



Annamrita
Bags the ISO
22000
Certification
for Some of
Its Kitchens

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

The Best
Possible
Anniversary
Present for
Annamrita

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ISKCON Food Relief Foundation Newsletter



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



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 eminent 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.

Feed & educate a child for an entire year, by donating Rs. 900/-

& avail 100% OR 50% Tax benefits

To make online donations, please visit <http://annamrita.org>



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 'Mahanagarपालिका 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 ISKCON Food Relief Foundation. By giving the students nutritious and wholesome khichdi, ISKCON 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

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