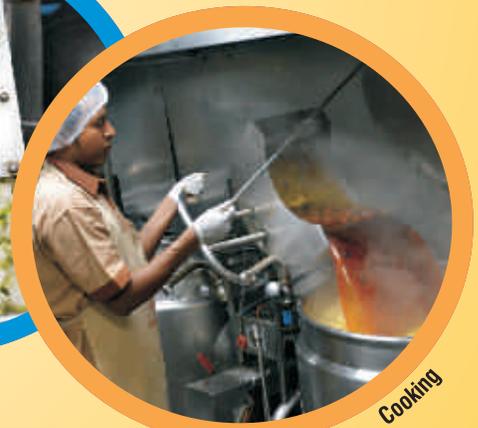


Operations - Cooking Process



The cooking operation followed in the Annamrita kitchen can be divided into three categories: Cleansing, Cutting and Cooking. These three categories are intrinsically related and combined result in the cooking operation.

The hygiene and sanitation procedures followed by Annamrita kitchens are of the highest level. Right from sourcing of ingredients (on which you read extensively in the previous issues) to preparation of food, utmost care is taken to ensure that the food quality is in no way compromised.



Taste

Consistently Delicious

- Standardized cooking processes that guarantee consistently great taste, every time
- Trained cooks, who use the advanced technology in cooking under spiritual ambience

Annamrita mixes a secret ingredient to the food it serves – love, devotion and compassion that adds an unparalleled taste of purity, making it the only food that satiates the stomach, mind and soul alike



Variety

Different meals everyday

- Over 37 recipes that differ from region to region and as per the local tastes specified by the midday meal committee
- Serving different meals everyday so that children don't get bored

Appetizing Menu - high on quality and



Hygiene

Absolutely World-class

- Ten principles of safe food handling and hygiene are practised at Annamrita kitchens
- None of the food or raw materials are handled directly

Fresh vegetables and grains are procured as per requirement and we use high speed vegetable cutting machines

The kitchen and the equipments are thoroughly cleaned on a regular basis





Cleansing:

Firstly all our kitchens are thoroughly washed and cleaned to ensure zero contamination. The kitchen premises are fumigated with fumigant smoke every fortnight and our outsourced agency PCI applies a pest control gel periodically to ensure that all pests including cockroaches are prevented from breeding. To prevent and eradicate rodents, rodent

trap stations are identified and rodent gum traps are placed at strategic locations. An integrated fly management application is followed periodically to ensure that all winged pests and flies are absent in the cooking area. In addition to all of this, all kitchens use PVC strip curtains, air curtains and fly traps to totally eliminate the presence of flies, etc.



Cook at Annamrita Kitchen

Secondly, the cooks are required to wear skid free gumboots, hair masks, latex gloves, freshly laundered uniforms and aprons while cooking. The cooks are given regular training to ensure that their cooking skills only keep getting better and better. Before entering the kitchen and each time after handling a contaminant, the staff is required to wash, dry and sanitise their

hands. A first aid box is present in all our kitchens for any emergencies like cuts, burns and wounds. Every 6 months, the entire cooking and washing staff including supervisors and managers are required to undergo medical tests which certify them against communicable diseases including respiratory or skin disorders.



Boiler and Cauldrons



Vegetable cutting and Peeling Machines



Drainage System

Thirdly, all our kitchens are equipped with state-of-the art boilers, cauldrons (300 litre / 600 litre capacity), high speed vegetable cutting and peeling machines. All implements and food contact surfaces are made of Food Grade Stainless Steel, including drainage systems. The

cauldrons are washed with soap before and after use and are checked for PH readings to detect and traces of soap residues. The water used in cooking is filtered and softened before use and is analysed for IS:10500 standards every six months. Our boilers, weighing scales, thermometers as calibrated regularly to ensure that they are functioning as per the desired standards.

Water Testing - Water is tested at regular frequency for the below parameters -

- Colour, Odour, Taste**
- Turbidity, PH Value**
- Total dissolved solids**
- Total Hardness**
- Residual free chlorine**
- Chlorides, Iron and Flourides**
- Bacteriological Tests - Coliform & E. Coli**



Sanitizer -
 Aquachlor is a 5% stabilized chlorine base equipment and raw food sanitizer cum cleaner. Aquachlor cleans, sanitizes and deodorises in a single operation.

Fourthly, all the food ingredients are thoroughly cleaned before use. All vegetables are sanitised using a 50 ppm chlorine solution and are further washed or rinsed to remove all traces of residual chlorine before cutting. To ensure that the chlorine residue does not exceed 5ppm, chlortest paper is used. Rice is washed in three stages and rinsed with fresh water till visually clean. Pulses, too, are cleaned thrice and rinsed before use.



Cutting

Potato Peeler removes the skin from potatoes-washed potatoes are poured into the drum of the potato peeler from the top, the inner of the drum is coated with abrasive carborundum, as the drum rotates the potatoes strike against the abrasive inner wall which removes the skin, this processing requires minor flow of water through a pipe to

remove the skin from the walls, the peeled potatoes are removed from the side of the drum through a gate. After the vegetable that are required for the day are thoroughly cleaned, they are cut to different sizes as per the menu and are stored in steel containers.



Cooking

As per the recipe of the day, the spices and oil so required are weighed and taken to the cooking area. All our food is cooked by the steaming method to ensure maximum retention of nutrients, taste and colour. First in the cooking process, the cauldrons are filled with water. Steam is then passed through these cauldrons to get the water boiling. Dal, cereals and vegetables are added to this boiling water. Once this concoction is mildly cooked, rice is added. Alongside the cauldrons, chance is prepared at the chance station mounted in between the cauldrons. The chance consists of mustard seeds, cumin seeds, ginger



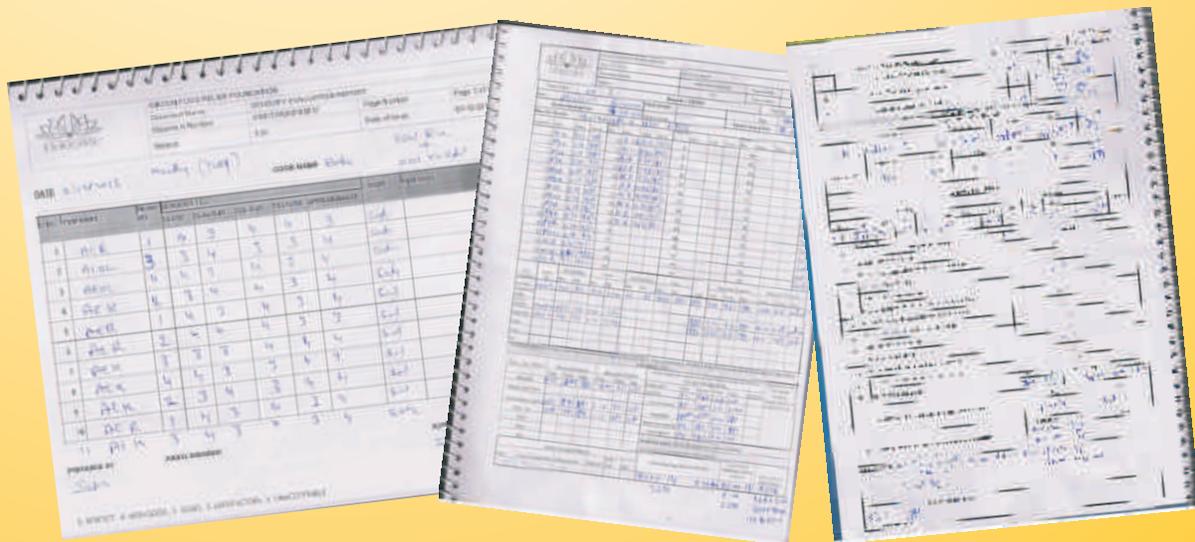
Chance (Tadka) Preparation and Cooking



paste, chilly paste, tomato paste, curry leaves and so on as per the requirements of the recipe. Once the rice, vegetables and dal are sufficiently cooked, the chauce is added

to the cauldrons and stirred. The preparation is now allowed to cook for a while. While cooking, we strive to maintain the right cooking temperature (above 90 degree

centigrade) to ensure safety and long shelf life of the food.



Various parameters like temperature, pH value, sensory evaluations are recorded in each batch of cooking

All the food items we serve have a documented recipe and process, to ensure quality and uniform taste. Ginger paste, chilly paste is prepared daily (as per requirement) in the grinder whereas cardamom and cumin seed powder is prepared once a week in the

pulvariser machine. Based on the requirement each day the meals are planned in batches so as to ensure that the food so prepared has a long shelf life and high nutritional quality.

Dispatch Process

In the last issues we described raw material procurement, Rice cleaning process and cooking operation. In this issue we will describe the dispatch process.

On the previous day, all containers are air dried after washing and sanitization; this ensures that they are 100% clean when filled with highly nutritious meal.

Once the food is ready, it is tasted and observations for temperature, colour, appearance, flavour, consistency and taste are documented.



Annamrita vehicles that carry
hope and inspiration
to millions of children across India

Everyday,
258 cooks prepare wholesome
meals in 20 Annamrita kitchens

& 301 vehicles carry hope and promise to
over a million children in 6288 schools
across India



After the documented parameters are found to be acceptable, the containers are passed on the conveyor below the cauldrons. The outlet valve at the bottom of the cauldron is

opened and the container is filled with the food. Once filled up to the pre-measured level, the containers are pushed on the conveyor and the next container is filled. In

this entire process, food is untouched by hand. This ensures maintenance of high standards of hygiene and sanitation.



The filled containers are sealed with security seals to avoid tampering. The security seal is of paramount importance and the schools have been instructed to not accept the containers if the seal is broken. Each container has a specific colour coded security seal (which indicates the variety and quantity of food) to help easily identify during delivery. Sample of all the products cooked for the day are taken out and their temperature is measured after 3 hours of dispatch to coincide with the school lunch break timings.



Serving spoons after washing and sanitizing, are packed in plastic pouches. The containers are sealed and along with the serving spoons are loaded in delivery vehicles.

The vehicles (specifically certified to carry food material) are washed on a daily basis with soap water. Furthermore, the vehicles are fumigated on a weekly basis to ensure a germ free environment. Serving spoons after washing and sanitizing, are packed in plastic pouches. The containers are sealed and along with the serving spoons are loaded in delivery vehicles.



The logistic challenge is that the lunch break in all the schools is at the same time. To ensure that the meals are delivered on time, specific routes are drawn up after accounting for traffic bottlenecks, as per the timings and location of schools. Each vehicle has been assigned a pre-determined route so that all the schools receive the meals well before the lunch break. All deliveries are acknowledged by signed challans, along with the stamps of the schools.

After dropping all the containers in the respective schools, the vehicles collect the empty containers back from the schools while returning. By afternoon, cleaning of the containers starts at kitchen.

This is a massive task by itself. The containers are first cleaned in hot water, then in soap water and finally in warm water. They are then stacked in the shelves for the next day.



All drivers are periodically trained in health, food handling and food safety, besides vehicle maintenance and traffic regulations.



Each day, 301 Annamrita vehicles travel around 24,000 km reaching out to various schools, carrying hope and inspiration to over a million children across India



Our Lab Reports:

Annamrita conducts periodic analysis of not only the Meal but all ingredients that go into the making of the mid day meal.

Annamrita follows all FSSAI regulations and ISO 22000 norms in regards to food safety across all functions right from purchase till dispatch. We do this through NABL accredited laboratories like TUV Rheiland.

Annamrita is also certified for ISO 22000 standards by DNV (Det Norske Veritas) a global provider for risk management services.

Khichdi Report

PUBLIC HEALTH LABORATORY, KONKANBHAVAN
Room No. 606, C.B.D. Belapur Navi Mumbai

Report on sample of Chhole Khichdi

Sent by - Iskcon Food Relief Foundation (TARDEO UNIT)

With his letter: - _____ Date: - _____
Date of Receipt: - 27.12.2013 Date of Examination: 27.12.2013 onwards

RESULT OF EXAMINATION

Moisture %	Total Ash %	Fat %	Protein %	Carbohydrate %	Calories/100gm
49.88	0.87	22.180	13.56	13.70	308.68

Remark: - Results are as above

Health Services

PHL/KBN/Food/259/2014
DATE - 27 JAN 2014


Junior Scientific Officer
Public Health Laboratory
Konkan Bhavan, Navi Mumbai

Forwarded With Compliments to:-
Iskcon Food Relief Foundation,
19, Jaywant Industrial Estate, 63 Tardeo Road,
Opp. SOBO central mall,
Mumbai - 400034

Our Strength

Annamrita program owes its success to its individual & corporate donors, central & state government, bank & PSUs, Trusts & Foundations, teachers, volunteers, employees, the local community, parents and children from all walks of life. Each nutritious meal is made possible thanks to all our supporters.

Our supporters grew in leaps and bounds over the years that followed. With constant support from well-wishers and donors, we are able to scale up our Annamrita program across various towns, villages and cities of India.

The Government, recognizing the immediate need to uplift the health and literacy conditions of economically challenged children, has always encouraged us to seek donation under section 35AC/80GGA (bb) and 80G of the Income Tax Act, which has been a great assistance to us. The ministry of home affairs of the Government of India has accorded us the permission to collect overseas donation under the Foreign Contributions Regulation Act (FCRA), thus further incentivized donation to us in a unique manner.



Without the continuous and overwhelming support of each of these supporters, Annamrita would have faltered early on. We thank all supporters for making Annamrita their philanthropic priority and we are counting on their continued support and encouragement in 2015.

Annamrita has received helping aid and goodwill support from many noteworthy corporates, Governments and individual supporters like.

