Chromozome campaign

On the 17th of Jan Chromozome completed 16 years of creating high quality comfort garments, in the latest styles at affordable prices. As part of their celebrations they decided to return the goodwill they earned over the years by sponsoring meals for the underprivileged children of Annamrita project. They promised to sponsor 16000 meals for the children (1000 meals for every year). They promoted the campaign through Facebook and invited people to share the idea and like it. For every increase in likes over a 2 week period, they sponsored an additional meal.

They started the campaign with a goal of 16000 meals but by the time the campaign ended on 17th of Jan the enthusiastic Chromozome-ers helped sponsor 22,810 meals with for underprivileged municipality school children. These meals were distributed in schools across Kolkata, Rajasthan and Mumbai by the Chromozome team.

“We join ISKCON Annamrita in today’s midday meals distribution. A big thank you to everybody for supporting us in this initiative. Truly, a humbling experience for all those involved.” – Team Chromozome.

A Chocolatay Affair

Annamrita started off this year on a sweet note. We had very special guests visiting us this month. Jeff King, Whitney Mayer along with Divyashree Bangera from Hershey’s US visited Annamrita Tardeo. Hershey work on a global nutrition program. They wanted to visit Annamrita schools to understand our project better and see first hand the work Annamrita is doing in the area of fighting malnutrition and classroom hunger. Needless to say children received Hershey’s chocolates and were super excited with the treats. With thank Hershey’s for spreading the sweetness and look forward to further collaborations with them.
Standard Chartered Mumbai Marathon (SCMM) 2017

The Standard Chartered Mumbai Marathon (SCMM), is an annual international marathon held in Mumbai, India, on the third Sunday of January every year. It is the largest marathon in Asia as well as the largest mass participation sporting event on the continent. It is the richest race in India with a prize pool of USD $350,000. The 14th edition of the Standard Chartered Mumbai Marathon (SCMM), took place on 15th Jan 2017.

Annamrita participated in the run with participants from Chennai, Pune and Delhi running with our regular runners this year. Annamrita was able to sponsor over 500 needy students with Mid Day meals through the event. We enjoyed the entire event especially the enthusiasm of our runners who were overjoyed that their bibs were helping sponsor meals. We thank UnitedWay, Procamm and Standard Chartered for facilitating such a huge event which brings lakhs of people together.

Flaunttofeed campaign closure

Annamrita completed the Flaunttofeed Instagram campaign on 5th January, 2017. Ardent food lovers and bloggers posted delicious and enticing photos of their favorite dishes and helped sponsor 1672 meals for underprivileged children.

The campaign closed with members of the campaign project coming to serve these meals to the children. We thank Godrej Microwave Ovens for sponsoring these meals.

Rotary Clubs from District 3140 have sponsored 6971 children with Mid Day Meals for Rotary year 2016-2017.

TASTY BYTES

Food is a topic that is on everyone’s mind most of the times, so in November when we gave a Shout out to all aspiring and established bloggers to feature in our new column – Tasty Bytes, we were amazed at the amount of talent that wrote back to us, so now it is time us to deliver on our promise. Tasty Bytes will look at food from the lighter, more entertaining and possibly more sinful (not always the healthiest shhhhh) angle.

So starting this month Annamrita is going to be featuring a variety of interesting blogs right from Star bloggers of the country sharing their favourite recipes, to street food delights, to kids stories or just the state of the Indian Meal. Our monthly letters are going to have something different gastronomically for you to feast your eyes on each month and we do so hope you enjoy it.

Follow us on AnnamritaISKCON on Facebook & LinkedIn.
For the love of potato

We Indians love our potatoes, it forms an inseparable part of the Indian kitchen. But, it’s interesting to note that it did not even exist on our soil more than four centuries ago. However, since its advent on the Indian shores at the commencement of 17th century, the tuber managed to gradually create a niche for itself in every regional Indian cuisine. Thus, the repertoire of potato recipes is very extensive and it’s tough to sum up all of them in a single article. So, I have captured five of my favourite potato delights from different regional cuisines here:

1. Batata Vada
   Mumbai city’s most famous street food preparation has batata or potato at its core. The vada is a piquant potato fritter. The best way to enjoy the vada is by stuffing it in a piece of laadipav smeared with a spicy garlic chutney and eat it piping hot in the rains.

2. Aloo Posto
   This is the most celebrated potato preparation of the Bengali cuisine. Chopped potatoes are sautéed in mustard oil with green chillies, cumin seeds and khuskhus (poppy seeds) to arrive at this delicacy.

3. Aloo Pitika
   This dish from the Assamese cuisine is the easiest potato recipe I have come across in my culinary journey. Various regions serve this same dish by different names, the most common urban lingo is Mashed potatoes. Mashed boiled potatoes are mixed with fresh green coriander, green chillies and drizzled with mustard oil or butter before serving.

4. Tuk Patata
   In this dish from the Sindhi cuisine, diced potatoes or patata are flattened and double-fried till they turn crispy. Once ready they are served with a sprinkling of red chilli powder, amchur (dry mango powder) and salt.

5. Urullakizhagu Stew
   In Kerala, chopped potatoes or urullakizhaguare fried with whole spices and onions along with coconut milk to arrive at this highly aromatic, milky-white stew.

I highlight this very versatile, healthy and highly consumed ingredient. The Potato to drive attention to Annamrita, a project that also focuses on health and feeds a huge volume like 1.2 million children every day across India. Its various versions of rice based dishes especially khichdi forms the lifeline of many hungry needy children in municipality and slum schools. Just like the potato that forms a quintessential part of nearly every Indian household, similarly Annamrita has resolved to provide nutritious meals to every needy school in India to make for a brighter and stronger India. This is Annamrita’s resolve and I urge everyone to fully extend their support to it.

ABOUT THE BLOGGER:
Saher Khansada is a marketing professional who pursues her passion for the world of food through her personal blog, www.thebombayglutton.com. Her blog has been recognised with awards two years in a row at the coveted India Food Bloggers Awards.