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Annamrita -  
Food as Pure as Nectar

# ISKCON Food Relief Foundation NEWSLETTER

## Shout Out

### Chennai Flood Relief

Natural disasters always leave the worst mark on mankind. The 2015 South Indian floods resulted from heavy rainfall generated by the annual northeast monsoon in November-December 2015. They affected the Coromandel Coast region of the South Indian states of Tamil Nadu and Andhra Pradesh, and the union territory of Pondicherry, with Tamil Nadu and the city of Chennai particularly hard-hit. More than 500 people were killed and over 18 lakh (1.8 million) people were displaced. These floods were the costliest natural disasters to have occurred in 2015. Heavy rains were due to the 'El Nino' phenomenon which means a 3 times more rainfall than the normal capacity. With Chennai seeing its worst rainfall in 100 years, life came to a standstill.

After hearing about the horrible situation, Annamrita, ISKCON Food Relief Foundation - Andhra Pradesh supported the flood relief work by providing cooked meals to individuals of the nearby surrounding areas. 8 vehicles full of material and vessels for cooking food started preparing food at our Base Camp at Perambur ISKCON center which is 30 kms away from Chennai and started distributing meals to flood victims.

It was the spirit of service to humanity and the need of the hour that drove the volunteer team of Annamrita to work hard in the affected area and serve selflessly. Annamrita thanks all its volunteers and supporters for their service during this hour of crisis.



### Kraft Heinz supports Annamrita



The Kraft Heinz Company is the fifth-largest food and beverage company in the world. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great tasting and nutritious products. In India, the company has powerful brands such as Complian, Glucon-D, Heinz Ketchup and Sampriti Ghee.

Kraft Heinz India appreciates Annamrita's work and will be collaborating with us in our Mid-Day Meal Program. They will donate Sampriti Ghee, which will be used in the preparation of Mid-Day meals, supporting more than 45,000 children daily in Mumbai. Along with nutrition, Sampriti Ghee being pure 'Desi Ghee' will bring 'Mahek Bhara Swaad' to the daily meals of the children.

We are very excited to partner with Kraft Heinz India in the Mid-Day Meal Program as both our organisations' primary focus is on health and nutrition. We are grateful to them for their contribution and look forward to collaborating with them on many more projects.

## Workshop & Events

### Johnson & Johnson

Johnson & Johnson is a brand that has made important contributions to human health through their work within the life of individuals.

The Mulund plant employees of Johnson & Johnson have sponsored meals for 204 children for one full year as a part of their CSR initiative. Mr Milind Bhate - CSR committee member at Johnson & Johnson helped implement this program during the months of Diwali to mid December 2015 and the sponsorship was possible due to employees contributions.

Dr. Raju Ingale, Manufacturing Director India at Johnson & Johnson presented the cheque to Annamrita team. The team has always been actively involved in social activities and have also visited Annamrita schools and volunteered as part of their Corporate Social Responsibility initiative. We are thankful to the Johnson & Johnson team for their constant support.



### Kraft Heinz celebrates Christmas with the children of Shirodkar High School

On 23 Dec, 2015, highly enthusiastic teams from Kraft Heinz and Annamrita celebrated Christmas with the children of Shirodkar High School.

Singing, dancing and being a jolly good fellow, Santa Claus distributed sweets and gifts to all the children gathered at the party. Later, the children could not have enough of the delicious snacks served to them - yummy Complian Chocolate drink, sandwiches with Heinz Tomato Ketchup and mouth-watering muffins!

This Christmas was indeed special and memorable for Kraft Heinz and the students of Shirodkar High School.



### Yatra.com organizes Khichdi Drive for Annamrita

Yatra.com is an Indian online travel agency and a travel search engine. Launched in August 2006, Yatra.com is today ranked as the leading provider of consumer-direct travel services in India.

Employees from the Yatra.com team as part of the employee engagement had



visited the Annamrita schools earlier in the year as well. This time round they invited Annamrita to host a khichdi drive at their office. Approximately 60 people enjoyed the khichdi and donated towards the cause. We were able to sponsor 6000 meals through this drive.

## MSL Khichdi Drive

MSL Group is a public relations network of companies. Specialists in strategic communications and engagement, the company is part of the French multinational Publicis Group. Every year as part of their CSR engagement activity MSL invites Annamrita to host a khichdi drive at their office. MSL team enjoyed the khichdi served and heartily contributed towards sponsoring meals for underprivileged children. MSL sponsored 2603 meals for underprivileged kids through this activity.



# Testimonials



## Ramu's journey

During the Khichdi Drive Annamrita conducted at the Yatra.com office we received a pleasant surprise when Ramu Rathod who works there, as the office help told us that he used to get the Annamrita khichdi in his school and he is very thankful for the sustenance it gave him.

We could not help but share his story with our readers.

Ramu studied till 7th standard in a Gujarati medium school where Annamrita Mid Day Meals were served. He fondly remembers his memories of lunch break time when he along with his friends looked forward to Annamrita meals.

Ramu says "I have been having Khichdi since my childhood and I really liked Annamrita's khichdi as it carried the same taste as my mother used to prepare for us. Our Principal always tasted the khichdi before we had it to ensure the quality and taste of khichdi being served to us. We often also got biscuits, kheer, dal rice, sambhar rice etc. from Annamrita as part of our mid-day meals. Annamrita made it a point to always deliver us our meals even during heavy rains. These meals provided by Annamrita helped us a lot as all of us came from nearby slums having either tea or only some biscuits for breakfast. A humble request to all of the readers is to help Annamrita reach out to more schools / students like us and help them. A healthy meal goes a long way in keeping us nourished". I am thankful to Annamrita and its team for their meals and wish them best of luck.

Ramu would like to complete his education and we are sure he will do so. Annamrita wishes him All the Best!

## Dhavaal Shah



Dhavaal Shah interned with Annamrita for 6 months in 2015 and we sadly had to say good bye to him this December but this was not before he penned down some kind thoughts for us to share with our readers.

"I would like to say that joy of serving the society with your own hand is a completely different inner satisfactory experience one gets. I am very grateful to annamrita that they gave me an opportunity to work with them. The work that they do day in and day out takes a lot of commitment, dedication and hard work. They have to be constantly alert and prepared for new challenges. The time I spent with them they made me feel welcomed and as a part of the family. I just did not want this experience to end but unfortunately because of my studies and exams around the corner I can't continue working. But I go back with a lot of lovely memories not to mention learnings of the NGO sector and their nuances. Thank you Annamrita for this wonderful experience."



**Rotary Clubs from District 3140 have sponsored 9773 children with Mid Day Meals for Rotary year 2015-2016.**

# Thank you to our generous Donors

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*Annamitra 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*



# annamitra

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