Govt. Support Govt Of India Project	
Govt. of Delhi	Govt. of Haryana
Govt. of Maharashtra	Govt. of Madhya Pradesh
Govt. of Rajasthan	Govt. of Andhra Pradesh
Govt. of Jharkhand	Govt. of West Bengal

Banks and PSUs	
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Dena Bank	Bank of Baroda
Bank of India	Industrial Development Bank of India
SIDBI	

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Rotary Club of Bombay North Charity Trust
Nalanda Charitable Foundation
Concern India Foundation
United Way of Mumbai
Mcks Food For The Hungry Foundation Maharashtra
Taraben Laherchand Shah Foundation
Rotary Club Ghatkopar Charitable Trust
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Motilal G. Charitable Trust
Give India
Shri Nand Foundation
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Mrs. Meena Chandrakant
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Virendra A Mittal
Falak Ami Thanawala
Preeti Nimesh Shah
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Vijay Shah
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Shanta V. Jannah
Miss Pramila K. Bellur
Venkurai H. Patil
Vijay H. Patil
Shrikant Ghanshyam Shah



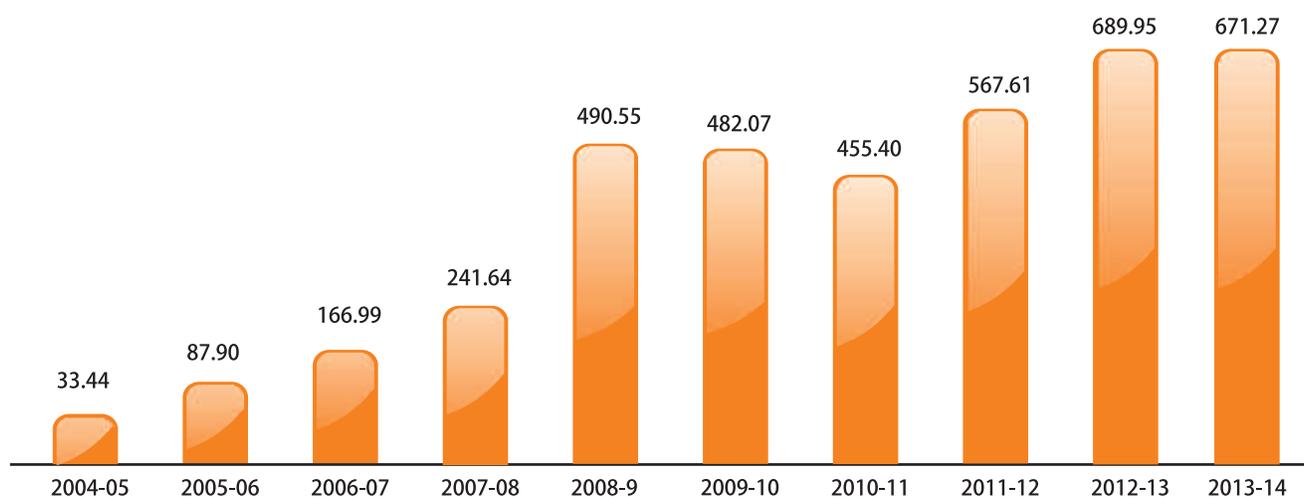
Pan India Presence

Given below is the collated data of all the schools we send food to, the number of children we serve, the employees we hire and the states we are present in. This data will give you a comprehensive and holistic idea of just how big and widespread the Annamrita operations are.

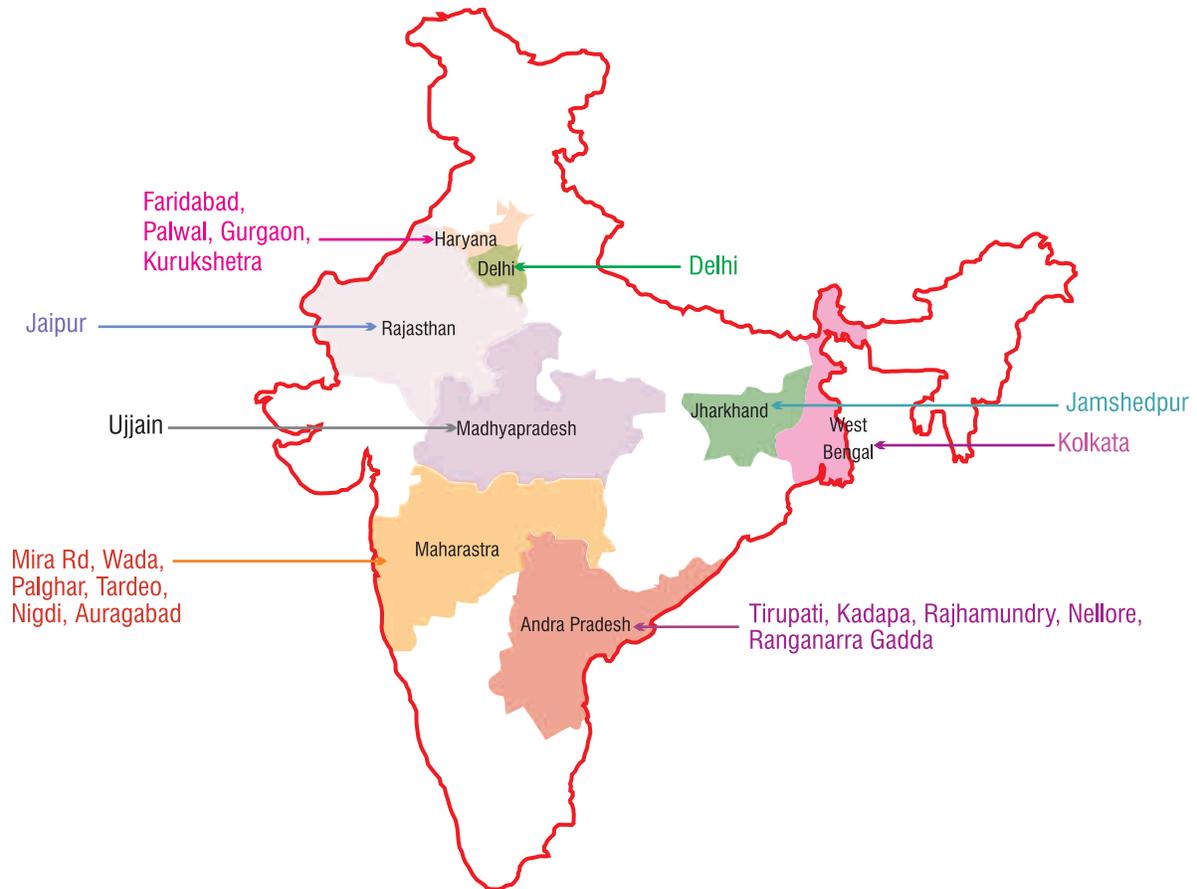
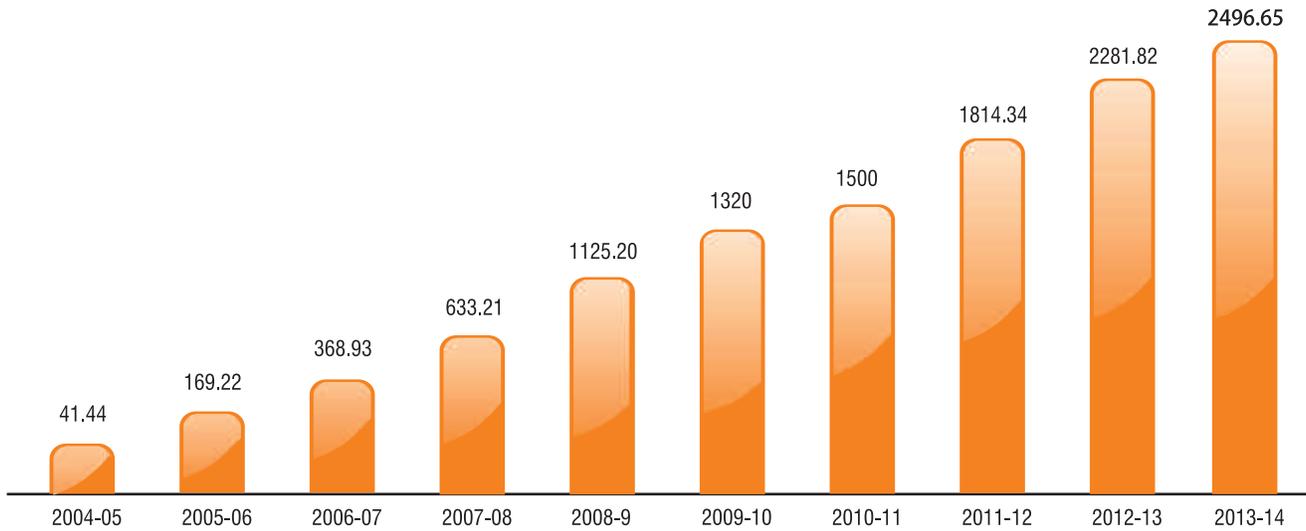
Sr. No.	State	Annamrita Team	Children	School	No. of meals served everyday*	No. of Cooks	Vehicles
1	Maharashtra	162	251891	2027	305124	93	98
2	Andhra Pradesh	262	122885	986	138960	81	30
3	Delhi	253	160989	328	160989	110	40
4	Madhya Pradesh	22	18721	143	21858	11	8
5	West Bengal	18	6722	136	6722	6	2
6	Jharkhand	146	73462	384	101216	43	31
7	Haryana	377	336887	2093	385223	181	22
8	Rajasthan	6	14747	422	14746	38	10
	Total	1246	986304	6519	1134838	563	241

*One meal of Secondary student = One meal of Primary student X 1.5

No. of meals served (in Lakhs) to underprivileged children in Maharashtra



No. of meals served (in Lakhs) to underprivileged children across India



The Year so far...



Annamrita Bags the ISO 22000 Certification

It is with immense pride and utmost pleasure that Annamrita announces another big success! The ISKCON Food Relief Foundation has been awarded the ISO 22000:2005 certification for its Annamrita program. This means that our cooking and dispatch of the midday meals to school children under the Government's Mid Day Meal program has been given the seal of approval where quality, cleanliness, hygiene and food safety are considered. Our certification vouches the quality and safety standards followed at each of our kitchens in Aurangabad, Wada, Palghar, Mumbai (Tardeo) and Mira Bhayandar.

The certification itself is awarded after the whole process from start to end is tested according to a Food Safety Management System, commonly known as FSMS. The system tests all the interconnected elements right from procurement policies on raw materials, to processing and delivery to ensure that the food that goes out does not have any harmful health hazards after human consumption. The fact that we have this certification means that there is no possibility of food contamination at our kitchens and hence the confidence in our services goes up by several notches.

The certification was awarded to Annamrita as food safety measures are in place at all our kitchens. The ISO certification attests to the fact that we maintain the strictest possible hygiene standards and have stringent quality control measures in place to ensure that all the little children we feed stay in the best of their health.

All of our kitchens have always been maintaining the certification standards even before we got the certificate. In fact, if you visit any Annamrita kitchen near you, the state of cleanliness and hygiene and the pristine infrastructure is sure to make you feel like you've just entered the kitchen of a Five Star hotel. Several newspaper articles also vouch for this fact. Hence, at Annamrita, while we love the fact that we now have the ISO approval, we always knew our kitchens could get just about any seal of approval, especially when it came to perfect cleanliness, active hygiene controls and food safety.

Day out for students of SawreZillaParishad School



Could there be anything more pleasing than to meet and greet the school students we provide midday meals to daily? We think not!

The Annamrita Palghar kitchen had the privilege of entertaining and playing host to the students of Sawre Zilla Parishad School. We have been providing midday meals to the students of this school since 2006. The students were on their way to a one-day picnic to Kelwe Beach. Given that our kitchen is en-route the beach, the school principal and teachers along with the students dropped in for a visit. Annamrita's Managing Director, Dr. Radhakrishna Das, was present during their visit. He personally greeted the school principal and teachers and interacted with the students.

Annamrita Palghar's school co-ordinator, Laxman Andure, showed the children around. He gave them a tour of the kitchen and store area. The students were shown and explained in detail how ingredients are stored and food is cooked in an Annamrita kitchen. The students appreciated our efforts and the cleanliness standards we maintain in our kitchens. Just as they were happy to have visited our kitchen, we are happy to have gotten this opportunity.

The Bristol Innovation in Philanthropy Society (BIPS)



Annamrita was also visited by a bunch of enthusiastic youngsters from The Bristol Innovation in Philanthropy Society (BIPS) - a student-run society in the UK. The society brings students and experts together in the debate of how charity should be conducted in the future. The society aims to provoke and encourage discussion about philanthropy. These enterprising kids from Bristol Innovation in Philanthropy Society made time in their busy schedules to come visit our kitchen and taste our lovely Khichdi, interact with the team and understand our process in great details. Once the students return to Bristol University, they will be making a presentation on ANNAMRITA - ISKCON Food Relief Foundation and its work. This will help Annamrita raise further awareness about our cause. Thank you BIPS

Paul Rodney Turner of 'Food For Life Global' Visits Annamrita Kitchens, Praises Our Efforts & Achievements

Recently, Annamrita had the good fortune of playing host to a visionary and a social entrepreneur who has impacted and influenced the way the world sees and partakes in food relief.

Paul Rodney Turner was born (in 1963) and brought up in the western suburbs of Sydney, Australia. As an adult, Paul travelled to more than fifty countries throughout Europe, Asia and the Americas with a view to inspire and set up numerous 'Food For Life' projects. For the uninitiated, 'Food For Life Global' is the world's largest vegan and vegetarian non-profit food relief organization that is active in over 60 countries.

