

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 the cooking and dispatch of the midday meals to school children under the Government's midday meal program have been given the seal of approval where quality, cleanliness, hygiene and food safety are considered. Our certification is valid till the 2016 and it vouches the quality and safety standards followed at each of our kitchens in 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. Some of the noteworthy ones are:

- The raw materials and the cooked items are stored in separate containers as well as locations and all food, whether raw or cooked, is kept covered at all times.
- · All food handling equipment and kitchen surfaces are disinfected and sanitized on a day-to-day basis.
- · All kitchen personnel are trained to maintain personal hygiene, and wear headgear, gloves and rubber boots when working in the kitchens.
- The management conveys various safe food handling practices to the staff, both via verbal reminders as well as through systematic and continuous training.
- Timely and comprehensive audits help Annamrita in maintaining reports of each food item's individual hazards so that lapses and poor practices can be easily identified and corrected.

The fact that we now have the ISO certification means that we can officially claim what we had already known all this while – 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 healths.

Though this certification is indeed a joyous occasion, it is merely a registration for most of us who have been part of the Annamrita family for years. This is so



because 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.

Also, several newspaper articles vouch for this fact and most of these articles were published even before we got the certification. 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.

SBI Fund Management Pvt Ltd Makes a Generous Donation of 2 Mahindra Vehicles



The State Bank of India's Fund Management arm, better known as the SBI Funds Management Pvt. Ltd., recently made a valuable contribution to Annamrita in the form of vehicles for the delivery of meals to underprivileged children. The fact that the SBI Mutual Fund Management Pvt Ltd made such a knowing contribution that catered to our exact requirements suggests that they had put a lot of thought behind what the donation should be.

Annamrita thanks the management of SBI Mutual Fund for their thoughtfulness.

As a fund management company with 25 years of experience in consistently delivering products



that customers want, it is no surprise that their donation too was exactly one that catered to our unique needs. This fund management company has worked with a single-minded focus on delivering returns to the 4.7 million investors who have put their faith and trust in their abilities and this definitely shows in the way they approach things such as philanthropy.

But it is not just their experience of customer management and of delivering significant investment returns that have brought them all their success, but it is actually the heart that the organization clearly has, that has kept the organization moving forward. Innovation, stability, experience and an innate understanding of what the investors want, are what have kept the company growing and moving forward.

Just recently, this amazing company has sponsored two distribution vehicles to support Annamrita's midday meal program. While one was a Mahindra Maximo, the other was a Mahindra Bolero Maxitruck. The former can carry about 70 food containers and help feed about 3500 children and the latter can carry about 110 food containers which can effectively feed about 5500 children. One can only imagine how many more good wishes are going to be turned their way because of this good deed.



The sponsored vehicles were unveiled at a classy inaugural event and the ceremony itself was organized by SBI Fund Management Pvt Ltd at their office in Cuffe Parade.

The vehicles were displayed in all their finery and were beautifully decorated. It was also an event of imminent people with the MD and CEO of SBI Funds Management Pvt Ltd, Mr. Deepak Kumar Chatterjee, handing over the vehicle keys to Dr. Radha Krishna Das, our Managing Program Director.

To add a touch of added drama, the show had a 'grand prix' style flag wave to set things off. Mr. Navneet Munot, who is the Chief Investment Officer of SBI Funds Management Pvt. Ltd., waved a green flag to set the vehicles in movement.

Also present at the event Mr. K.T. Ravindran, COO and Executive Director, Mr. Philippe Batchevitch, Deputy CEO from the SBI Funds Management family. From our side of the family there were Mr. Gorakshanath Gambhire, CEO of the ISKCON Food Relief Foundation and Mr. Yashwant Shetty, Branch Manager, Tardeo Branch.

Annamrita extends wholehearted thanks to the SBI Funds Management group for keeping us in their philanthropic hearts and also to all the guests and invitees who took valuable time off their busy schedules to attend this event.



The Best Possible Anniversary Present for Annamrita



For the anniversary of the Aurangabad kitchen, Annamrita received the best possible present. In this newsletter, we wish to highlight with pride, the warm gift and heartfelt praise that we received from one school in particular.

The unexpected gift came in the form of a beautiful sketch made by one of the students at 'Mahanagarpalika Madhyamik Vidyalaya, Naregaon. The painting itself is beautified by its sheer simplicity, and showcases two children, a boy and a girl, having lunch together. Both the children are enjoying the lunch (which is presumably Annamrita's famous rice dish) as part of their midday meal, by the looks of things.

In a dialogue bubble, the artist has expressed the boy's views very clearly. The sentence 'aha, khichdi barobar aaj god bhat pan' (wow, there is sweet rice along with the khichdi today) sums up the boy's effervescence, joy and excitement. The painting is a clear indicator of just how well loved our food is, with these little children.

The Principal of the school kindly sent us this beautiful painting, along with a truly print-worthy letter. Though the letter itself is in marathi, a translation certainly falls in order, though translations often lose the original writer's flair and feelings.

The letter goes as follows:

"Happy anniversary to all of you. The phrase 'anna he purna brahma' (food is God) is a saying that has been completely defined by LSKCON Food Relief Foundation. By giving the students nutritious and wholesome khichdi, LSKCON Food Relief Foundation has taken extreme care to provide them with complete meals. Everyone loves eating ISKCON Food Relief Foundation's hot, tasty khichdi.

We have noticed that the attendance in our school has increased due to your provision of wholesome meals. Not only does ISKCON Food Relief Foundation help in building the good health of these students, but it also contributes in the largest manner to the vision of a fitter and healthier India.

The fact that ISKCON Food Relief Foundation takes every possible care when it comes to timely service and the excellent quality of food ingredients makes its work even more important. This is actually ISKCON Food Relief Foundation's best credit factor.

We all wish the ISKCON Food Relief Foundation all the best for the future and hope that its work keeps growing by leaps and bounds.



Annamrita, ISKCON Food Relief Foundation

19, Jaywant Industrial Estate, 63, Tardeo Road, Tardeo, Mumbai-400 034. Tel-022 - 23531530 Email- info@annamrita.org Web- www.annamrita.org



