

ISKCON Food Relief Foundation Newsletter

Issue 17 | Jul. 2013



Procurement



Operations



Dispatch

The Annamrita Way Of Working

Food Safety Management Standards at every stage of Procurement, Operation and Dispatch

It is our sustained effort to establish smooth and consistent work processes. At Annamrita, we believe that if the processes are correct, then the outcome will be perfect. While our Khichdi (the outcome) is nutritious, healthy and often praised by many, very little is known about what goes into (the processes) making this delicious meal day-in and day-out. Well, not anymore. The following are the steps we follow when it comes to cooking meals for the many school children across the country.

Procurement: We make sure that all our vendors possess a Food Safety and Standards Authority of India (FSSAI) license



If any potential vendor does not have this license, we do not procure materials from him. In addition to this, we collect the complete Vendor Profile. This includes the vendor's name, the address of the registered office, the complete contact details and a list of his existing clients. Once we have verified all the information and are satisfied with it, we send the samples from the vendor for testing in NABL accredited laboratories. The vendor is also expected to get the materials cleaned in the Sortex Machine, pack it in proper packing bags and have it delivered to our branches.

Operations: The rice we cook goes through multiple cleaning processes (De-dusting, Fumigation, De-stoning, Sortex) before it reaches our kitchens. These processes ensure that the rice is free from unwholesome poisonous substances.

In the kitchen, strict cleanliness and hygiene processes (ten in all) are followed. None of the food/raw materials is handled directly, all vegetables are pro-



cured daily and cut by machines, the kitchen is thoroughly cleaned on a regular basis and the utensils are cleaned every single day.

In our Tardeo, Mumbai kitchen cooking begins at 3am for 7am dispatch and soon after for the 12noon dispatch. 30-40 batches of 4 cauldrons are cooked at a time each day enabling us to successfully serve 70,000 children from this one kitchen alone.

Dispatch: Once the food is ready, it is packed in steel con-

tainers which are then sealed. The seal needs to be broken when the food needs to be served. Annamrita also provides serving spoons packed in plastic wraps with each container so as to ensure that the food is served to the children in a correct manner. The vehicles which transport the food are washed daily so as to ensure maximum cleanliness. Once the final lot is dispatched, the kitchen is

thoroughly cleaned top to bottom and the kitchen premises are then locked.

Each process is far more detailed and entails many more steps. We shall cover these in detail in our upcoming newsletters. For a start, hope these facts upped your belief and trust in the Annamrita way of working.



Our Quality and Food Safety Policy

ISKCON Food Relief Foundation is committed to providing food that is wholesome and of the best quality to the students of the Mid-day Meal Scheme. At ISKCON Food Relief Foundation it is ensured that the highest standards with regard to taste, presentation and delivery are maintained at all times without compromising on the required levels of food safety. High standards are maintained across the food supply chain as well.

ISO 22000:2005, Food Safety Management Systems

Joint FAO/WHO Codex Alimentarius Commission

General Principles of Food Hygiene

Hazard Analysis and Critical Control Point (HACCP) System and Guidelines

Food Safety and Standard Regulation-2011 and schedule 4

Food Safety Standards implemented in some of Annamrita's kitchens



to read the news clips please visit our Pinterest Page - <http://pinterest.com/annamrita/in-news>

Annamrita's Efforts Are Appreciated By The Media

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 in their bid to show the public what we do and how we do it.

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.

Snapshots of their coverage can be seen here.

Praise For Annamrita!

Here is what a handful of reputed individuals and celebrities have to say about Annamrita kitchens and operations.



"The ISKCON Food Relief Foundation has done a wonderful job. Their quality is very good, their timings are very good."

– Ms. Sheila Dixit, Chief Minister, Delhi.



"Such Khichdi is not available even in our homes."

– Shri Rajendra Darda, School Education Minister, Maharashtra.



"We have had a very good experience with ISKCON Food Relief Foundation... Their kitchen in fact, looks more like a Five star hotel kitchen."

– Mr. Johny Joseph, Ex-Municipal Commissioner, Mumbai



"They (ISKCON Food Relief Foundation) provide a variety of meals each day, by which there is improvement in the physical and mental growth of these children."

- Dr. Tripta Gupta, Medical Director, B.T. Hospital, Delhi.

"I think Annamrita is doing a wonderful job in feeding the children of Aurangabad's Municipal schools. Most of these students come from very poor homes and a hot afternoon meal acts as a great incentive for attendance. There is enough feedback from teachers, students and parents to confirm that the children love ISKCON's food and often come to school just for the food. Along with attendance, even the students' health is improving."



- Dr. Purushottam Bhapkar, Commissioner, Aurangabad Municipal Corporation



"Such good work is being done by ISKCON Food Relief Foundation for the children by giving Mid-Day Meal."

- Hema Malini



"Today I visited the kitchen and godown of ISKCON Food Relief Foundation at Tardeo. It was a wonderful experience. It is being managed like a professional organisation with thorough detailing of each and every aspect of cooking - cleanliness, hygiene, quality. Special attention is paid to preserving the nutritional value of the food. The staff was very enthusiastic about explaining everything."

- Mr. Govind Agarwal, Fund Manager and Financial Consultant



Annamrita, ISKCON Food Relief Foundation

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