Over the years, Paul helped raise millions of dollars in funds, appeared on television and radio to generate awareness and even met with numerous government officials to promote the cause. From 1999 to 2003, Paul was a council member and magazine editor for IVU (International Vegetarian Union), the official umbrella organization for vegetarianism worldwide. In 2011, Paul published FOOD YOGA - Nourishing the Soul, an introduction to sacred path of becoming a vegetarian. Today, Paul is the International Director of 'Food For Life Global', the world headquarters for the charity. Additionally, he conducts 'Food Yoga' workshops and retreats throughout the world and is also working on several new book projects.

Paul visited Annamrita's Aurangabad and Tardeo kitchens. He took time to understand the workings of the kitchens and the process in general. He even visited schools in which we serve meals and interacted with the students and teachers there. Speaking on his overall experience and commenting on what he saw, Paul said that he was extremely happy with the infrastructure, the efforts of the Annamrita team as well as with the quality and scale of meals served.

We are very pleased to have gotten this opportunity to interact with Paul and to share with him our achievements and efforts.



All India Branch Manager's Meet



The success of ISKCON Food Relief Foundation can be attributed, among many other factors, to the fact that it is run in a thoroughly professional manner by dedicated and enthusiastic individuals. Recently, there was a joint conference organised for Regional Program Directors and Branch Managers of ISKCON Food Relief Foundation. The purpose of this 3-day meet, held on 16th, 17th, and 18th May, was multi-fold. Multiple issues and factors pertaining to the everyday running and functioning of our kitchens were discussed.

On the first day of the meet, we had an inaugural address by Dr. Radhakrishna Das, Managing Program Director of Annamrita. There after a presentation was made on all India operations of Annamrita - the number of schools served, the number of operational branches, overall growth achieved in the past year and so on. Accounts related queries, donation laws and questions were addressed too.

On the second day of the meet, three primary issues were discussed - HR, Fund Raising Communications & PR. Current Annamrita policies and practises pertaining to all these three verticals were deliberated upon.

One stand-out point of the meet was the speech made by our main trustee H. H. Gopal Krishna Goswami. His words of encouragement and his praise of our efforts motivated everyone present to do better. This is what he had to say, "We have observed a trend wherever ISKCON Food Relief Foundation (IFRF) serves meals to underprivileged children. We have observed this trend in Delhi, Mumbai, Ujjain, Tirupati and many other places across India. School Principals have heaped praises on our Annamrita program and have said that the enrollment in their school has increased considerably because of the nutritious meals so served. The meals have also helped increase the haemoglobin level as well as increase the production of white blood corpuscles. ISKCON Food Relief Foundation (IFRF) is a very important program and I am glad that we are working together to achieve Srila Prabhupada's vision of not letting anyone go hungry within a 10 mile radius. I would like to thank Dr. Radhakrishna Das, Revati Raman Das and Dhananjay Krishna Das, all the managers and the entire team who have helped make the Annamrita program successful." In addition to this, all managers and directors who contributed to Annamrita and helped achieve an impressive growth rate last year were given Plaques and Appreciation Certificates.

The third day of the meet was a comparatively light one. Generic issues faced by Branch Managers were chatted over and addressed. Mr. Gorakshanath gave a vote of thanks and declared the meet concluded.

Australia's Affordable Designer Jeans Supports ISKCON Food Relief Foundation



Sometimes, support comes in from unexpected quarters and when it does, the joy so experienced knows no bound. One such generous supporter and contributor is Mr. Greg Robbins. He is the owner of Affordable Designer Jeans; a customisedA jeans store that focusses on selling branded jeans to consumers at affordable prices. The store is located in Melbourne, Australia. Of every purchase made at Affordable Designer Jeans, \$ 1 (AUD) is donated to Annamrita.

Humble as this contribution is, it motivates us to continue down the path of feeding under-privileged kids, of staying true to our belief of fulfilling a child's right to nutrition so as to support their education. We are immensely thankful to Mr. Robbins for choosing Annamrita and for making the contributions that he does. It is the support and faith of individuals like him that makes it possible for us to realistically execute and expand our plans and operations.

Collaboration between Oriental Bank Of Commerce & Annamrita



Oriental Bank of Commerce (OBC) is among our most generous sponsors' and prominent donors.

This year, they are sponsoring meals for 500 children for the entire school year.

Among the many CSR activities undertaken by Oriental Bank of Commerce, one of them has been to promote girl child education. Care for and education of the girl child is an issue the bank takes very seriously. Since we too take it upon ourselves to push girl child education by ensuring the provision of meals, the liaison between Oriental Bank of Commerce and Annamrita makes perfect sense.

We would particularly like to mention and appreciate two key individuals associated with Oriental Bank of Commerce. One of them is Mr. Bhupinder Nayyar, Executive Director and the other is Mr. Gupta, Asst. General Manager, PR and Publicity Department. Both these gentlemen with prolific careers have played an instrumental role in the bank's decision to associate themselves with Annamrita.

Annamrita is grateful and ever-so-thankful to Oriental Bank of Commerce for their support and faith.



Graced by a Star



Stuart Sender is a director, writer and producer whose work has been nominated for two Academy Awards and a Director's Guild Award. His film: Harmony, A New Way of Looking at Our World was produced in a unique collaboration with His Royal Highness; The Prince of Wales, Prince Charles. Among other things, he produced the first interview with Nelson Mandela after his release from prison for the Phil Donahue Show . Together with his wife Julie Bergman Sender, he runs the film production company BalconyFilms.

Mr Sender makes it a point to try and visit ISKCON everytime he is in India. This time as well was no exception, he spent time visiting our Tardeo kitchen, interacting with staff. He also visited the Yusuf Meherally Vidyalaya and zealously participated in the khichdi serving process. He was enthralled by the smiles on the children's faces. "True Innocence is reflected in these faces" he said.

Special Thanks to KAYMO Fastener Company



At Annamrita we believe in acknowledging all of our supporters and donors. One such donor who holds a special place in the hearts of 100 satiated kids is KAYMO.

Established in the year 1959, KAYMO is today the top manufacturer of industrial stapling and nailing products. Their product range is vast and diverse and they also offer the manual, pneumatic as well as electric versions of such industrial tools. Just as the products are diverse, their uses and applications are also found across industries, be it in manufacturing, automobiles, furniture or other sectors.

Kaymo has done the extremely special act of sponsoring the midday meal for 100 hungry students for an entire month.

Annamrita and our kids sincerely thank them for their act of generosity.

Annamrita Participation

Standard Chartered Mumbai Marathon - 2014



The Standard Chartered Mumbai Marathon or SCMM is one of the top 10 marathons in the world. However, apart from testing the physical fitness and athletic quotient of the participants, the marathon also raises funds for charity. Over the last many years, the event has grown in stature to become India's single largest philanthropic events in sports.

United Way Mumbai is the SCMMs event charity partner and it is this company that facilitates the raising of funds through this marathon for charities that deserve them. In fact, so transparent is the system of this organization, that on visiting their website, one can see each participating charity's legal and financial documents on the site. This wonderful organization ensures that all your online transaction costs are absorbed by it and your donations are eligible for deductions under 80G.

We extend our special thanks to Mr. Vivek Tushir, HR, Head Office, ICICI

Prudential. He is solely and singularly responsible for contacting, coordinating and organizing the group of participating members from the ICICI family. He has our special gratitude for helping us raise this year's charity money through the bibs that went to these participants. We hope that you continue your dedicated support of Annamrita and rally behind us in all such future ventures.

We also need to thank our regular well-wishers Mr. Kunjan and Ms. Kallolini Gandhi, Noopur Desai & Mr. Nikhil Joshi for representing Annamrita. All these participants also ran the marathon representing

Annamrita, giving us some

additional exposure. Here, we

take the opportunity to thank

these participants for their humane generosity.



The ISKCON Food Relief Foundation was able to garner good support for its project through this platform and we would like to thank United Way of Mumbai for this. There is no other creative venture that appeals to such a vast diaspora of donors and humane corporates. Looking forward to the next marathon installment.

Giving Back - NGO India, 2013' Exhibition



Recently, Annamrita hosted a stall at the 'Giving Back -NGO India 2013' Exhibition. This exhibition was organised by UBM India and GuideStar India for the second year in a row. The purpose of this exhibition was for NGOs across the country to network and interact to exchange information on best practices; and also to be the facilitator of an environment that allows NGOs to engage with key stakeholders comprising of local and international corporates, foundations, government and individuals.



Annamrita - ISKCON Food Relief Foundation participated in this exhibition and we are proud to have done so. We hosted a stall at the exhibition and distributed free samples of the Khichdi we had prepared for that day in our kitchens and was also served to kids across the country. To our delight, the Khichdi was liked by all those who tasted it and our efforts were praised. This appreciation and positive response surely motivated us to do better.

Annamrita was glad to have been a part of this exhibition and would like to thank Guide Star India for their ongoing support.

Annamrita Kolkata

Being impressed by the quality of foods served & timely service by ISKCON Food Relief Foundation(IFRF) Kolkata, the Kolkata Municipal Corporation came forward and allotted 11 more schools to IFRF in the month of August 2013 and 56 primary schools in the month of October 2013, thus allowing IFRF to serve meals to 137 KMC primary schools. Thousands of students got benefited by this decision of KMC because now they can taste nutritious & hygienically cooked Mid Day Meals. This decision of KMC also helped IFRF to become the largest mid day meal provider in KMC schools in terms of number of schools.

In a meeting with Dauji Kripa Das, Branch Manager of ISKCON Food Relief Foundation Kolkata the then GM of Indian Oil Mr. M K Sinha came to know about the activities of IFRF in Kolkata and he was more than eager to help the underprivileged children of Kolkata through ISKCON Food Relief Foundation. As a result, Indian Oil donated two deep freezer to IFRF Kolkata for storing fresh vegetables for mid day meal cooking.



Annamrita provides a helping hand to victims of Cyclone Phailin in Odisha



Recently, when nature struck with a severe cyclonic storm Phailin, in the state of Odisha, it caused widespread damage to several properties, leaving people homeless. Nearly 5,00,000 people were forced from their homes to take refuge in cyclone shelters. The cyclone also hit parts of Andhra Pradesh and West Bengal.

Cyclone Phailin triggered heavy downpour, landfall and floods in the southern coast of Odisha. Balasore district had to face the worse aftermath of the cyclone, as 68,000 people were hit by floods. Subarnarekha, Vaitarani rivers were overflowing above the danger mark, leaving most parts of the district immersed in water. This left people stranded and in dire consequences for three days, making it increasingly difficult to survive on their roof top sans food, water.

At this juncture, Annamrita, ISKCON's Food Relief Foundation, took stock of the situation and reached Balasore district, with food and water packets to be served to the cyclone hit victims.

The social champions of Annamrita assessed the situation in Balasore, and decided to set up a temporary kitchen at Remuna Village, where ISKCON's Ksira Chora Gopinath temple is located.

The kitchen facilitated the constant process of cooking Khichdi in abundance, which was to be served to the needy, twice a day. Treading on the path of the organisation's pious beliefs, a crew of 100 devotees, led by Sanjeev Mohanty, set out to fulfil their mission of feeding the victims food and water.

Around 2 pm: The first batch of volunteers, reached Nagram and Phuladi regions of the Balasore district. The team headed by Pravas Ranjan Nayak, distributed 400 packets of Khichdi and water, to people seeking help in the water-logged regions. The food served as lunch for them.

Around 8 pm: The second team headed by Bhabendra Behera reached NH-5 Baripada Road. Here the team actively partook in rescuing people who had taken shelter on the streets, as their homes were washed away. Here the volunteers distributed 600 packets of Khichdi and water.

Commenting on the tragedy, Dr Radha Krishna Das, Managing Program Director, Annamrita said, "Annamrita will extend its support in all possible ways. Our local volunteers will assess the situation at regular intervals to provide necessary aid. Infact, for the first time ever we got the privilege of serving people affected by natural catastrophe and we are happy to perform this divine act. I also appreciate the Government's disaster management preparedness and the timely action taken to evacuate lakhs of people from the coastal belt, in order to minimise loss of human lives".

Going forward as well Annamrita will be glad to assist in any way possible during natural disasters and calamities.

New Beginnings

We Welcomed David Sassoon School into The Midday Meals Fold This February

With impetus from one of our sponsors 'Our Children', we are happy to announce the starting of our midday meals provision, at yet another school in Mumbai. What makes this event so much more special than so many others in the past, is that we now cater to some very special children. Let's us take it step by step, lest we miss out on any important bits.

About The Sponsor

'Our Children' is a social service and philanthropy organization that caters to the overall needs of children. Their mission statement explains that while all children need to be nourished and cared for in order to be provided with more and better opportunities in the future, their aim is to not just take care of the basic amenities, but also to provide them with mentoring, life skills and education. In yet another step forward, 'Our Children' has urged Annamrita to take up the midday meal provision project for a very special school in Mahim, Mumbai.

About the School

The David Sassoon Industrial School of Mahim is a school with a difference. Established in 1843, this school takes in deviant and delinquent boys with the belief that with proper guidance, counseling and love, their paths can be turned around. With a capacity of 400 boys, the home cum school is a residential facility that also provides medical and paramedical cares to its inmates.

Along with formal education, kids here are imparted with vocational training in areas such as tailoring and carpentry. The school emphasizes on the use of casework along with professional counseling and guidance, in building a proper character structure. The school also has several indoor as well as outdoor game facilities. Moral education, group work, creative dramatics, yoga, etc. form part of the daily activities here.

It gives us great pleasure to announce, that Annamrita has started catering its midday meals to this school. This effort is much more fulfilling for us at Annamrita, for we know now that we too play a hand in changing the lives of these children for the better. We thank Mr. S. Ramachandran, Trustee, 'Our Children', Facilitator Mr. Dhananjay Mehta and Co-ordinators of The David Sassoon Industrial School and Annamrita's Mr. Gorakshanath Gambhire for making this endeavor an absolute reality.



