



Food as Pure as Nectar

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**ISKCON Food Relief Foundation  
NEWSLETTER**

**Shout Out**

**Employee Engagement Activity**

Annamrita had its quarterly employee engagement activity this month. We had 90 employees including cooks, drivers, cleaners, washing staff, co-ordinators, supervisors etc. participating in the event. Shri RadhaKrishna Das, Administrative Advisor of Annamrita



addressed the gathering encouraging and appreciating all employees for the accomplishments of the year. Success stories and learnings were shared.

On the basis of their performance, prizes were given out in the categories like Best Driver, Super Supervisor, Most Efficient co-ordinator. Birthdays

were celebrated and sumptuous snacks followed. All feasted on samosas, dhoklas, lime juice and cake.

"Such activities are required to boost employee morale. Employees form the backbone of the organization and it is necessary to appreciate their hard work. We use such platforms to share details about the accomplishments of the program with one and all." Shri Prakash Nanjundiah, Operations Manager IFRF Tardeo.



## Summer Break Time



Come Summer break and its time for Annamrita kitchens to go through their yearly sprucing up.

The ISO certified Annamrita kitchens always ensure that they comply with all the set norms and Industry standards. Our processes are divided into 4 broad categories: Rice Cleaning Process, Procurement, Operations and Dispatch Process. All the processes are set and follow a prescribed pattern.

A Food Safety Management System (FSMS) is a network of interrelated elements which come together to ensure that food does not cause any adverse effects on human health. Preventive measures are in place throughout the year but come summer break and the kitchens get their overhaul.

Repairing work of machines, replacement of old tiles, epoxy work, checking electrical equipments, servicing of all vehicles. Cleaning of water pipelines and storage tanks, descaling of boilers. Pest control and fumigation work throughout the premises.

In the 2 months that follow the Annamrita kitchens are waxed polished and as good as new by the time they open their doors in the new academic year.

## Testimonials

We have a couple of students and corporates volunteering with us during the course of the year. They use this time to get to know the project and spread word about our work. Suraj Nikam is one such intern who became an integral part of the Annamrita family for the 9 months he spent here.

"What started with the purpose of completing a required number of hours volunteering with an NGO turned into a full fledged passion to do more work with them.

I started my 2 month internship with Annamrita last year. I had no idea about their massive scale of operations and got connected to them thanks to ConnectFor." ConnectFor is an online volunteering platform that bridges the gap between volunteers and NGOs by making matches based on NGO requirements and volunteer preferences/skillsets.

"I joined Annamrita with the purpose of understanding the inner functionings of an NGO. This was my first time volunteering with an NGO and I had no idea what to expect." says Suraj.

Suraj completed his Engineering and will be pursuing his Masters from abroad. We wanted to engage him with production inputs considering his background but from the day he joined he seemed to be completely engrossed in Operations and Social Media.

"Once I joined Annamrita I visited the Mira Road kitchen as well. They run large kitchens very efficiently and in a structured manner. I got involved in their social media campaigns and database management. Annamrita gave me a chance to experience first-hand, the tribulations and successes an on ground NGO undergoes every single day. I didn't even realize when my 4 weeks changed to 8 and it was time to leave. But my experience did not come to an end there so a few months later when I was informed of a temporary vacancy role in the Marketing team, I happily grabbed the opportunity to work with them full time.



This time around I got more into events, I was a part of their flagship khichdi drive programs which are held in various corporate houses as a means to raise funds and create an awareness about Annamrita. I was a part of other collaborative events like the Heinz Christmas party and the Gitanjali Jewels – Special Kids celebration day. They also gave me the opportunity to attend a training workshop on Fundraising at SP Jain Institute of Management Studies".

Within a short span of time Suraj became a part of the team, providing support wherever required. He spent another 7 months with the NGO building up the events portfolio.

"I enjoyed the experience and would encourage more youngsters to come forward to learn from this project. It is such a great learning experience, I will treasure this always. Thank you Annamrita."

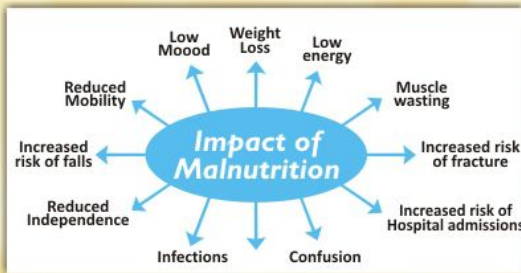


# Tasty Bytes

## Feed the Body, Feed the Mind

It was when I was thirteen that it hit me that food was not just a necessity, but the love of my life. I would eat at any given possible chance. As I grew older, with my age increased my love for it. To absolutely nobody's surprise, I chose to pursue Food and Nutrition as my field of study and my profession because that quite literally kept me around and about food all the time.

