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Issue 26 • April 2015

Annamrita -
Food as Pure as Nectar

ISKCON Food Relief Foundation NEWSLETTER

Shout Out

Vehicle Inauguration by ONGC team

Oil and Natural Gas Corporation Limited (ONGC) is an Indian multinational oil and gas company. It is India's largest oil and gas exploration and production company. It produces around 69% of India's crude oil and around 62% of its natural gas. They had visited Annamrita a couple of months ago and promised to help us out with our project and true to their promise ONGC sponsored a delivery vehicle for Annamrita that will help transport khichdi boxes to slum schools.

This vehicle has the capacity to deliver mid-day meals to over 4,500 underprivileged children and is a necessary part of the logistics involved in implementing the mid-day meal program.

We thank them for their benevolence and look forward to their continued support.

Shubhangi, ONGC, "Blessed food. By definition it is Prasad. Proud to be associated in intervention which is bringing smiles to so many faces."



Annamrita Supports Power For One

Power For One which is a Crowd funding platform for NGO's to help raise funds. Power for One truly believes that it takes One to start a revolution, they are showcasing NGOs on their platform which they hope to raise awareness and funds for.

Annamrita will collaborate with Power For One and run a campaign starting July to raise funds for Wada tribal area schools. Wada has 30,000 children in their tribal belt that urgently need help in getting healthy, nutritious meals daily. Annamrita would like to reach out to these children to enable them to get healthy meals daily so that they can focus better on their studies and fight classroom hunger. You can visit the Annamrita page on the site at <http://powerforone.org/#/campaign/23>



Please do visit the page, share it and donate generously. The children of Wada need your help!!!

Ekam Foundation visits Annamrita

True development and lasting change can only be brought about through the combined efforts of society at large and the joint co-operation of organizations that work together towards a common goal. This month Annamrita was visited by the Ekam Foundation - a registered non-profit organization that addresses the neo-natal, pediatric and maternal health care needs of underprivileged children by complimenting and augmenting existing public and private healthcare services.



The Ekam Foundation is going to implement School Health Program in collaboration with Annamrita to bring about a behavioral change in the hygiene habits of school children with long term impact. The program will target all school going children below 14 years of age attending primary schools run by government of Maharashtra.

Proposed intervention will deal with educating children about importance of hand washing, personal hygiene and sanitation and proper nutrition practices thus increasing students' knowledge about health and disease prevention. Proposed intervention will also impart training about the proper techniques of hand washing, personal hygiene practice and adequate nutrition.



Lion's Club of Juhu visits Annamrita

The Lion's club has a mission to create and foster a spirit of understanding among all people for humanitarian needs by providing voluntary service through community involvement and international co-operation. The members of Lion's Club of Juhu paid a visit to the Annamrita Tardeo kitchen in order to know about its functioning. They were all anxious to see the cooking and transportation process of meals.

The Lion's Clubs have been extending their support over the past years, and we look forward to their continuous support.

"I have visited this kitchen for the first time and feel extremely happy to see the kitchen. I have never come across such a neat and clean kitchen elsewhere. In fact, I feel, the children who are served by ISKCON are lucky for such hygienic and nutritious meals." - Harshad Mehta, member of Lion's Club of Juhu.

Indo American Chamber of Commerce – CSR Beyond Compliance One year On

The Indo American Chamber of Commerce is a non-government, industry led and industry-managed organization, playing a proactive role in India's development process and serves as a much needed link between the business communities of India and the United States of America. The success of the 1st Conference on Corporate Social Responsibility held last year has driven the West India Council of the Chamber to host the 2nd segment titled "Corporate Social Responsibility: Beyond Compliance - One year on...State of the Mission" on April 7, 2015 at Hotel Taj Mahal Palace, Mumbai. The conference covered the detailed review of Companies Act 2013 (Section 135 & Schedule VII) and its present status in the corporate and social sector; Illustrations of CSR in an MNC Company and the outcome; CSR investment and taxation issues; along with many more topics. The Chief Guest for the event was Shri Chennamaneni Vidyasagar Rao, Hon'ble Governor of Maharashtra. Annamrita representatives attended the event along with several corporates and government agencies.



Workshops & Events

Khichdi Drive at IIFL

India Infoline Ltd, a leading financial services company in India, promoted by first generation entrepreneurs supports Annamrita in its endeavors to reach out to more children with Mid Day meals.

IIFL has been supporting Annamrita in their work and also have donated a vehicle for meal transportation few months back. In continuation of their support they organized a Khichdi Drive at their Lower Parel office for their employees to get a first hand taste of the khichdi and understand our project better. Our work was not only loved and appreciated by all employees but they also contributed towards our cause with all their heart. We thank all the IIFL employees for their valuable contribution and look forward to further engagement.



Annamrita –Inter Branch Cricket Tournament



Hard work and commitment is what has driven Annamrita to the level that it has achieved today. So once in a while when we get the chance to break away from the busy humdrum, we make the most of it.

Annamrita has its Sports Day on Sunday 12th April. We had various activities for all staff, right from management to the helper staff. Various teams were formed between branches days in advance and they participated in a host of activities like kabaddi, box cricket and football. The goal was to encourage the sportsmanship of every individual & to build up the team spirit.

A day started with an ecstatic Kirtan and was then followed by a sumptuous breakfast after which all the 8 participating teams were ferried to the venue where the games began.

The final victorious Palghar team won a grand prize with a big round of cheers. Mr Rajendra Pujari –Program Director Maharashtra presided over the event.

Khichdi Kings

Name: Mr Balaji Iyer

Designation: Process and Statutory Compliance Auditor, Pan India

How long have you been with Annamrita?

I joined Annamrita on 04/01/2011

What were you doing before you joined Annamrita?

Before joining Annamrita I was employed with J.P.Morgan Chase Services Pvt Ltd, Mumbai

What I like most about my work with Annamrita?

At Annamrita I get a chance to hone my skills by overseeing and managing regulatory compliance issues within an organization often include leading enterprise compliance efforts, designing and implementing internal controls, policies and procedures to assure compliance with applicable laws and regulations and third party

guidelines. Managing audits and investigations into regulatory and compliance issues and responding to requests for information from regulatory bodies.

What I dislike about my work?

I have to deal with people who are not ready for change

Why Annamrita?

Annamrita gives me an opportunity to indirectly provide service to the 9.5 lakh underprivileged children across India, which would never have happened in any other organization. It also gives me a chance to interact with over 1,500 employees spread across eight states of India. We get to work together as one team that makes a positive impact on the lives of the future generation of our country.



Rotary Clubs from district 3140 have so far sponsored 7810 children with Mid-day meals for the Rotary year of 2014-2015

Thank you to our generous Donors

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51	Hemlata Nikam	102	Nilesh P. Mirgh

Thank you to our generous Donors

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140	Reshma Sadique Bhajji	181	Vinita Bhandari
141	Reshma Singhal	182	Vishesh Jain
142	Rohit Chhabra	183	Yashomati Rajnikant Desai
143	Rotary Club of Lokhandwala Kandivali Charitable Trust	184	Yogesh Agrawal
		185	Yogesh Pawar

Join Us

ISKCON Food Relief Foundation is looking out for talented and committed individuals to join us as interns or full time employees for various vacancies we have at the moment. We also require individuals with strong Sales skills to promote our cause and help us to raise funds. For more information about these profiles or Internships please contact dilzad on dilzad@annamrita.org



Annamrita, ISKCON Food Relief Foundation

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