Annamrita Aurangabad Marks the Start of School with Something Sweet



Start of school is one momentous occasion for ISKCON Food Relief Foundation. It is the time when our kitchens are buzzing with action, when we are in full operation mode. To mark the start of a new school year, Annamrita distributed sweet dish to all partner school students in Maharashtra. The grand ceremony pertaining to this distribution took place in our Aurangabad kitchen.

In the morning, all Annamrita employees and kitchen staff at the Aurangabad branch were welcomed with a rose. Brigadier Surender Pawamani and Mr. Rishikumar Bagla, CMD, Bagla Group were present as special guests. Brigadier Pawamani and Mr. Bagla flagged off the distribution vans on this ceremonious occasion.

The special guests were served Soan Papdi too and they relished this sweet dish. Brigadier Pawamani then addressed the staff and the present crowd and spoke words of motivation and appreciation.

Annamrita - ISKCON Food Relief Foundation was already serving 40843 children across 309 schools in Aurangabad, however this year we have added 14 schools to our count, and increased the number of children to include 6000 more children.

This has been possible with the constant support of our donors; institutional as well as individuals who believe in our cause.

Annamrita Receives Support from New Avenues

Being an NGO Annamrita is dependent upon its donors and supporters to help keep the program growing. For this purpose we undertake various fundraising initiatives like **Khichdi Drives** and **Tithi Bhoj** throughout the year.

Tithi Bhoj

Tithi Bhoj is a practice followed in Annamrita wherein an individual can donate meals on special days in Memory of or in Honour of someone.

India has a benevolent and long standing tradition of Anna Daan. We honour the important people in our lives by doing acts of charity on auspicious days. Whether it is a joyous occasion or a memorial, feeding the lesser privileged in our community on such days has been a practice that been followed since time in memorial. By partnering with Annamrita on such occasions you not only continue this tradition but also help sponsor meals and bring smiles to hungry children in slum and tribal schools.

Another such an initiative was the wedding of Shri Kelkar's son.



When Mr. Kelkar's son got married in Vile Parle, Mumbai. It was grand and joyous occasion. It was wonderful to see that Mr. Kelkar was openhearted enough to offer Annamrita an opportunity to man a donation desk at this wedding. Our host graciously made the necessary arrangements for Annamrita to advise the guests about our cause and collect donations for the same. Since Annamrita's cause of eradicating malnutrition in poor children and increasing student compliance at schools is one that is endorsed by all and sundry, we managed to raise quite a substantial donation amount at this wedding.

Annamrita truly blesses the couple and thanks Mr. Kelkar for allowing us to be a part of this joyous affair. There are not many people out there who would offer such an opportunity to an NGO, especially when it comes to social events of a personal nature, such as weddings and other ceremonies but we do hope that Mr Kelkar will pave the way for many others to come.

Khichdi Drives

One of the most common complains we receive from our donors and corporates is that kids get to have this tasty and sumptuous khichdi but they them selves do not get a taste. This prompted us to start "khichdi drives". A concept where in Annamrita team armed with their khichdi boxes and information kit, set up a small stall in the corporate office. This not only gives a chance to have the lovely khichdi as lunch for a change to the employees but also helps us raise funds and awareness about our cause. At the end of the day no matter how brilliant the work if people do not get a chance to know about its greatness, how can it benefit all.

To know more about these initiatives please log on to www.annamrita.org or call 022-23531530



In The News

We have repeatedly said how dedicated we are to our cause and how focussed we are in ensuring that children receive nutritious, healthy meals daily. We take our work very seriously, and therefore adhere to very strict and stringent safety measures in our kitchens. This continued focus has resulted in our receiving the ISO 22000 certificate for some of our kitchens.

In the wake of the Mid-Day meal tragedy in Bihar, the media scrutiny on NGOs serving Mid-Day meals to school children increased. Various media outlets showed interest in covering Annamrita's operations on how we do it right.

Marathi newspapers 'Sakal' and 'Loksatta' and the English daily 'Times of India' were among those who featured stories on Annamrita.

Numerous TV channels like India TV, NDTV, ABP Maza, News X and prominent radio stations like Radio Mirchi have visited our kitchens and have been impressed with our cleanliness and hygiene practises.



Our Beneficiaries

Here's what some of our young voices and their teacher's had to say to us when asked about the Mid-Day meals they receive from Annamrita.



"My father works in petrol pump and my mother is maid. I have 3 sisters and 1 brother. In morning I only get tea and butter. My parents are very happy that we get khichdi at our school. I eat khichdi every day. Annamrita khichdi is very tasty and my stomach always gets full. I like Pulav the most." -

Sameer Saiyad, 3rd standard student-Yusuf Meherally

"My father not stays with us. I and my mother stay at my grandmother's house with my uncle and aunts. I have 4 brothers and 1 sister. My mother leaves for work early in the morning. During my lunch break I eat only khichdi. Because of that my mother doesn't have to worry as khichdi keeps me going till evening. She is very happy that I get khichdi at school. I love khichdi. It is very tasty and filling."

Kamini Singh, 4th standard student Bhausahab Hiray School



"My father is driver and my mother is housewife. I have 1 brother. In morning I only get tea. We are poor so I am dependent only on khichdi. I have to stay hungry if khichdi is not supplied. My parents are very happy that I get khichdi at our school. Annamrita khichdi is very tasty and my stomach always gets full and I can able to concentrate on studies. I enjoy eating khichdi with my all friends."

Madhurage Jage

"I live with my grandmother. When I was small my parents passed away. From then my grandmother takes care of me. She is maid. I eat butter with tea in morning before coming to school. I did not get anything else to eat for whole day except khichdi. My Grandmother always tells me to eat khichdi during my lunch break and she is very happy about the khichdi which I get every day in school. I eat khichdi till my stomach gets full. I like sambhar khichdi most".

Harshit Prakash Joshi, 1st standard student Bhausahab Hiray school





First of all Thanks to ISKCON Foundation for selecting our "Yusuf Meherally School" for serving khichdi, and taking care of nutrition of our school students. For 6 days of a week we get different menus. The service and hygienic maintained by Annamrita is excellent. Our student like pulav, Dal rice and Sambhar khichdi provided by Annmarita the most, and they enjoy eating these delicious menus. They also like shira which sometimes we get on some special occasions. Because of khichdi now students are not hungry during their lunch break and are able to concentrate on studies. Sometimes our student gets biscuits, but we request with biscuits if our student can get Chikki and Rajgiraladu then that will be excellent. Our student eats your khichdi every day and they like it a lot. Thank You!!

Mrs Ghondal - Principal, Yusuf Meherally School, Tardeo

To, ISKCON Food Relief Foundation -Most of our school children come from economically backward homes. Their parents are class four workers and most of them leave the house early and come late from work. They cannot afford to give a balanced diet to their children at home. As our school begins at 7 am, some of the children come on empty stomachs. It is very difficult to study on an empty stomach, however good the teaching. In their context, I am happy to have ISKCON supplying good, nutritious and balanced khichdi to the students. Ever since the midday meals have been introduced in the school, our students have been performing well in their studies. For the last 5 years our results have all been in 90's at SSC Board. This has been possible due to the ISKCON Food Relief Foundation. I am very grateful to them and pray for God's choicest blessings on all those who are involved in planning cooking and delivering it to all the children.

A GREAT WORK DONE FOR EDUCATION OF CHILDREN.

Ms. Fernandes - Principal, Smt Shantidevi B. Banerji Vidyalay



Before some years, MahilaBachat Gats used to provide Mid-Day meals to our school children. But I was not satisfied with the food quality and I always used to think my student should get Healthy food. That time I was sure about the ISKCON Food quality. And today they have proved me right. The most of the students which comes to our school are belongs to very poor family. They did not get sufficient food for a day. But because of ISKCON our students gets healthy and nutritional food every day. And for that I am very thankful to ISKCON.

AshwiniJadhav - Principal, K.M.Shirodkar Secondary School



Their Thanks



Testimonials



Pranab Mukherjee - President of India

We are deeply appreciative of the contribution made by this (ISKCON) great movement... Just imagine... within a short span of time... today I am told that ISKCON movement runs more than 600 centers all over the world, every day in India it provides food to over one million children... healthy food... and the message... of love, compassion, which is inherent in Indian civilization" - Shri Pranab Mukherjee, Hon'ble President of India



Harshvardhan

When we started Mid Day Meals in Bombay I was a Chairman and was convincing all Rotary club Presidents to come forward and sponsor for Mid Day meals and we were taking one school for one rotary club and the day we were starting the food; the khichdi, we used to go with the members, have a meeting, we informed the members and we started serving and when we saw the joy on the children's faces while eating the hot food it was fantastic, and then we came to know from principals and teachers that their attendance is increasing so we asked what was the reason, they said many children are coming who don't get the food at their home, so now the parents are sending them to school to get the food as well as the education. So in this way we are giving a very good help to the needy we are removing hunger and putting them onto Education. IFRF food is hygienic and nutritious. The food they make other NGOs cannot come upto that level - Harshvardhan Agarwal - Chairman Rotary Mid Day Meal Comitee.



Paresh S Parasnis

"The Annamrita team served Khichdi in the canteens across our offices in Lower Parel, Vikhroli and Goregaon - our very own "Khichdi Drive" - for the fourth successive year. The sanctified meals prepared in Annamrita kitchens in the most hygienic and efficient manner was appreciated by all the employees - it provided everyone a range of delectable Khichdi choices over 4 days. This was enough to give them a 'taste' of the love and devotion that the Annamrita team brings to its daily operations.

The response we got was quite overwhelming - a few of our employees also visited schools and served mid-day meals to less fortunate school-children along with spending quality time with them to further support Annamrita's cause.

We hope the donations from our employees towards the Annamrita cause will help them combat hunger and brighten the future of deprived schoolchildren" - Paresh S Parasnis; Head of Piramal Foundation



Pradeep Mathani

The Khichdi drive helped us empathise with the great work being done by Annamrita. It's an innovative way to popularise the work you are doing and raise some funds along the way! Well done
Pradeep Mathani, CEO Help Your NGO



Shambhavi Jogi

"Annamrita is run by a truly dedicated team of individuals who take their work very seriously. The type of dedication and compassion with which they supervise the entire process from start to finish is something one should come personally and see for themselves. We are very happy to be associated with such a good NGO that put the health and nutritional requirements of the children as a priority. Our schools run because the children and their parents know that coming to these schools the children will get a wholesome and healthy meal which they might otherwise not be able to get. I thank Annamrita and we will support them in extending their program to even more schools across India." - Shambhavi Jogi, Education Officer, Municipal Corporation of Greater Mumbai



Noopur Desai

The Annamrita team is one of the most dedicated and committed teams I have seen amongst organisations. Their kitchens are scientifically designed, amazingly efficient and hygienic. The whole concept of linking the meals with education is what India needs more of. - Noopur Desai - Steering Committee IFRF



Archana & Amit Chandra

Mid Day meal program is an extremely impactful social initiative. Very few things can match up to the opportunity, for those of us more fortunate, to feed those who are hungry and malnourished. When that opportunity is to feed children and do so in a manner that gets them to attend school and also grow up more healthy, it becomes an even more compelling proposition for those seeking to make a difference to society. We firmly believe that there is joy in giving, but that joy is difficult to measure when we give to Annamrita's extremely well run Mid-day Meal program that serves tens of thousands of children everyday. We are privileged to be supporters of this initiative. Archana & Amit Chandra



James Brunner

I am very impressed by the quality, efficiency and success of your operation. I will support your efforts to the best of my abilities. Thank you for all you do. James Brunner- Ex - Rtn Prez. James Brunner; Rotary Club of Bombay Mid-Town - James Brunner



John

"The food we tried was delicious and nutritious. The huge scale of the project is incredible and we believe ISKCON Food Relief Foundation can still continue to grow. We would love to keep in touch and build a long lasting link with ISKCON Food Relief Foundation" - John, BIPS



Pradeep Bastia

"It was very interesting to see the kitchen and the processing of food preparation. Loved the khitchdi and look forward to get associated for the support and welfare of children, Great wok!!!" - Pradeep Bastia; CAF



Rishi Bagla

"ISKCON Annamrita is doing good social work. The need of the day. Developing the children to become powerful youth of tomorrow by providing nutritious and healthy meals. - Rishi Bagla CMD, Bagla Group



Paul Rodney Turner

"I am very impressed by the level of dedication and attention to detail. Your project is setting the standard for all other Food For Life Projects" - Paul Rodney Turner, Director, Food For Life Global.

Awards



Rotary



Rotary Club of Bombay Peninsula had a fun filled musical nite at Sri Sri Radha Gopinath temple, Chowpatty. The audience heartily participated in the satsang and bhajans. The event was presided over by Ex President, Rtn Pankaj Vora who made a special mention of the fabulous work ISKCON-Food Relief Foundation has been doing and the support that the Rotary Club of Bombay Peninsula has been extending and will continue to extend in the year to come as well. Our Administrative Advisor - Radha Krishna Prabhu was felicitated at the end of the event. A mouth watering dinner later, people left with full stomachs and happy hearts.

Rotary Club of Bombay Mid-Town held the Annual Awards nite where ISKCON Foundation was awarded the PP Mohan Sahani Trophy for Best Club Partner NGO. Radha Krishna Prabhu, our Administrative Advisor, received the award from Ex Rtn President James Brunner.





Annamrita - ISKCON Food Relief Foundation was proud to be a part of the inauguration of the Rotary Club Bombay Peninsula Surgical Operation Theater & Diagnostic Center at the Municipal Eye Hospital at Do Taki. The host of this event, Rtn Pankaj Vora gave a special thanks to Tata Trust, Narrottam Sekhsaria Foundation & ISKCON Food Relief Foundation whose donations had made this achievement possible.

