Food as Pure as Nectar
Cheque donations can be made in the name of "Annamrita Foundation"

ISKCON Food Relief Foundation
NEWSLETTER

Events

VMware Forum:

VMware is a global leader in cloud infrastructure and business mobility. It enables enterprises to master a software-defined approach to business and IT. Their Annual event vFORUM which happens every year in Oct and co-incides with our Daan Utsav festivities is the largest, local Cloud and IT industry event of its kind in the Southern hemisphere.

At vForum 2017 VM Ware hosted discussions on innovation and learning new skills, industry experts shared their insights and talked about the tools that drive business success.

For the Fourth Year in a row Annamrita has been the Charity Partner for vForum 2017 held in Mumbai on 24th October-25th October at JW Marriott Mumbai Sahar. Every year through this event VMWare sponsors Mid Day Meals for Annamrita children. This year as well the event helped create an awareness about malnutrition and classroom hunger which is faced by children in government schools. Thanks to the support of the management and employees they raised $10440 which enabled us to sponsor 1568 Meals for needy children. We are truly grateful for this chance and opportunity and look forward to this ongoing partnership.

Daan Utsav

As mentioned in our earlier newsletter dear reader, this year Annamrita celebrated Daan Utsav with Mumbai Metro and we couldn’t have asked for a better way to start off Daan Utsav.

From 1st Oct to 7th Oct Annamrita served hungry metro travellers free hot delicious, unlimited khichdi. We had our food stalls at Andheri, Chakala and Sakinaka metro stations. From 8 am to 8 pm khichdi went out to all commuters looking for a hot meal. The ‘Fest of Giving’ has reached out to commuters in the vicinity of three Mumbai Metro stations to offer them free high-nutrition ‘khichdi’ and inspire them to donate Rs 450 to cover a year’s free lunch for an underprivileged school child.

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We also spoke to RJ Rani from 92.7 BIG FM who was covering the Daan Utsav event at the Metros. Annamrita was greatly appreciated by the Mumbai metro team for this yeomen service and service and we cannot thank the Reliance Metro team enough for giving us this opportunity which helped create such awareness around our cause of classroom hunger and malnutrition. - Annamrita Midday Meal Project.

We also of course had our trademark “Khichdi Drives” without which Daan Utsav would not be complete for Annamrita. Annamrita held Khichdi drives at Piramal, Novartis, Motilal Oswal Securities Ltd, Smith & Nephew, Mahindra SSC and Abbott. These organizations conducted various activities within their office to create awareness for Annamrita project, hosted Annamrita khichdi drives, carried out collections drives and helped us raise funds to sponsor many needy children with meals.

We thank everyone for their support as well as their efforts in making Daan Utsav such a success for Annamrita. This year we had achieved our milestone and sponsored 4,57,257 meals for children this Daan Utsav. We couldn’t have done it without the joint effort of everyone involved and we are sincerely grateful to them for their support.

Ahar Event:

Indian Hotels & Restaurants Association Annamrita also tied up with Annamrita to raise funds this Daan Utsav through their various restaurants. Around 60 restaurants across 10 zones of Mumbai joined in and put up banners and posters advising diners about the Annamrita Mid Day Meal project. This is the first year that the Indian Hotels & Restaurants Association has participated in Daan Utsav.

Anybody who dines out at these restaurants can make the donations to sponsor a Midday meal for one or more children.

We are thankful to the Indian Hotels & Restaurants Association for their great efforts and support for this activity; Aahar campaign helped raise funds to sponsor 29,500 meals for underprivileged children.

Bhamla foundation felicitates Annamrita:

Bhamla Foundation began with a Small Cultural Outfit by the Name I Love Bandra in the year 1998 from the auspicious Hands of Shri Pranab Mukherjee. The Foundation has been involved with many endeavours relevant to addressing Social, Humanitarian and Environmental concerns and acknowledging entrepreneurs. Bhamla Foundation has over 18000 patrons spread over India working for various causes in the fields of Health, Sociology, Child Rehabilitation, Women Empowerment & Spreading Awareness regarding preservation of the Environment.

As a yearly commitment and on the occasion of their 20th Year Existence Bhamla Foundation along with Poornam Mahajan Foundation felicitated Entrepreneurs and Individual organizations of Mumbai who have brought change in our state.

For contribution in the Social sector Annamrita Foundation was felicitated at the event. The Foundation also felicitated various achievers (Heads of State, Alms, people from various organisations and individuals who have contributed in their capacity towards the betterment of our society) and would set an example for Mumbaikars. Mr. Achyut Patil – Customer Relations Manager received the award on behalf of Annamrita at the event which was held at the Lacuna Banquet.

We thank the Bhamla Foundation for this kind gesture.

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Love Chocolate Karma

I still remember the day I made my first chocolate cake. I was 6 years old and my mom stood right next to me the whole time. I remember looking at my oven for 45 minutes until the cake got baked. And when we tasted it, I knew I had found something that would give me peace for life.

Many people feel that Baking is a technical job of following a recipe step by step and that anybody can do it. But I promise you, it’s not that. Baking is an experience. It’s a feeling. It’s about living those 60 minutes and creating something so good that it gets over within seconds of serving it to someone.

Personally, I believe, that Baking isn’t something I do, it’s who I am. Baking defines me! Each time something goes wrong in my life, be it 3am or 3pm, I run to my kitchen and whip up a dessert for myself. And when I eat what I’ve baked, it makes me feel calm and it makes me feel that everything will be okay. Baking gives me hope that if you can make something so great from a few simple ingredients, then you can apply the same logic to life and create a better future for yourself.

I’ve never had to go to a class and learnt how to bake, it’s something that came quite naturally to me because my mom makes the best desserts in the world. But inspite of that if someone asks me where I’ve learnt Baking from, I say, “Aunty I’ve seen more than 500 YouTube videos, burnt more than 100 chocolate cakes, thrown more than 30 batches of burnt cookies in the trash after which God was kind enough to make me have my eureka moment and make me discover a perfect chocolate cake recipe!”

And I promise you, that is the exact way in which I’ve come up with a recipe and one secret ingredient which.

use to bake all the cakes that I sell.... Love

The type of joy I see on someone’s face when I serve them one of my desserts is similar to a smile on a hungry child’s face when they get served the Annamrita Mid Day meal. Whether it’s a meal, a dessert or it’s a snack, nutrition & hygiene should always be at the forefront. And meals served by Annamrita in thousands of schools across the nation also has nutrition and wholesomeness at its forefront.

Kudos to the organization for doing such a wonderful job of spreading millions of smiles to children with food which by no means is an easy feat to achieve.

I now run my own blog called Love Chocolate Karma and I professionally bake eggless cakes for people across Mumbai. From cupcakes, pastries, cakes, wedding cakes, brownies and jars, I’ve handpicked each of my favorite item and added it to the menu. I hope to someday own my very own dessert bar and bake until my last breath!

ABOUT THE BLOGGER:

Besides baking heavenly cakes, Reeva Sitlani is currently pursuing her MBA in marketing. You can find her at the food events across the city. “All day I attend MBA lectures, and all night I bake cakes and follow my passion, spreading around the sweetness”.

Rotary Clubs from District 3141 have sponsored 7957 children with Mid Day Meals for Rotary Year 2017-2018

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