



## Food as Pure as Nectar

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# ISKCON Food Relief Foundation NEWSLETTER

## Shout Out

### Hon. Governor of Jharkhand's visits the Annamrita Jamshedpur kitchen

Hon'ble Governor of Jharkhand, Her Excellency Smt. Draupadi Murmu ji visited Annamrita kitchen at Jamshedpur.



Her Excellency was accorded a warm traditional welcome and shown the kitchen where she very keenly enquired about the cooking, packing and rice cleaning process. Shri Sanjay Tikku, the Program Director of Mid Day Meals - Delhi, Rajasthan and Jarkhand, Convenor of the Central Committee and Trustee of ISKCON Food Relief Foundation showed her Excellency the facility. A small felicitation program was held in the Kitchen premises, attended by Mr. Biren Bhuta Head CSR- Tata Steel, Mr. N C Pandey- Group GM ONGC and other 250 guests. Hon'ble Governor spoke very highly about ISKCON's contribution towards the society and Annamrita foundation's work towards making India hunger free.



She quoted the saying "Jaisa Ann, Vaisa Mann" and elaborated the importance of Pure Sanctified food provided by Annamrita foundation, to go a long way in improving consciousness of the children fed."

Annamrita is grateful to Her Excellency for taking the time out of her busy schedule to come and visit the Annamrita facility.

## Aditya Birla World Academy students visited Annamrita

Knowledge is best absorbed and progressed by the young minds.

Ever so often we have such smart inquisitive young students coming to visit the Annamrita kitchen. This month as well we had Std XII Aditya Birla World Academy students visit the Annamrita Tardeo kitchen. They understood the cooking



process and the kitchen ISO standards. Around 8 students came in bright and early to the Annamrita Tardeo facility, saw the entire process from preparation to dispatch. We thank them for their interest in our project and enjoyed having them over.

## Khichdi Drives

Annamrita's program of Khichdi Drive was started with the goal of getting corporates and institutions more involved in the project. Corporates often want to get more involved in our project besides just donating or sponsoring so when Annamrita hosts a khichdi Drive at a corporate office, the employees get to taste the same khichdi which is being served to the children across schools that day. This activity not only helps us fundraise but also creates a greater awareness for our cause. We have had Multinationals to small firms hosting a Khichdi drive for Annamrita.

This September Annamrita held Khichdi Drives at SBI Mutual Funds office, Edelweiss offices, Bank of America and Smith and Nephew.



SBI Mutual Fund had the Annamrita khichdi drive at their BKC office for Daan Utsav. They sponsored around a 100 children with Mid Day Meals for an entire year through this drive. This is the third year on a row that SBI MF is hosting Annamrita Khichdi Drives. Thank you SBI MF.



Edelweiss Financial Services hosted Annamrita Khichdi Drives at their Kalina and Kurla offices. Employees actively participated for the good cause and helped sponsor 211 meals for underprivileged school children. Thank you Edelweiss.

Annamrita conducted a Khichdi Drive at Smith & Nephew office. Employees and management all enjoyed the khichdi for their lunch. Through their meals Smith & Nephew sponsored 75 children with healthy nutritious Annamrita meals.



# Tasty Bytes



## Food Stages of Life

I come from a typical foodie family where overeating is a way of life.

Growing up food was something I leaned on while studying, chatting with friends, movies or just lazing around the house. It was either fries or wafers or popcorn, twizzlers sandwiches etc. I was a Maggi girl through and through that was my “go-to” food. Ever given a choice even to order food from out, I would have rather just boiled a pot of Maggi and gulped it down rather snorted it down.

Then came the sweet tooth phase, a phase which I have not outgrown and don't think I ever will seeing as everyone around me in the family still attacks a box of gulabjamun like it is the last of the species. I love to experiment with desserts, my love for all things sweet doesn't end with a cake (though I can write an entire book on different types of cake) It expands across fruity waffles, kheer, lemon mirangues, soanhalwa, ice-cream to Bengali mithai. As I always tell my friends I can skip a meal if you give me a good dessert instead. It has gone to the extent that I have become a “fussy deserter” as my friends say- meaning my desserts have to taste really sinful or I am going to be grumbling for the rest of the night.



So what is it about food that makes the world go round, besides the basic survival requirement.

I know a lot of people who are stress eaters – it is a term we hear more commonly nowadays; food eaten to satisfy emotional needs. “I am eating for my big presentation tomorrow”, or “an exam today” or “cause I am upset” etc. It has become common to use food to fill this void we sometimes have. Food does definitely have a calming effect on the system. As my mother always says to me, when I am upset “eat something”. In the beginning I thought it was silly or she was just trying to distract me, but the older I got I realized what she meant, we make much better decisions on a full stomach rather than an empty one. And I say that from a lot of personal experience.

But one thing we should always keep in mind when we eat is to “eat smart”. I still keep munching but now my twizzle sticks are replaced by carrot sticks, peanuts, dry fruits, cucumber slices or fruit slices. Things I know my body will welcome. Its as simple as that I never diet or stopped eating, I just became very conscious of what I ate. If I overate last night, I just had green tea for breakfast and did that little extra bit of walking or taking the stairs, balance it off the next day.

Of course I never let go my love for desserts but I balance off the other stuff and allow myself the dessert indulgence thrice a week. I am a firm believe that God has given us all the resources to survive, how we use them though, is up to us, if he wanted us to starve, we would have by now.

And definitely when one has the resources it is always important to share, only as much as you give, will you receive back. That's exactly what Annamrita NGO does, it makes healthy yummy food for poor school children. Food is a source of sustenance that should be available to all and they make sure of that. In the last 13 years Annamrita has served billions of meals to underprivileged children.

Do visit [www.annamrita.org](http://www.annamrita.org) to know more about this project and get involved.

So, let your love for food continue to be a healthy one.

## ABOUT THE BLOGGER :

**Diana**

This blog is a winner of the many online blogs we received. Diana is a marketing professional for an advertising agency and writes blogs for her company and freelances for travel blogs as well.



**Rotary Clubs from District 3141 have sponsored 7470 children with Mid Day Meals for Rotary Year 2017-2018**

## Thank you to our generous Donors

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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



# annamrita

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