



Food as Pure as Nectar

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ISKCON Food Relief Foundation NEWSLETTER

Shout Out

CSR Head of Cipla, visits Annamrita schools

Cipla is one of the top pharmaceutical companies in India, whose goal is to ensure that no patient shall be denied access to high quality & affordable medicine and support. Social responsibility has been at the core of Cipla, since inception. Cipla Foundation was registered in 2011 to take Cipla's socially focused business legacy forward. It mirrors Cipla's relentless commitment to improve lives and aims to build access and affordability for the most vulnerable groups in society. Driven by the vision that 'None Shall be Denied', the Foundation supports communities around Cipla units and beyond through various initiatives.



The CSR Head of Cipla - Mr Anurag Mishra, visited the Annamrita school project this February. He visited the Dayanand Balika Vidyalay school in matunga east and spent time with the children serving them khichdi.

We thank Mr. Mishra for taking the time out of his busy schedule to come visit the project and spend time with the kids.

Events

Cricket for a Cause

Durgadevi Saraf Institute of Management Studies (DSIMS) ranks amongst the top private B-schools in India. DSIMS offers a range of programs to help develop professional expertise and skilled manpower in all functional areas of management.



DSIMS is a part of Rajasthani Sammelan Educational Trust (RSET), a registered educational charitable trust which was established in the year 1948 at Malad, Mumbai. The trust promotes and provides better education in the fields of Commerce, Management, Information Technology and Media Studies.

DSIMS organized "Cricket for Social Responsibility" wherein they hosted a cricket tournament for raising funds for Annamrita Mid Day Meal project. This event was conducted on 25th February 2017.

Corporate teams battled it out at the RSET Campus Turf for a day full of playing for a cause. Rupees Fifty Thousand was collected through this match to be donated towards Annamrita.



Annamrita Aurangabad celebrates its 5th Anniversary

Annamrita Aurangabad started serving Mid Day Meals from 1st Feb 2012 in Aurangabad area.

Now 5 years later thanks to the blessing of Sri Jagannatha Baladeva Subhadra with inspiration from Srila Prahupada, H.H. Radhanath Swami and H.G. Radhakrishna Das, Annamrita Aurangabad celebrated their 5th Anniversary this month.

On this day special menu was prepared for the children consisting of Keshar bhaat and Pulav. There were Awards and Prize distribution for team. A cricket match was held for the employees. Special attraction was Srila Prabhupada trophy.



Chief Guests for the function included Shri Vijay Lekurwale - President, Massia and Shri Ved Jahagirdaar - Project Co ordinator Skoda Auto India Ltd. Other eminent guests at the function included Shri R Nadkarni, Shri Santosh Madrewar, Shri Vinod Bagdia, Shri Nitin Ambekar who addressed the team and distributed the prizes to the employees.

Lots of good wishes were shared with aspirations for the continued service for many more years to come.



Rotary Clubs from District 3140 have sponsored 7394 children with Mid Day Meals for Rotary year 2016-2017.



Tasty Bytes

Food & Awareness

I was born a little plump with red cheeks and my round cheeks stayed well into my late teens. We often sat in the kitchen and ate hot food while my mother cooked for our family. I loved eating and any celebration always included food like suji halwa, gulab jamuns, jalebi, besan ladoos, puri, chana, samosa, ice cream sundaes.... my love for food was such that at one time I even contemplated opening a restaurant. I am a typical Punjabi, for whom food is an integral part of life.

When I was about 17 years old, a classmate remarked about my (slightly) visible paunch. That comment was like the death sentence for a teenager. It jolted me out of my stupor and my inner awareness got awakened. I became observant of my eating habits and that of my family. My parents were always slim. My father enjoyed his food but he lived with an awareness of his consumption. If he ate extra anytime, he adjusted for that in his next meal. I started exercising regularly and eating with awareness and the path of moderation became my guide and a way of life.

To create awareness of habits in my children, when they were little, we derived a plan where they were allowed pizza or burger only on Friday evening. It proved to be such a win-win plan. Our sons stopped demanding junk food on other days of the week and we had the added advantage whereby Fridays became a day of bonding between the brothers on their choice of movie and food. Little by little, these lessons became a way of teaching how to live with awareness and make choices consciously.

My relationship with food has been rather unique. Food acquainted me to my inner awareness. That inner voice or Krishna Consciousness is a part of all of us and we can awaken it, listen to it and live mindfully. Awareness of my eating habits demonstrated the power of our mind and our ability to conquer and discipline our thoughts. I like to taste and celebrate the various creations of life, however, in moderation and with awareness.

At ISKCON Food Relief Foundation Mid day meal project, Annamrita, the meals are cooked with Consciousness to nurture the mind and soul of the children and improve their health. As a family, we have been supporting the cause of Annamrita for over a decade as Annamrita supports healthy and wholesome meals and promotes through its Mid Day Meal project the concept of a healthy mind in a healthy body.

ABOUT THE BLOGGER:



Ashu Khanna, Leadership Coach

Ashu is a leadership coach, who partners with senior leaders to grow and achieve their goals and manage change with awareness. She also speaks at several corporates and industry associations on leadership and coaching.

Ashu is the Founder President for the International Coach Federation (ICF) Mumbai Chapter. She has written two books, 'I Am Freedom, Live Life with Awareness', and 'I Am...Life Is...Live Life with Mastery'. Her insightful writing in every chapter of her books reveals paths to genuine self-reflection and inner contentment.

For more details you can visit www.ashukhanna.com

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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



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annamrita

19, Jaywant Industrial Estate, 63, Tardeo Road, Tardeo,
Mumbai - 400 034. Tel.: 022 - 2353 1530

Email : info@annamrita.org • Web : www.annamrita.org



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