The new diagnostic center will be able to detect glaucoma & cataract eye disorders quickly & efficiently. Hon. Rtn. Dr Mona Patel who is also a Hon Surgeon at the hospital delivered a very inspirational speech about the project. Other prominent panelists included Shri Amin Patel (MLA), Dr M. Hoprekar (CMO of the Hospital), District Governor Rtn.Lata Subraidu. The next milestone they wish to achieve is setting up an eye bank within a year to help make sure people's power of vision remains intact.



Staff Details

Distribution of staff according to salary levels as on 31/03/2014

Slab of gross salary plus benefits (Rs per month)	Male (Nos)	Female (Nos)	Total (Nos)
<5000	221	197	418
5,000 - 10,000	659	56	715
10,000 - 25,000	91	3	94
25,000 - 50,000	16	0	16
50,000 - 1,00,000	3	0	3
1,00,000 >	0	0	0
Total	990	256	1246

Total Annual Payments Made to consultants in Maharashtra

Payment Made to Consultants	No.
<5000	0
5000-10000	2
10000-25000	3
25000-50000	1
50000-100000	0
100000>	6

Staff Details: (as of 31st March 2014)

Gender	Paid (Part Time)	Paid (Full Time)	Unpaid Volunteers
Male	50	1011	0
Female	19	247	0

Staff remuneration [Gross yearly + benefits] in Rupees in 2013-2014

	Name	Designation	Name
Operational Head of the Organisation (including honorarium)	Bhakti Charu Swami	Chairman Trustee	0
Highest paid person in organisation (staff or consultant)	Mr. Gorakshanath Gambhire	CEO	890640
Lowest paid person in the organisation (staff or consultant)	Mr. Bhramar Patil	Supervisor	96624

Board of Trustees

S. No.	Name	Position on the Board
1	Bhakti Charu Swami	Chairman
2	Gopal Krsna Goswami	Trustee
3	Dr. N D Desai	Trustee
4	Devakinandan Das	Trustee
5	Mr. Yogesh Chadha	Trustee
6	Dr. Ravi Khatanhar	Trustee and Managing Program Director

Amount reimbursed (in Rs.) to all Board members in the financial year 2013-2014

1	International Travel	Rs.0
2	Domestic Travel	Rs.0
3	Local Conveyance	Rs.0
4	Entertainment Expenses	Rs.0
5	Others	Rs.0

Annual gross remuneration paid to members of Statutory Governing Body by the organisation

No.	NAME	Date this Member was first elected to the Board	Gross Remuneration PER ANNUM (Rs.)
1	Dr. N D Desai	14/09/2004	Zero
2	Bhakti Charu Swami	07/04/2004	Zero
3	Gopal Krsna Goswami	14/09/2004	Zero
4	Devakinandan Das	07/04/2004	Zero
5	Mr. Yogesh Chadha	14/09/2004	Zero
6	Dr. Ravi Khatanhar	14/09/2004	Zero

Total cost of National Travel by all personnel (including Volunteers) and Board Members:Rs. 12,31,312

Total cost of International Travel by all personnel (including Volunteers) and Board Members: Rs. 0

Financial Statements

1. Organisational Highlights:

- a. Identity
- b. All India Comparative Number of Meals
- c. All India Donation Received
- d. All India Abridged Statement
- e. All India Mid day Meal Program Cost
- f. All India Government Subsidy & Other Income

2. All India Revenues (Donation & Government Grants)

3. All India Funding & Maharashtra Mid Day Meal Cost Breakup

4. All India Expenditure-Capital & Revenue

5. Trustees Report

6. Trustees Profile

7. Financial:

- a. Auditors Report
- b. Balance Sheet
- c. Income & Expenditure
- d. Schedules
- e. Notes to Accounts
- f. Fund Flow Statement

8. FCRA Accounts

- a. FCRA Auditors Report
- b. Receipts & Payments Account
- c. FCRA Balancesheet
- d. FCRA Income & Expense Account



Organisational Highlights

a) Identity:

- The ISKCON Food Relief Foundation is registered as a Charitable Trust under Bombay Public Trust Act, 1950 (Reg No. E-21854 dtd. 15.07.2004)
- The Trust deed is available on request
- The ISKCON Food Relief Foundation is registered under Section 12A (a) of the Income Tax Act, 1961 on 02.09.2004.
- The ISKCON Food Relief Foundation is registered under Section 6 (1) (a) of the Foreign Contribution (Regulation) Act, 2010 (FCRA Reg No.084040005)

Name & Address of Main Bankers:

HDFC Bank Limited
Tirupati Apartments, Shop No.4,
Bhulabhai Desai Road, Mumbai- 400 026.

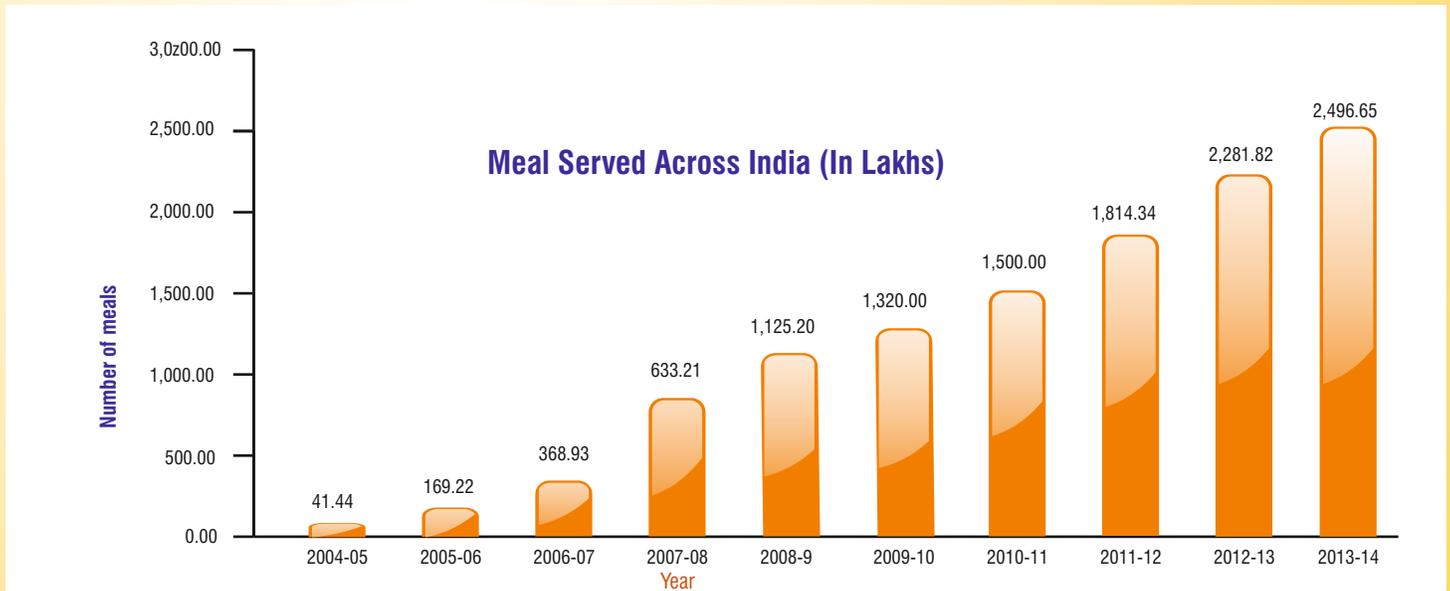
Name & Address of Auditors:

Girish S. Watwe & Associates,
Chartered Accountants
202, 2nd Floor, Garden View,
Dadabhai Road, (Near Navrang Theatre),
Andheri (West), Mumbai- 400 058.

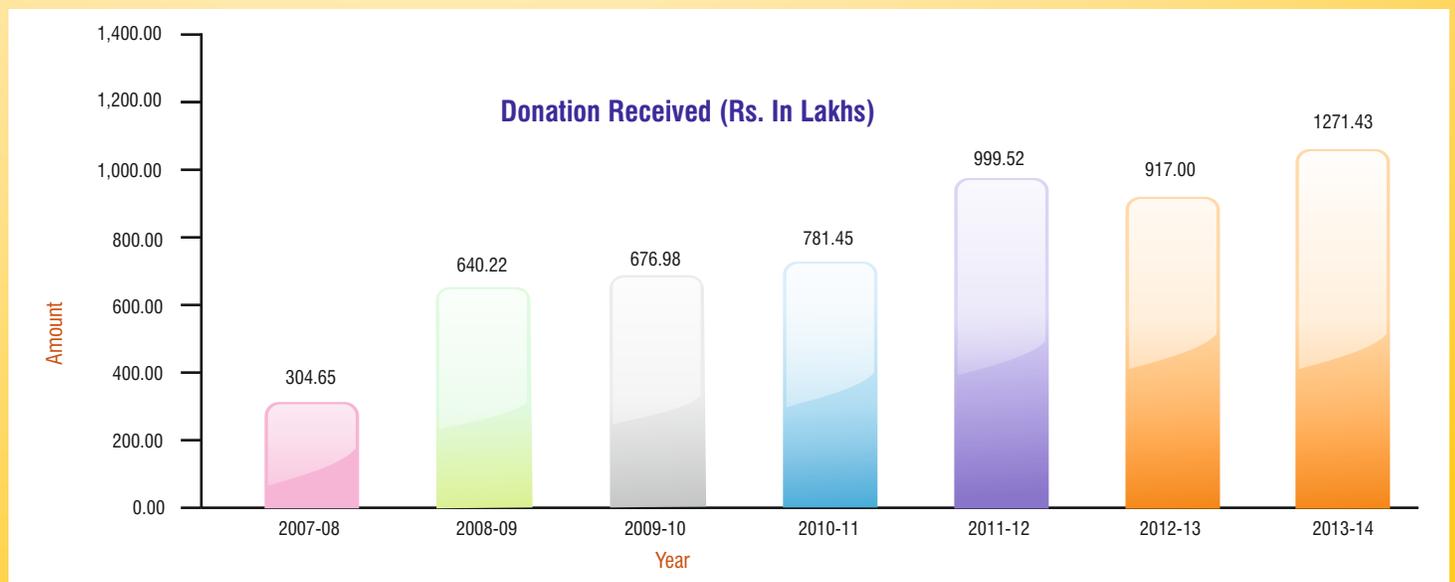
Website: www.annamrita.org

b) Comparative Number Of Meals- All India

Comparative Number Of Meals (In Lakhs)										
Year	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Meal Served (in Lakhs)	41.44	169.22	368.93	633.21	1,125.20	1,320.00	1,500.00	1,814.34	2,281.82	2496.65



c) Donation Received - All India



Source: Income & Expenditure Account

d) Abridged Statement - All India

Abridged Income & Expenditure Statement

	Rs. in lakhs	
	2013-14	2012-13
Total Income	7,355.22	6,765.00
Total Expenditure	7,322.22	6,781.00
Surplus / (Deficit)	33.00	(16.00)

Source: Income & Expenditure Account

Abridged Balance Sheet - All India

Rs. in lakhs

	2013-14	2012-13
Net Fixed Assets	2,141.12	2,495.00
Investments	3,299.00	542.00
Net Current Assets	(375.02)	687.00
Total Assets	5,065.10	3,724.00
Trust Fund & Reserves	4,632.35	3,289.00
Loan Liability	432.75	435.00
Total Fund & Liability	5,065.10	3,724.00

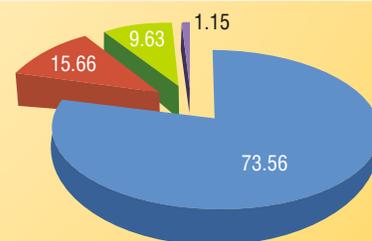
Source: Balance Sheet

e) Midday Meal Program Cost - All India

Midday Meal Program Cost

	Meal Preparation cost	Distribution cost	Program Management Cost	Fund Raising	Total
Cost (In %)	73.56	15.66	9.63	1.15	100
Rupees (In Lakhs)	5304.73	1129.20	694.44	82.62	7210.99

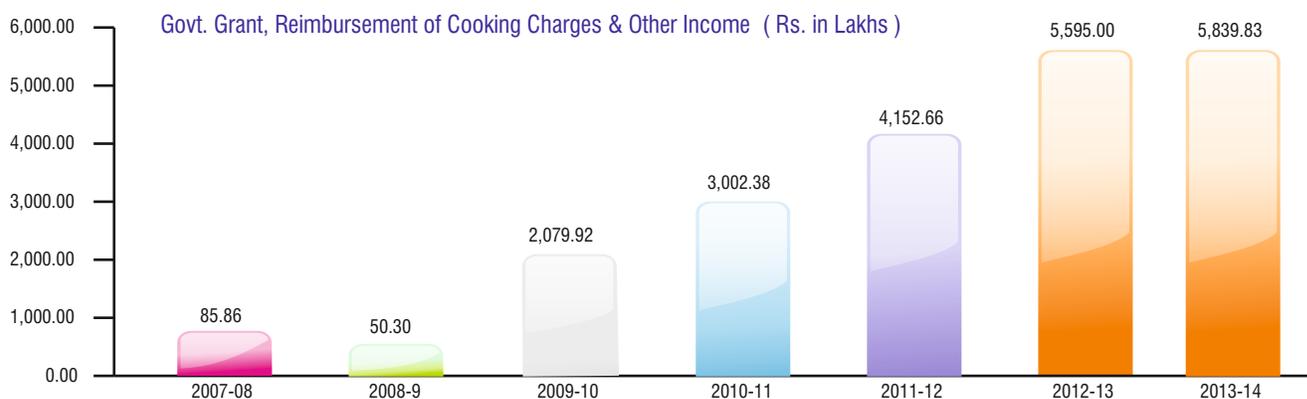
- Meal Preparation cost
- Program Management cost
- Distribution cost
- Fund Raising



f) Government Subsidy & Other Income - All India

Govt. Grant, Reimbursement of Cooking Charges & Other Income (Rs. in Lakhs)

Year	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014
Government Grant & Reimbursement of cooking charges	85.86	50.30	2,079.92	3,002.38	4,152.66	5,595.00	5,839.83



Source: Income & Expenditure Account

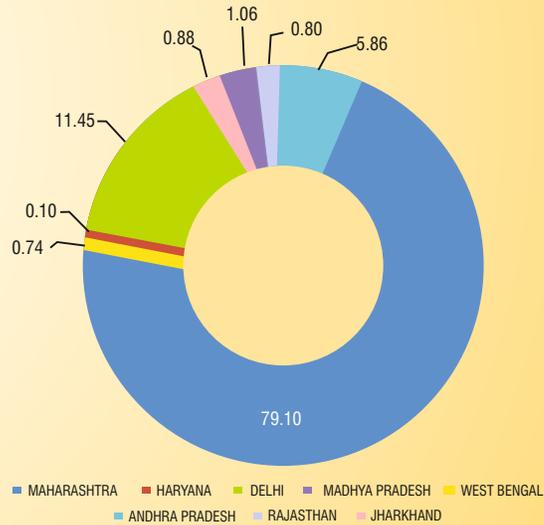
All India Revenues

The total revenue during the year 2013-14 as increased by Rs.354.89 lakhs resulting in 38.72% growth as compared to 2012-13.