With time came the wisdom that this love could not be blind and it was of prime importance to not just eat but to eat right. I learnt that exposure to good nourishment helps build healthy eating patterns which can have an impact on one's life right from birth.



I tried understanding more about child hunger and got to know some really disturbing statistics. The United Nations Children Fund states that nearly 165 million children in India are stunted (shorter than normal in height) as a consequence of undernourishment and the infections that come with it.

Also, as per UNICEF, a third of the malnourished children in the world are from India. Such children fail to attain their maximum academic/extracurricular potential due to frequent absenteeism, leading to more school dropouts, thus forming a vicious cycle, where neither the child nor the elders know what to do. Shocking, isn't it?

It was then that I tried researching about these hazards and came to know about Annamrita and the noble cause they work for based on the idea that the roots of eradicating the insecurity and scarcity of food lies in educating school children about the vicious cycle malnutrition can give birth to, if it exists right from childhood.

This only got me more intrigued about what they try to do. The project aims to come to the rescue here and liberate children from this vicious cycle of malnourishment and inefficiency. By providing children with meals, they ensure that the interest of the child can be focused where it is required and the child is not hampered from receiving quality nutrition and education.

By providing 1.2 million mid-day meals every day through 20 kitchens across the country, Annamrita aims to aid greater and timely consumption of all essential nutrients, so the students are better prepared and more focused on quality education and physically better nourished for daily school activities.



I feel this project makes a child's life and education better, one meal at a time.

After all, the gut is where the strut comes from, right?

## ABOUT THE AUTHOR:

Priyanka G is a Mumbai based Nutritionist who is working to help the cause of Food Security and Health Management. She is an active blogger and volunteer in Climate Change and Animal Welfare activities with a zest to work towards a healthier, happier world



**Rotary Clubs from District 3140 have sponsored 14951 children with Mid Day Meals for Rotary year 2016-2017.**

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## Piramal Foundation

Piramal Foundation is the strategic philanthropic arm of the Piramal Group. Piramal Foundation develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. Their core values of knowledge, action, care & impact guide the organisation to imbibe sustainability in the developmental work they carry out. They believe that considerable positive change can occur, when we collaborate with likeminded partners and nurture projects that are scalable ensuring a long term impact.



Each social project that is chosen to be funded and nurtured by Piramal Foundation lies within one of the four broad areas – healthcare, education and water and social sector ecosystems.

Piramal Swasthya is a unique model providing affordable healthcare facilities to rural India.

Health Information Helpline is a health contact centre that aims to reduce the minor ailment load on the public health system.

Piramal Swasthya's Telemedicine services brings the much needed specialist healthcare services to remote areas.

Mobile Health Services (MHS) tackles barriers accessing primary healthcare in rural areas. Piramal Swasthya deploys mobile health units – vans equipped with technology, medical devices, medicines and health workers – to villages where public health system is not easily accessible.



Piramal Foundation for Education Leadership (PFEL) believes that there is a need for inculcating the 'right' mindsets, leadership skills and imparting relevant knowledge to school principals, in order to positively impact the quality of education in public schools.

Piramal Sarvajal's mission is to provide affordable, accessible, and safe drinking water to populations in India where water quality is poor and availability is limited.

The Piramal Group has also been supporting the Annamrita Foundation since the start. Annamrita Foundation is a Mid Day Meal project that provides nutritious, wholesome Mid Day Meals to 1.2 million underprivileged children across 7 states of India. Annamrita strongly believes that one nutritious meal will attract thousands of children to school daily.

Piramal Foundation pledges to feed 50,000 children daily through Annamrita. Piramal Foundation also has supported the set up of 2 central kitchens for Annamrita. Mr. Ajay Piramal - Chairman, Piramal Group said, "One of the most effective ways to improve literacy and see that the dropout rates have reduced in school has been through the Midday Meal scheme".

The Piramal Group has not only extended support to Annamrita in the form of donations but also through advisory and skill support which strengthens our organization. Their visits to the Annamrita schools have further reaffirmed their belief that healthy, wholesome meals are a very strong attraction factor to get children to school.



*Join Us*

Annamrita is looking out for talented and committed individuals to join us as volunteers 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](mailto:dilzad@annamrita.org)



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