

Food as Pure as Nectar

Cheque donations can be made in the name of "Annamrita Foundation"

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ISKCON Food Relief Foundation NEWSLETTER

*Beginning this year we will give you snapshots of our latest happening for the entire quarter. We also want to do our bit for the environment, starting with saving our beautiful trees. So All Donors will now receive copies of the newsletter online, **unless they specifically request a paper copy**. So do call on 022 23531530 if you still wish to receive the newsletter in paper format or if you wish to update your email address with us.*

This quarter saw a lot of events and activities keeping Annamrita busy. Do read on.....

Events

Children's Day Out



Picnics are the highlight of every child's academic year. This year for the annual picnic, Navi Mumbai Municipal Corporation organized a picnic for Primary school children of Navi Mumbai. As part of the month long schedule, activities were planned throughout the day for the visiting children and all meals for the children were provided by Annamrita Foundation. Daily around 10 to 12 school buses packed with enthusiastic children were brought by the teachers and guardians to first visit Veermata Jijabai Bhosale Udyan & Zoo at Byculla. There, they were served a hearty

breakfast of poha, sheera and upma.

After a tour of the Zoo, the children came to Javahar Bal Bhavan where they were served a lunch of chapatti, usal, sabji and rice. After relaxing and playing games at Bal Bhavan, the children visited Taraporevala Aquarium where they enjoyed the aquatic views. The day ended with the children getting served evening snacks at Hanging Gardens. After a day well spent, the



children piled back into the bus, full of stories and many happy memories.

Around 600 children of standards I to IV were covered in this event and we were happy to provide the sustenance required to make the most of this day.



Mumbai Marathon

For the 7th year in a row Annamrita participated in the Mumbai Marathon, now known as 'The Tata Mumbai Marathon'. The Tata Mumbai Marathon which was held on 21st Jan 2018 is one of the most exciting and awaited events for Mumbaikars.

Annamrita always has individual runners and Changemakers running on our behalf, but this year we are proud to announce that we had our Corporate Partners, Apar Industries running the Corporate challenge for us. Nearly 40 employees of all age groups and statures from the organisation ran the Half Marathon for Annamrita with the objective of raising funds for Mid Day Meals.

Totally nearly 50 participants participated in the Annamrita Marathon for Meals. Right from youngsters from Delhi to a Senior Citizen from Ahmedabad who ran in the Senior Citizen's category, everyone enjoyed the run. We are very happy to say that everyone completed the marathon and had a fun time doing it. Meals for nearly 2000 children have been sponsored through the Marathon this year.

Team Annamrita is proud of all its participants and thanks everyone who participated and successfully completed it!



Hershey's New Year campaign

The Hershey Company announced the launch of "Nourishing Minds", a new global social purpose that will provide children in the United States and abroad with the basic nutrition that is critical for them to learn and grow. The goal is to nourish one million minds by 2020. Their program Nourishing Minds, provides not just access to nutrition, but also innovating new products and sustainable food systems. These give more ways to keep children nourished, because they can't fill their minds when their stomachs are empty.

So this holiday season, Hersheys was spreading even more goodness by making a charitable donation on the behalf of their selected NGOs. The Hershey Company featured Annamrita as a Nourishing Minds Partners in the 2017 Hershey Holiday Card. In the card they asked the recipient to vote for one of the partner NGOs and then committed to allocating a donation proportionate to the vote. Annamrita was thrilled to know that we received votes totaling a \$10,000 donation from the Hershey Company.

Annamrita is extremely grateful to Hershey's for this collaboration and looks forward to many more.



Team Annamrita at CAF and Accenture Leadership workshop

Accenture has been supporting Annamrita through CAF for over 7 years through their Employee Giving program. On 22nd and 23rd February Accenture EGP Partners Meet was held at Hyderabad featuring a workshop for Capacity Building for the Future. Annamrita was a part of the workshop which had experts from diverse sectors illuminating their knowledge on the important aspects of technology, finance, entrepreneurship and employee engagement.



The 2 day workshop had various NGOs and social influencers sharing their knowledge around various aspects of social giving and hurdles faced by NGOs.