Statewise Donations

STATES	%	Rs. in lakhs	
		2013-14	2012-13
MAHARASHTRA	79.10	1,005.67	706.29
HARYANA	0.10	1.27	6.69
DELHI	11.45	145.64	138.67
MADHYA PRADESH	1.06	13.51	25.02
ANDHRA PRADESH	5.86	74.51	17.81
RAJASTHAN	0.80	10.16	2.73
JHARKHAND	0.88	11.23	17.01
WEST BENGAL	0.74	9.44	2.32
Total	100%	1,271.43	916.54

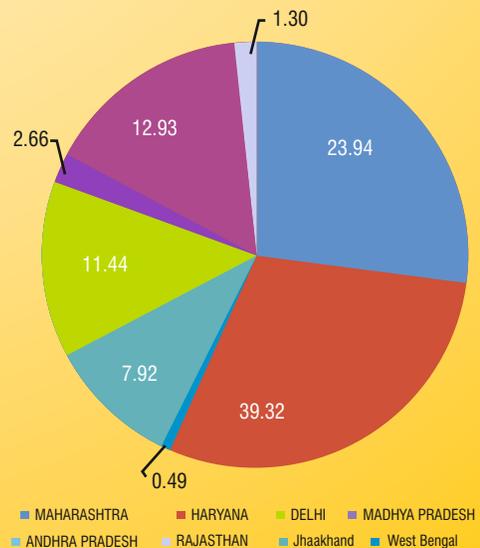
Source: Income & Expenditure Account



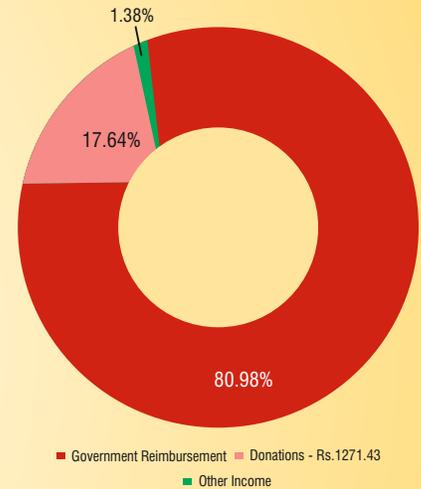
All India State wise Government Grant

STATES	%	Rs. in lakhs	
		2013-14	2012-13
MAHARASHTRA	23.94	1398.15	1,424.86
HARYANA	39.32	2,296.28	2,200.47
DELHI	11.44	668.04	658.05
MADHYA PRADESH	2.66	155.56	854.63
ANDHRA PRADESH	12.93	755.06	69.90
RAJASTHAN	1.30	75.65	56.64
JHARKHAND	7.92	462.42	321.00
WEST BENGAL	0.49	28.66	9.51
Total	100%	5,839.82	5,595.06

Source: Income & Expenditure Account



All India Mid Day Meal Program Cost (In Lakhs)	
Funded by	
Government Reimbursement	5,839.83
Other Income	99.73
Donations	1,271.43
Total	7,210.99



IFRF (Maharashtra) Detailed Break-up of Cost Per Meal			
Food Preparation Expenses	%	Cost Per Meal (Rs.)	Total (Rs.)
Raw Material Consumption (food)	0.41	2.173	10,23,29,878
Kitchen Consumables	0.02	0.109	51,14,127
Production Related Expenses	0.07	0.344	1,61,90,262
Kitchen Related Overheads	0.09	0.482	2,26,85,077
Salaries & Related Expenses	0.11	0.570	2,68,36,186
Transportation & Distribution	0.20	1.058	4,98,46,166
Office & Administration Expenses	0.09	0.555	2,61,19,898
Total	0.99	5.291	24,91,21,595

Detailed Break-up of Cost Per Meal (in Rs)	
Meals Served	4,70,92,929
Costing Per Meal	5.291

IFRF (Maharashtra) Detailed Break-up of Cost Per Meal (in Rs)				
Food Preparation Expenses	Consumption	Cost	Subsidy	Funding Gap
Primary Section	1	5.291	3.25	2.041
Secondary Section	1.5	7.937	4.82	3.117

Note:

- 1) The cost figures are from audited financials of FY 2013-14.
- 2) Cost per meal is the average cost of 6 branches from Maharashtra.

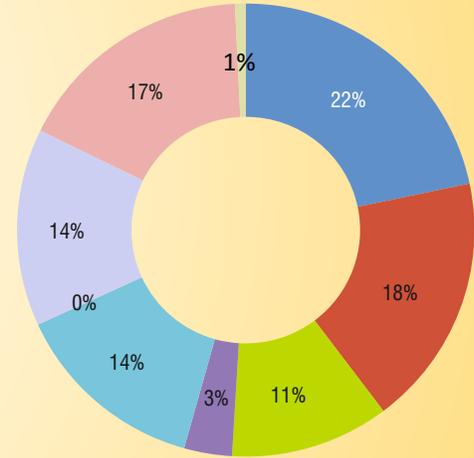
Yearly Meal Cost For 1 Primary Child (Rs.)	1,190	Cost of Meals per day (Rs.)	5.291
Yearly Meal Cost For 1 Secondary Child (Rs.)	1,786	Cost of One Primary Meal (Rs.)	5.291
		Cost of One Secondary Meal (Rs.)	7.937

All India Capital Expenditure

Statewise Capital Expenditure

Rs. in lakhs

STATES	AMOUNT
MAHARASHTRA	56.47
HARYANA	46.84
DELHI	29.26
MADHYA PRADESH	8.80
ANDHRA PRADESH	35.93
RAJASTHAN	36.66
JHARKHAND	44.21
WEST BENGAL	1.98
Total	260.15



■ MAHARASHTRA ■ HARYANA ■ DELHI ■ MADHYA PRADESH ■ WESTBENGAL
■ ANDHRA PRADESH ■ RAJASTHAN ■ JHARKHAND ■ UTTAR PRADESH

MAHARASHTRA: Tardeo: Additions to :

- a) Cooking Equipment Rs. 9.75 lacs
- b) Electrical Equipments Rs. 3.57 lacs;
- c) Furniture & Fixtures Rs. 1.13 lacs
- d) Kitchen Infrastructure Rs. 11.67 lacs

Wada: Additions to :

- a) Vehicles Rs. 13.13 lacs
- b) Kitchen Equipments Rs. 1.70 lacs
- c) Office Equipments Rs. 1.48 lacs

KADAPPA : Additions to

- a) Vehicles Rs. 1 lac

Kurukshetra : Additions to :

- a) Addition to Bldg : Rs. 7.61 lacs
- b) Addition to Kitchen Equipment Rs. 1.23 lacs
- c) Addition to Kitchen Utensils Rs. 5.01 lacs

Gurgaon : Additions to

- a) Kitchen Equipment - Rs. 12.90 lacs
- b) Temporary Shed Rs. 2.58 lacs

Faridabad : Additions to

- a) Kitchen Equipment - Rs. 2.94 lacs
- b) Electrical Appliances - Rs. 0.85 lacs

DELHI : Additions to

- a) Kitchen Equipment Rs. 10.05 lacs
- b) Building Rs. 3.03 lacs
- c) Vehicles Rs. 15.88 lacs

UJJAIN : Additions to

- a) Building Rs. 1.02 lacs
- b) Machinery Rs. 7.78 lacs

JAIPUR : Additions to

- a) Plant & Machinery Rs. 20.27 lacs
- b) Vehicles Rs. 15.31 lacs

JAMSHEDPUR : Additions to

- a) Vehicles Rs. 41.61 lacs
- b) Kitchen Equipment Rs. 1.04 lacs

TIRUPATI : Additions to

- a) Shed Construction Rs 10 lacs
- b) Kitchen Equipment Rs. 1.06 lacs

HARYANA: Palwal : Additions to :

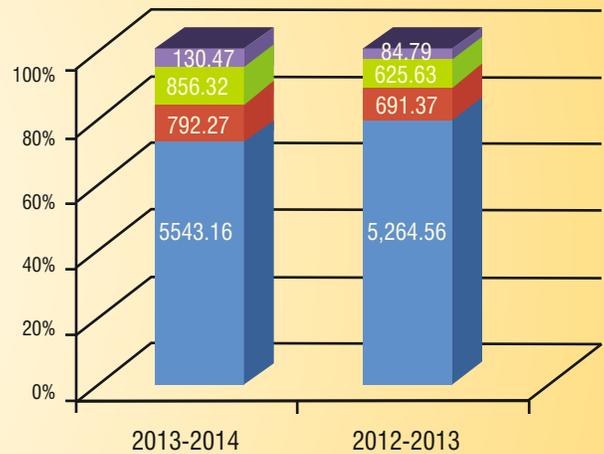
- a) Kitchen Building Rs. 2.95 lacs
- b) Kitchen Equipment Rs. 5.63 lacs
- c) Plant & Machinery Rs. 2.84 lacs

All India Revenue Expenditure

Analysis of Expenditure (Rs. In Lakhs)

	2013-14	2012-13
Material Consumed and Preparation cost	5,543.16	5,264.56
Food Distribution Cost	792.27	691.37
Kitchen Related Expenses	856.32	625.63
Office and Administrative Cost	130.47	84.79

- Office and Administrative cost
- Kitchen Related Expenses
- Food Distribution cost
- Material Consumed and Preparation cost



Source: Income & Expenditure Account

Trustees' Report

The Foundation's Trustees are pleased to present the Annual Report for the 10th year of the Foundation along with audited accounts for the financial year ended 31st March 2014.

Financial Performance

Rs. in lakhs

Extract of Income & Expenditure Account	For the Year ended March 31st, 2014		For the Year ended March 31st, 2013		% Increase / (decrease)
	Amount	% to Revenue	Amount	% to Revenue	
Income From:	Rs.		Rs.		
Donations	1,271.43	17.29	916.54	13.55	(8.30)
Reimbursement of cooking Charges	5,139.56	69.88	4,888.04	72.25	39.21
Govt. Grants and Others	944.22	12.84	960.57	14.20	31.03
Total Revenue	7,355.22	100.00	6,765.15	100.00	29.01
Expenditure towards:					
Material Consumed and Preparation cost	5,543.16	75.36	4,552.08	67.29	24.95
Food Distribution Cost	792.27	10.77	691.37	10.22	13.27
Kitchen Related Expenses	519.39	7.06	465.17	6.88	62.73
Office and Administrative Cost	130.47	1.77	710.41	10.50	47.95
Total Operating Expenditure	6,985.29	94.97	6,419.03	94.88	27.88
Operating Result	369.33	5.03	346.12	5.12	54.33
Depreciation	336.93	4.58	362.34	5.36	19.28
Net Operating Result	33.00	(0.45)	(16.22)	(0.24)	—

Trustees' Profile

H. H. Bhakti Charu Swami: The Trust's Chairman H. H. Bhakti Charu Swami is a Chemistry graduate. He has served in various managerial capacities and has also undertaken numerous social activities in the last 30 years. He is a member of the Governing Body Commission of ISKCON Worldwide and is currently heading ISKCON Ujjain center.

H. H. Gopal Krishna Goswami: H. H. Gopal Krishna Goswami is the co-chairman of the Trust and has a highly sought-after Masters in Business Administration degree from the McGill University in Montreal. He had worked as a Senior Marketing Executive at Pepsico Inc. in Canada for several years before taking on the ISKCON project. He is a member of the Governing Body Commission of ISKCON Worldwide and is also a trustee of the Bhaktivedanta Book Trust. He currently heads the ISKCON Delhi chapter.

H. G. Devakinandan Das: H. G. Devakinandan Das is the person responsible for all of the Trust's fundraising activities. He has served as ISKCON's Fundraising Committee Chairman in Juhu since the year 1998. He is the person responsible for all of the activities undertaken by the Mumbai, Lucknow and Allahabad chapters of ISKCON.

Dr. N. D. Desai: Dr. N. D. Desai is the Managing Trustee of the Trust and he holds a doctorate in Electrical Engineering and Management Science. He is the Chairman of Apar Group Industries, a conglomerate, engaged in various business including Power Conductors and Cables and Speciality Oils. He is an educationist and is also the President and Managing Trustee of Dharamsinh Desai University, Nadiad (Gujarat), a leading University in Gujarat. He is also the Managing Trustee of Dharamsinh Desai Foundation, which runs schools in the backward / tribal districts of Gujarat and extends financial help to the poorer sections of the society in the field of education. He is also the Chairman & Managing Trustee of Lady Northcote Hindu Orphanage.