It was a unique learning experience and team Annamrita was very glad to attend this workshop.

Street Food Fest

Annamrita participated in 9th National Street Food Festival organised by FSSAI & NASVI in New Delhi between 12th-14th Jan 2018. The festival was inaugurated by the famous chef, Mr. Sanjeev Kapoor.

FSSAI lays down science-based standards for articles of food and regulates their manufacture, storage, distribution, sale and import to ensure availability of safe and wholesome food. One important aspect of this event was to make street vendors aware of FSSAI rules and regulations. FSSAI standards are set up by the Government to ensure that the food distributed to people is healthy and nutritious. Health and Nutrition is of prime importance to Annamrita and we participated in this fest too. Annamrita has always worked



in compliance with standards set by FSSAI, taking utmost care of the safety of food provided to children. Annamrita kitchens are ISO 22000:2005 certified with constant checks and upgrades happening as necessary.

Annamrita participated with 100 other participants from across the nation to serve visitors finger licking traditional indian fares. Our trademark Khichdi along with laddoos were in great demand along with other vendor items like pav bhaji, vada pav, idli, dosa, samosa etc. which were being served at the fair.

DSIMS - Cricket for a Cause

As part of their Institutional Social Responsibility, DSIMS held its annual event "Cricket For Social Initiative".



'Cricket for Social Initiative' is an initiative where all the corporate teams from different industries come together to play the game of cricket and raise funds for a selected NGO. This is the second year in a row DSIMS has chosen Annamrita as the Charity partner for the event. The registration fee of the participating teams would be given to the NGO. This year we had Book My Show, Intelenet Global Services, BLR Logistiks Ltd, Zinghr, Carnival Cinemas India, Reliance Mutual Fund, Morgan Stanley India, IndusInd Bank, Team Global Logistics Pvt. Ltd., UPL Ltd, Mumbai & KCD Heritage Pvt Ltd. participating in the match. Nearly 120 students were sponsored meals through this Charity Match.



We thank DSIMS for this sporty initiative.

Shout Out

The BITEIN Awards



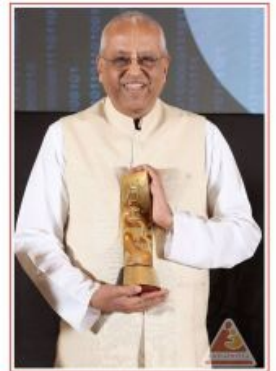
Shri RadhaKrishna Das is well known for his brilliant work with the Annamrita project but few know that before our Founder Director - Shri Radha Krishna Das (Dr Ravindra Khatanhar) joined ISKCON and started the Annamrita project he had a thriving dental practise for nearly 20 years. Dr Khatanhar graduated as a Dental Surgeon from Nair Hospital Dental College, University of Mumbai in 1968 and started his private practice at the young age of 21. Over the years he developed a very successful practice.

Over the years he developed a very successful practice and had 2 clinics one in Vile Parle East and the other in Khar. In 1986 at the age of 40 when his practice was at its peak, he decided to quit his work and dedicate his life to ISKCON for a higher cause. Along with his wife and four year old daughter he moved from his private flat to live in the ISKCON ashram at Chowpatty.

At ISKCON under the guidance of his Spiritual teacher H.H.Radhanath Swami, Shri RadhaKrishna Das started the ISKCON Food Relief Foundation now known as Annamrita Foundation. From a humble beginning of preparing meals for 900 children today under his able leadership, Annamrita Foundation serves nearly 1 million meals daily across India.

In recognition of this yeomen service to society Shri RadhaKrishna Das was awarded the Corporate Entrepreneur award by Mr. Marc Gryspeedt and Mr. Vinod Chopra at the The BITEIN Dental Awards held at The Courtyard Marriot Hotel, Andheri (E). The BITEIN Dental Awards are an initiative from BITEIN to recognize and honor the achievement of the dental fraternity in India.

The BITEIN Awards was initiated in the year 2010 to honor the work and achievement of these exceptional dental professionals. We are really proud and privileged to have Shri RadhaKrishna Das at the helm of our project.



Each One Feeds One

Yasmin Bhadha has been associated with the Annamrita project through her company CSR activities for the last 3 years but being a mother of 2 she always wanted to be more involved in the project.



“Over the past 2 years, I have been involved with Annamrita Foundation due to my corporate's participation in the Mid-Day Meal Program. However it was only during my personal visit to the schools that the importance of providing Mid-Day meals in schools for underprivileged children hit me. Being a mother of two teenagers, I understand the importance of good nourishment for growing children. My daily thought is – Are my children getting good nourishment to see them through the day?

Seeing really small children patiently waiting in their classrooms in municipality schools, or the elder ones rushing out to be “first” in the line during recess, made me realise this was probably the first meal of the day for many of them. I was also happy

to see that with Annamrita there was no fixed quantity served and that each child was welcome to eat as much as he/she desired.

With this began her personal involvement with Annamrita and thus the seed of “Each One, Feed One” Crowdfunding Campaign was born, through which she aimed to raise funds for 500 children, by reaching out to 500 people to donate for the meal of one child for one year. Her appeal reached out far and wide. With the support of the Bit Giving platform she was able to achieve her target within a very short time! Her most satisfying moment was when both her children, on hearing about the cause, donated a part of their “pocket-money” for the “Each One, Feed One” campaign!

We thank Yasmin for being such a strong crusader for our cause and for actually putting into practice the meaning of Each One Feeds One.



For the quarter Jan 2018 - March 2018, Rotary Clubs from District 3141 have sponsored 39,891 children with Annamrita Mid Day Meals

Top Donors of The Quarter (Jan 2018- March 2018)