Mr. Yogesh Chadha: Mr. Yogesh Chadha is responsible for the Trust's financial affairs. He is a qualified Chartered Accountant and has a fantastic work experience record. He has previously served as the Chief Operating Officer with JP Morgan Chase (2000-02), Chief Financial Officer at Development Credit Bank (2003-06) and Country Head of British Investment Bank (2006-08). He has also recently started a private equity fund.

Dr. Ravi Khatanhar: Dr. Ravi Khatanhar is the Managing Program Director, the person responsible for the operations of the Trust. He has qualified as a Dental Surgeon from Nair Hospital Dental College, University of Bombay and was in private practice from 1969 to 1986. He was the President of the Lions Club in Vile Parle East in 1980. He has served as the Secretary of the Governing Body Commission of ISKCON Worldwide from the year 2000 to 2005.

Auditor's Report

We have audited attached Balance Sheet of ISKCON FOOD RELIEF FOUNDATION as at 31st March 2014 and also the Income & Expenditure Account of the Trust for the year ended on that date. These financial statements are the responsibility of the Trust management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as, evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion and report that;

1. We have obtained the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit.
2. In our opinion, proper books of account as required by law have been kept by Trust, so far as appears from our examination of the books.
3. The Balance Sheet and Income & Expenditure Account dealt with by this report are in agreement with books of account.

In the case of the Balance Sheet, of the state of affairs of the Trust as at **31st March 2014**;
AND

In the case of Income & Expenditure Account of the Surplus of the Trust for the year ended on that date.

Place: Mumbai
Date: 29-09-2014

For Girish S. Watwe & Associates
Chartered Accountants

Girish S. Watwe (Prop.)
Regd. No.41757

Balance sheet

All India Consolidated Balance Sheet As On 31/03/2014

Particulars	Schedule	31/03/2014	31/03/2013
Liabilities:		Rs.	Rs.
Trust Corpus	A	46,32,34,772	30,26,50,006
Loans Liability	I	4,32,74,569	4,35,09,858
Current Liabilities	J	1,22,94,340	1,04,23,068
Income & Expenditure A/c		(14,66,37,788)	2,62,86,086
Total		37,21,65,893	38,28,69,018
Assets:			
Fixed Assets (WDV)	L	21,41,17,371	24,94,68,685
Investments	M	3,29,87,440	5,42,29,440
Current Assets, Loans & Advances	N	12,48,61,383	7,89,42,962
Inter Branch	K	1,99,699	2,27,931
Total		37,21,65,893	38,28,69,018

For Girish S. Watwe & Associates
Chartered Accountants

For ISKCON Food Relief Foundation

Place : Mumbai
Date : 29-9-2014

Girish S. Watwe (Prop.)
Regd. No.41757

Dr. Ravi Khatanhar
Trustee

Income & Expenditure Account

All India Consolidated Income & Expenditure Account For The Year Ended 31/03/2014

Particulars	Schedule	31/03/2014	31/03/2013
Income:		Rs.	Rs.
Donations	B	12,71,43,456	9,16,53,836
Reimbursement Of Cooking Charges	C	51,39,56,279	48,88,04,407
Govt Grants & Other Income	D	8,32,98,878	8,45,54,669
Closing Stock - Raw Materials		1,11,23,114	1,15,02,474
Total		73,55,21,727	67,65,15,385
Expenditure:			
Opening Stock -Raw Materials		1,15,02,473	91,73,907
Food Purchasing & Preparation Cost	E	47,81,54,522	44,60,34,104
Food Distribution Cost	F	7,92,26,927	6,91,37,022
Kitchen Related Expenses	G	5,19,39,026	4,65,16,774
Office & Administrative Cost	H	7,77,06,522	7,10,41,246
Non-cash Expense (Depreciation)		3,36,92,749	3,62,33,922
Total		73,22,22,219	67,81,36,975
Surplus / (Deficit)		32,99,508	(16,21,590)

For Girish S. Watwe & Associates
Chartered Accountants

For ISKCON Food Relief Foundation

Place : Mumbai
Date : 29-9-2014

Girish S. Watwe (Prop.)
Regd. No.41757

Dr. Ravi Khatanhar
Trustee

Schedules

SCHEDULES TO CONSOLIDATED BALANCE SHEET & INCOME & EXPENDITURE ACCOUNT

Schedule A :- Corpus Donations

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
In CASH:		
Opening Balance	45,18,10,176	24,10,42,284
Add: Received during the year	1,08,82,810	6,08,80,022
In Kind:		
Opening Balance	7,27,700	7,27,700
Add: Received during the year	(1,85,914)	—
Total	46,32,34,772	30,26,50,006

Schedule B :- Voluntary Donations

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
u/s 35AC	8,17,92,250	2,02,66,377
u/s 80G	2,53,00,582	4,00,71,257
under FCRA	79,27,523	1,12,49,717
General Donation	15,77,583	2,00,66,485
Other Donation	1,05,45,518	—
Total	12,71,43,456	9,16,53,836

Schedule C :- Reimbursement of Cooking Charges

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Reimbursement of Cooking Charges	51,39,56,279	48,88,04,407

Schedule D:- Other Income

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Cooking Material Donated	—	17,88,332
Bank Interest	50,24,991	19,87,305
Return Wastage Food	1,05,619	—
Interest on FDR	34,29,036	36,10,230
Insurance Claim	2,29,749	2,59,500
Dividend - Jalgaon Janata Sahakari Bank	1,260	1,260
Misc. Income	7,716	6,670
Profit on sale of asset	—	29,957
Govt Grants	7,00,27,457	7,07,01,158
Income Tax Refund	2,49,070	18,90,870
Transport Charges Reimbursement	14,95,260	17,83,975
Written Back	5,65,267	—
Rebate & Discount	11,220	80,654
Scrap Sale	17,70,651	24,14,758
Interest on Electricity	14,669	—
Miscellaneous Balances (Return-Food Sale)	3,66,913	—
Total	8,32,98,878	8,45,54,669

Schedule E:- Food Purchasing and preparation Cost

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Food Purchase and Cooking exp	36,38,32,068	35,65,55,079
Labour Charges	16,90,588	17,25,475
Uniform Expenses	12,39,548	9,62,622
Electricity and Water Charges	75,71,325	58,09,686
Warehousing Charges	9,73,446	12,31,472
Contract charges for staff	10,27,52,674	7,97,49,770
Water/Food Testing Charges	94,873	—
Total	47,81,54,522	44,60,34,104

Schedule F:- Food Distribution Cost

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Vehicle repair and maintenance (including fuel)	6,04,40,180	4,31,61,546
Transportation & Distribution(incl. loading and unloading,rates	1,41,61,568	2,18,26,768
Vehicle registration & other exp	10,700	—
Vehicle Insurance	13,16,605	—
Parking Charges	66,298	—
Orissa Flood Relief Expenses	3,80,000	—
Volunteer Exp.	28,51,576	41,48,708
Total	7,92,26,927	6,91,37,022

Schedule G:- Kitchen Related Expenses

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Generator/Electricity Expenses	47,65,667	7,72,580
Kitchen Rep. and Maintenance	50,55,708	74,77,465
Kitchen consumables	1,02,19,581	81,26,110
Rent (Incl' Rent and Taxes for Kitchen)	2,09,67,616	1,45,88,811
Toll and freight charges	8,55,848	55,53,644
Diesel /Wood Boiler/Gas Expenses	75,73,406	97,52,796
Laundry Expenses	2,04,819	1,90,009
Kitchen garden	50,429	55,360
Waste water dispatch charges	2,89,691	—
Reimbursement of Service Tax on Rent	3,15,180	—
Washing Allowance to cooks	46,315	—
House keeping charges	15,94,766	—
Total	5,19,39,026	4,65,16,775

Schedule H:- Office & Administrative Cost

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Advertisement exps	2,56,422	1,53,824
Audit Fees	15,301	3,19,250
Bank charges	1,61,756	1,75,581

continued

Schedule H continued

PARTICULARS	31/03/2014	31/03/2013
Brokerage	-	10,500
Books & Periodicals Expenses	-	4,543
Book distribution - School	-	57,750
Cartage expenses	3,930	31,178
Carriage	18,360	18,940
Conveyance	13,85,946	9,02,691
Courier & Postage charges	15,18,449	1,03,710
Consultancy Charges	3,94,862	3,19,313
Computer Expenses	2,95,353	2,30,032
Donations	-	52,043
Electrical Exp.	1,54,296	-
Entertainment Exp	11,657	1,42,676
ESIC Expenses	1,54,782	1,66,424
ESIC Assessment Charges	26,65,995	-
Fund Raising Expenses	1,00,000	-
Festivals & Deity Expenses	2,19,798	5,67,382
Gift expenses	2,13,411	2,73,630
Grinding charges	3,14,713	3,52,086
Guest Entertainment	2,16,858	18,058
Interest on Loan	3,58,557	2,75,152
Interest on TDS/PT	38,156	6,306
Legal Charges	57,909	620
Loss on Assets	256	7,38,888
Sundry Balance W/off	13,942	(20,754)
Miscellaneous Expense	1,02,992	3,10,664
Medical Exp.	3,12,065	2,65,022
Office Expenses	2,58,753	1,53,93,245
Insurance Charges	4,31,084	11,84,433
Packing Material	3,84,421	3,25,495
Printing & Stationery	23,78,983	12,95,124
Professional Charges	1,44,92,226	78,77,635
Public Relation Exps.	18,24,600	9,46,447

continued

Schedule H continued

PARTICULARS	31/03/2014	31/03/2013
Provident Fund	5,98,870	4,45,096
Repairs & Maintenance	1,04,45,980	27,55,417
Staff Welfare	19,34,890	10,85,045
Security Charges	79,07,391	50,43,365
Salary	2,23,48,986	2,61,92,739
Telephone & Internet charges	18,76,000	11,93,667
Temple maint. & deity expenses	1,41,062	15,103
TDS Demand paid	11,998	—
Testing charges	1,59,152	—
Travelling & Other Incidental Expenses	12,31,312	10,07,993
Training Chg.	8,00,140	7,92,080
Volunteer Welfare Expense	14,94,908	12,853
Total	7,77,06,522	7,10,41,246

Schedule I:- Loans (Liability)

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Loan from TATA for Vehicle	2,41,109	3,35,485
Loan From Dhanlakshmi Bank	2,58,878	3,75,620
Loan from Rajendra - Vehicle	—	2,74,879
Loan from S. V. Kumar	16,00,000	16,00,000
Loan from Sriramulu	—	2,56,555
Loan from G Srinivas	—	1,000
Loan from S.S. Das	—	1,36,000
ISCKON Temple-Jaipur	6,26,171	5,90,171
Punjab National Bank Loan	—	1,55,598
Loan from Vasu Deva Reddy	—	40,000
Loan taken from ST	5,00,000	5,00,000
Loan from PKD Chits Pvt. Ltd.	2,60,000	—
Advance from DPEO (Gurgaon)	1,00,00,000	50,00,000
Loan from Dr Sukhadev Swamy	2,00,000	2,00,000
ISKCON, Nellore	35,78,625	35,78,625

continued

Schedule I continued

PARTICULARS	31/03/2014	31/03/2013
M.Tirupati Naidu		1,07,050
Advance from DPEO (Kuruksheetra)	51,12,000	51,12,000
ISKCON Temple Tirupati	1,09,54,863	97,61,276
Goyal Mg Gases(Interest free)	8,00,000	—
ISKCON Temple-Delhi	42,95,348	42,95,348
ISKCON Temple- Kolkata	18,53,104	18,53,104
Kolkatta Municipal Corporation	20,09,160	—
World Window Impex India Pvt. Ltd. (Interest Free)	—	—
Loan from TML Financial Services	76,466	9,02,726
Vehicles loan from Mahindra Finance	9,08,845	16,76,963
Sri Ram Transport Finance Co. Ltd.	—	24,000
Unsecured loans	—	65,31,742
ICICI Bank (Car Loan-Delhi)	—	2,01,716
Total	4,32,74,569	4,35,09,858

Schedule J: - Other Current Liabilities

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Other Liabilities	1,22,94,340	1,04,23,068
Total	1,22,94,340	1,04,23,068

Schedule K :- Branch Transfers

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Branch division	1,99,699	2,27,931
Total	1,99,699	2,27,931

Schedule L :- Fixed Assets

PARTICULARS	31/03/2014	31/03/2013
	Rs.	Rs.
Opening Balance	22,31,59,923	21,04,94,729
Add: - Addition during the year	2,60,15,912	7,86,03,066
Less:- Deletion during the year	13,65,715	33,95,188
Less:- Depreciation	3,36,92,749	3,62,33,922
Closing WDV of Fixed Assets	21,41,17,371	24,94,68,685

Schedule M: Investments

PARTICULARS	31/03/2014	31/03/2013
Fixed deposit with Dhanlakshmi Bank	—	1,33,66,202
Shares in Jalgaon Janta Sahakari Bank	13,500	13,500
F D Vehicle Security Deposit	36,000	—
F D with SBBJ Bank	—	34,556
F D with HDFC Bank	89,61,175	1,89,61,175
F D with YES Bank-Delhi	10,27,915	—
F D with DCB Bank	—	24,000
F D with Kotak Bank	—	1,00,00,000
F D with IDBI Bank	18,27,570	17,19,431
F D with Syndicate Bank	2,10,01,000	1,00,01,000
Investment in Fixed Deposit - Ujjain	1,20,280	1,09,576
Total	3,29,87,440	5,42,29,440

Schedule N:- Current Assets, Loans & Advances

PARTICULARS	31/03/2014	31/03/2013
Security Deposits	1,31,23,154	1,33,17,057
Bank Guarantee - AMC	7,80,000	7,80,000
Central Workshop	8,32,062	—
Cash Balances	10,96,213	9,42,860
T.D.S receivable	12,11,126	7,81,319
Other Loans and Advances	46,22,634	49,51,283
HDFC Bank - Maharashtra	1,02,03,840	5,67,099
HDFC Bank - Fund Raising-Maharashtra	37,292	35,144
HDFC Bank - FCRA-Maharashtra	7,76,479	5,69,061
Axis Bank - Maharashtra	30,26,991	2,65,383
Dhanlakshmi Bank- Maharashtra	69,944	67,228
ICICI Bank A/c. No. 000193- Gurgaon	56,06,415	5,62,829
ICICI Bank- Maharashtra	31,666	35,830
ICICI Bank- 5734 Maharashtra	1,60,000	—
DCB Bank-Maharashtra	2,43,118	768

continued

Schedule: N continued

PARTICULARS	31/03/2014	31/03/2013
Jalgaon Janta Sahakari- Maharashtra	7,374	5,789
Kotak Bank	19,70,095	16,35,712
PNB A/c. No. - 5700	14,343	37,770
ICICI Bank-Faridabad Branch	54,76,819	28,82,042
ICICI Bank-Ujjain Branch	25,892	25,892
Axis Bank-Ujjain	15,054	14,467
Axis Bank A/c No. 62112 - Kolkata	51,440	1,28,174
IDBI Bank A/c. No. 1748-Ujjain	47,226	8,53,983
IDBI Bank A/c. Maharashtra	2,25,419	—
PNB-A/c. No. 4581Ujjain	62,133	2,88,701
SBBJ - Jaipur Branch	(1,26,743)	73,742
YES Bank-A/c. No. 0033 Faridabad Branch	2,39,03,726	1,37,73,946
SBI-Wada, Maharashtra	3,16,042	996
SBI-Kolkata	5,29,070	—
IDBI Bank A/c. No. 45008 Delhi Branch	9,37,373	(17,67,911)
Yes Bank-A/c. No. 013 Delhi Branch	1,50,678	25,336
ICICI Bank A/c. No. 5111 Delhi Branch	1,31,326	(17,80,248)
ICICI Bank A/c. No. 9378 Delhi Branch	41,793	35,791
ICICI Bank Noida	39,901	38,605
ICICI Bank-Kurukshetra	18,28,293	7,17,975
Axis Bank- A/c. No. 0788 (Tirupati)	1,066	(6,324)
SBI A/c No. 3220 (Tirupati)	(8,45,551)	1,18,607
Axis Bank A/c No. 07041 (Rajamundhry)	(8,15,162)	(1,94,982)
Canara Bank A/c No. 1413 (Nellore)	49,914	46,949
SBI Bank A/c No. 9489	5,36,213	44,510
ICICI Bank - Jaipur Branch	100	19,281
SBI A/c. No. 6723 (Kadapa)	14,403	12,595
ICICI Bank A/c No. 891 Jaipur Branch	12,471	—
ICICI Bank A/c No. 000300 (Palwal)	43,02,202	7,96,767
ICICI Bank-Jamshedpur	1,82,487	12,15,287

continued

Schedule: N continued

PARTICULARS	31/03/2014	31/03/2013
Yes Bank A/c No. 0072 Gurgaon	1,09,16,868	1,01,22,703
Yes Bank A/c No. 0060 Kurukshetra	1,09,16,014	1,01,21,911
Yes Bank A/c No. 0058 - Palwal Branch	1,09,99,056	52,76,561
Stock in Hand (Inventory)	1,11,23,114	1,15,02,474
Total	12,48,61,383	7,89,42,962

Notes to Accounts

Notes forming part of the Accounts (31-3-2014)

1. The receipt/cash system of accounts is being followed by the trust. Therefore incomes or expenses are recorded only when actually received or when payment is made.
2. The Trust has its head office at Mumbai & various centres all over India. Therefore, accounts of all these centres have been consolidated as of 31st March 2014 for the purpose of this Annual Report.
3. Reimbursement of Cooking charges stands for the money received from the various authorities on behalf of the government.
4. Food Preparation & Distribution Expenses stands for expenses related with the direct activity of the trust.
5. Office & Administrative Expenses stands for the expenses which indirectly related with the activity of the trust. The expenses which are incurred on the management and administrative activity.
6. Closing stock of raw materials has been verified by the management as of 31st March 2014 & has been valued at cost.
7. Fixed Assets have been valued at cost less depreciation. Depreciation has been charged on written down value basis.
8. Investments: Excess cash surplus has been invested for the purpose of building up an amount for the purpose of establishing new projects. These are stated at cost.
9. Current Liabilities stands for the payment of statutory compliances for the month of March 2014.
10. Grants of raw materials having no cost to the trust have not been passed through the accounts. They may form a part of the closing stock on 31st March 2014.
11. Expenses have been re-grouped & re-classified wherever necessary.

Fund Flow Statement

Fund Flow Statement For The Year Ended 31/03/2014

S.No.	Particulars	Amount	Amount
1	Cash & Bank Balance	Rs.	Rs.
	As on 1-4-2013		
	Cash	9,42,859	
	Bank Balance	4,66,67,967	4,76,10,826
2	Inflows/Receipts		
	Corpus Donation	1,06,96,896	
	Donations	12,71,43,456	
	Reimbursement from Govt. Authorities	51,39,56,279	
	Other Income	8,32,98,878	
	Investments Matured	2,12,42,000	
	Inter Branch Transfer	28,232	
	Other Current Liabilities & Advances	18,71,273	75,82,37,014
	Total Inflows		80,58,47,840
3	Outflows/Payments		
	Food Cost & Distributions	55,73,81,449	
	Kitchen Related Overheads	5,19,39,026	
	Other Exp. Incl. of Administrative Exp.	7,77,06,522	
	Capital Expenditure (Net)	2,46,76,948	
	Increase in Current Assets(Net)	7,39,311	
	Liabilities Paid off - Loans	2,35,289	
	Total Out Flows		71,26,78,544
	CASH & BANK ON 31-3-2014		9,31,69,295

FCRA Account**FCRA Auditors' Report**

(Auditors' certificate as per form FC-6 of the Foreign Contributions Regulation Rules, 2011)

I have audited the Accounts of ISKCON FOOD RELIEF FOUNDATION, 7, K. M. Munshi Marg, Chowpatty, Mumbai-400 007 for the year ending the 31st March, 2014 and examined all relevant books and vouchers and certify that according to audited account-

1. The brought forward contributions at the beginning of the year ended on 31st March, 2014 was Rs. 569060.70
2. Foreign contribution of/worth Rs. 82,43,423/- was received by the Association during the year ended on 31st March, 2014 (excluding Saving bank interest of Rs. 57915)
3. The balance of unutilised foreign contribution with the Trust as at the end of the year ended on 31st March, 2014 was Rs. 2,51,757/-
4. Certified that the Association has maintained the accounts of foreign contributions and records relating thereto in the manner specified in Section 19 of the Foreign Contributions (Regulations) Act, 2010 (42 of 2010) read with rule 16 of the Foreign Contributions (Regulations) Rules, 2011.
5. The information furnished in this certificate and in the enclosed Balance Sheet and the statement of receipts and payments is correct as checked by me.

Place: Mumbai
Date: 16-12-2014

For Girish S. Watwe & Associates
Chartered Accountants

Girish S. Watwe (Prop.)
Regd. No. 41757

Financial Statements

FCRA Receipts & Payments Account for the year ended 31.03.2014

Receipts	Amount (Rs.)	Payment	Amount (Rs.)
Bank Balance as on 01/04/2013	5,59,061	<u>Expenses incurred towards</u>	
		<u>Midday Meal Program</u>	
Donations Received	82,43,423		
Bank Interest	57,915	Raw Material Purchased (food)	47,51,035
		Kitchen Consumables	21,934
		ESIC Assessment Charges	5,43,021
		Bank Charges & Commission	<u>26,652</u>
		Sub Total (Utilized)	53,42,642
		Vehicles (Delivery Vans)	32,76,000
		Bank Balance As On 31/3/2014	2,51,757
Total	88,70,399	Total	88,70,399

FCRA Balance Sheet as at 31/3/2014

Liabilities	Amount (Rs.)	Amount-(Rs.)	Assets	Amount (Rs.)	Amount (Rs.)
Capital A/c			HDFC Bank A/c		2,51,757
Balance b/d	5,69,061				
Add: Current Year Deficit	<u>29,58,696</u>	35,27,757	Vehicles		32,76,000
Total		35,27,757	Total		35,27,757

FCRA Income & Expenditure A/c for the year ended 31.03.2014

Expenditure	Amount (Rs.)	Income	Amount (Rs.)
Raw Material Purchased (Food)	47,51,035	Donations Received	82,43,423
Kitchen Consumables	21,934	Bank Interest	57,915
Bank Charges & Commission	26,652		
ESIC Assessment Charges	5,43,021		
Current Year Surplus	29,58,696		
Total	83,01,338	Total	83,01,338

Staff Details

Program Directors



Dr. Radha Krishna Das
Managing Program Director,
India



H.G. Dhananjaya Krishna Das
Program Director,
Haryana & Uttar Pradesh



H.G. Revati Raman Das
Program Director,
Andhra Pradesh



H.G. Sarvadarshi Das
Program Director,
Delhi, Rajasthan & Jharkhand



Mr. Sandeep Gupta
Program Director,
Madhya Pradesh



Mr. Rajendra Pujari
Program Director,
Maharashtra

Branch Managers

Sr. No	Branch Manager	Branch	Branch Location	Contact Details
1	 Mr. Sunil Perti	Mira Bhayander	Gala No.8, Plot No.203, Opp. Vibha Indl. Estate, Retibunder Road, Ghodbunder Village, Mira-Bhayander (E), Maharashtra - 401107	7498019811 022-28455357
2	 Mr. Raju Nair	Wada	House No. 275/276, Village Harosale, Kondla - Nasik Road, Wada P.O. Dist. Thane, Maharashtra - 421303	9324548566 0252-6695677
3	 Mr. Raju Nair	Palghar	Mahavir Nirman, Kamala Park, Mahim Road, Palghar, Dist : Thane, Maharashtra - 401404	9324548566 0252-5240774
4	 Mr. Yeshwant Shetty	Tardeo	19, Jayawant Ind. Estate, 63, Tardeo Road , Mumbai, Maharashtra - 400034	9324549353 022-23531530

5		Mr. Mahendra Subedi	Nigdi	C/o. Shree Govind Dham, Near D.Y. Patil Engg.Collage & Akrudi Rly Station, Revat Haveli, Pune, Maharashtra - 412101	9922950823
6		Mr. Sudarshan Potbhare	Aurangabad	Plot No. T-8, M.I.D.C., Near Garware Stadium, Chikalhana, Aurangabad, Maharashtra - 431001	9619864055
7		Mr. Joginder Pradhan	Faridabad	Commerce Centre, Sector 7A, Behind St. John Public School, Near Satya Cinema, Faridabad - 121006, Haryana	09312931093
8		Mr. Narayana Jena	Palwal	Omaxe City, Palwal, Dist. Palwal, Haryana - 121102	09467609990
9		Mr. Sanjeet Sharma	Gurgaon	534, Pace City - II, Sector 37, Gurgaon, Haryana - 122001	9414922640
10		Mr. Balwan Singh	Kurukshetra	Near Primary School, Village Mirzapur, P.O. Gurukul, Kurukshetra, Haryana - 136118	09215839815
11		Mr. Mainak Pal	Ujjain	75 To 80, Devas Road Industrial Area, Nagjiri, Ujjain, Madhya Pradesh - 456010	9685236889 9770080008
12		HG Vakreshwar Govinda Das	Tirupati	Tirupati Shri Shri Radha Govinda Mandir, Hare Krishna Road, Vinayak Nagar, Tirupati - Andhra Pradesh-517507	07799747518

13		H.G. Rupeshwar Chaitanya Das	Kadapa	ISKCON Food Relief Foundation, Industrial Estate, RIMS Road, Kadapa, Andhra Pradesh- 516001	7799747512
14		H.G. Satya Gopinath Das	Rajahmundry	C/o ISKCON Hare Krishna Land, Gowthami Ghat, Rajahmundry, Andhra Pradesh-533101	09652903161
15		H.H. Shukadev Goswami	Nellore	C/o ISKCON, ISKCON city, Nellore Andhra Pradesh 524004	9052819090 (Chandrakeshav Das)
16		HG Vakreshwar Govinda Das	Ranganarra Gadda	Taluka China Gotti Galu, Dist. Chittor	07799747518
17		Mr. Jayant Gulati	Gurgaon	ISKCON Temple Vilege,Dholai, Opp. To Vijaypath, New Sanganer Road, Man Sarovar, Jaipur, Rajasthan- 302020	09215839802
18		Mr. Murlidhar Hemrajani	Delhi	Ali Village Branch, Ali Village, Ali Vihar, Near Patankar, Mathura Road, Delhi - 110044	9871233026
19		Mr. Shanto Samir Chatarjee	Jamshedpur	Ramdass Bhatta Community Centre, Opp Petrol Pump, Bistupur, Jamshedpur -831001	8051195790 9873009943
20		H.G. Dauji Kripa Das	Kolkata	22 Gurusaday Road, Kolkata, West Bengal-700019.	09230047238





Donations made to ISKCON FOOD RELIEF FOUNDATION are eligible for
Tax exemption under section 35AC, 80 GGA (bb), or 80G of I.T. Act.
Receipts will be sent to you by courier/Post/Email

Annamrita, ISKCON FOOD RELIEF FOUNDATION

ISO 22000: 2005 certified kitchens

19, Jaywant Industrial Estate, 63, Tardeo, Mumbai - 400034., Tel. - 022-2353 1530
Email - info@annamrita.org / Web - www.annamrita.org / follow us on AnnamritaISKCON on  & 