- | | | | | | |
|----|---|----|--|-----|--|
| 1 | A V Srikanth | 51 | Indian National Press (Bombay) Pvt. Ltd. | 96 | Ravi Tela |
| 2 | A. Narayan | 52 | Indian Products Trading Co. Pvt. Ltd. | 97 | Ravindra B Dhobale |
| 3 | Ambit Oditi Foundation | 53 | Indvest Ventures Private Limited | 98 | Ravindra Kumar Mishra |
| 4 | Arham Yuva Seva Group | 54 | Inner Wheel Club of Mumbai Ghatkopar | 99 | Raviprakash Ramautar Bubna |
| 5 | Ashok Gokhale | 55 | Jitendra C. Mehta | 100 | Reshma Parkar |
| 6 | Ashok Kapadia & associates | 56 | JSW Steel Ltd | 101 | Riddhymic Technologies Pvt. Ltd. |
| 7 | Aurangabad Electricals Ltd. | 57 | Kaajal S. Thadani | 102 | Rotary Club Ghatkopar Charitable Trust |
| 8 | B L A Coke Pvt Ltd. | 58 | Kailashchandra Gupta (Esskay International) | 103 | Rotary Club of Bombay Downtown Charitable Trust |
| 9 | B. Navnitlal & Co. | 59 | Kamlesh Khanna | 104 | Rotary Club of Bombay Queens Necklace Charitable Trust |
| 10 | B1G1 Giving | 60 | Kanta Atmaram Foundation | 105 | Rotary Club of Deonar Mumbai Charity Trust |
| 11 | Balaram Enterprises | 61 | Kaveer Goenka | 106 | Rotary Club Of Mira Road Charitable trust |
| 12 | Bhagini Sanskar Parishad | 62 | Kotak Education Foundation | 107 | Rotary Club Of Vile Parle Charitable Trust |
| 13 | Bharat petroleum Corporation Ltd. | 63 | Krishna Tela | 108 | S.V.M Shah Charitable Trust |
| 14 | Bhavyata Foundation | 64 | Laksmidevi Devraj Trust | 109 | Sahachari Foundation |
| 15 | Bhupendra Bangari | 65 | MAGMA ITL Ltd. | 110 | Samsara Shipping Pvt Ltd. |
| 16 | Biren Madhavdas Sampat | 66 | Mahyco Monsanto Biotech | 111 | SBI Funds Management Private Limited |
| 17 | Birla Precision Technologies Ltd. | 67 | Manish Kumar Gupta | 112 | Shivam Jewels |
| 18 | Blue Cross Laboratories Pvt Ltd. | 68 | Manish Lalwani | 113 | Shree Krishna Poddar Charitable Trust |
| 19 | Bombay Mid-Town Rotary Trust | 69 | Manjeet P Bijlani | 114 | Shreeji Trading Co |
| 20 | Chaitanya Narendra Desai | 70 | Marsil Exports | 115 | Shri N. D. Bhuta Charities |
| 21 | Chandur S. Changrani | 71 | Mayank Shroff | 116 | Shri Nand Foundation |
| 22 | Charities Aid Foundation India | 72 | Mirchandani Samtani Charitable Association | 117 | Sir Vithaldas Damodar Thackersey Charitable Trust |
| 23 | Charulata Pratapsingh Popat | 73 | MModal Global Services Private Limited | 118 | SMT Ayodhyadevi Karwa Memorial trust |
| 24 | Darshit Impex | 74 | Modison Metals Limited | 119 | Sree Narayana Mandira Samiti |
| 25 | Deependu Jain | 75 | Motilal G. Charitable Trust | 120 | Standard Greases & Specialities Pvt Ltd |
| 26 | Dewan Housing Finance Corporation Limited | 76 | Motilal Oswal Foundation | 121 | Suman Ramesh Tulsiani Charitable Trust |
| 27 | Dhiren Arunkumar Bhatt | 77 | Motilal Oswal Securities Ltd | 122 | Sunderji Mulji Shah |
| 28 | Dhruvi Acharya | 78 | Mukesh G. Sodesa | 123 | Suresh Sampath Chari |
| 29 | Dr. Janki Subramanian | 79 | Multimodal Storage Solutions Private Limited | 124 | Tabassum Abdulla Inamdar |
| 30 | Dr. V. Devarajan | 80 | Nalanda Charitable Foundation | 125 | Taraben Laherchand Shah Foundation |
| 31 | EMU Lines Pvt. Ltd. | 81 | Narayanan Sriram | 126 | The Education Audiology And Research Society |
| 32 | Farrokh Khambata Catering and Allied | 82 | Nikhil Johri | 127 | The Hershey Company |
| 33 | Folk Pittsburgh | 83 | Novartis Health care Private Limited | 128 | United Gems |
| 34 | Fujifilm Sericol India Pvt Ltd. | 84 | Novartis India Ltd | 129 | United Way of Mumbai |
| 35 | Fullerton India Credit Company Ltd. | 85 | Oil and Natural Gas Corporation Limited | 130 | Vanmala Bahadurlal Education & Medical Foundation |
| 36 | G D Saraf Charitablr Trust | 86 | Paras K Shah | 131 | Venkappaiah Deekshitulu Thirthala |
| 37 | G.D. Fashions | 87 | Parvathavardhani Ramanathan | 132 | XYZ FOUNDATION |
| 38 | Galaxy Surfactants Ltd. | 88 | Pratyarpana Services Pvt. Ltd. | | |
| 39 | Ganesh R. Krishnan | 89 | Purushotham Narayan Bangera | | |
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| 41 | Gawrav shinde | 91 | Rajeev Khandal | | |
| 42 | Gerad Financial Services Pvt. Ltd. | 92 | Rajesh Menon | | |
| 43 | Gian Prakash Gupta | 93 | Rajiv Maheshwari | | |
| 44 | Gokul Shrigopal Maheshwari | 94 | Rajiv Plastics Pvt Ltd. | | |
| 45 | Govardhan Shrigopal Maheshwari | 95 | Rashtriya Chemicals and Fertilizers Ltd. | | |
| 46 | Govindan R.R. | | | | |
| 47 | Grace Ramu Deora | | | | |
| 48 | Gulf Polymers FZE | | | | |
| 49 | Heenakoosar Yusuf Shaikh | | | | |
| 50 | Heinz India Private Limited | | | | |

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

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Cheque donations can be made in the name of "Annamrita Foundation"



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