

Annual  
Report  
2011-12



a meal for  
every child





Blessed are those who feed on mother's love,  
Blessed are those hand-made meals,  
Blessed is each and every morsel.

Prepared with selfless love,  
Cooked in the nectar of compassion,  
Served with wishful abundance,  
And the richness of nutrition,

Food that nourishes the body,  
Food that fills the heart with joy,  
Food that enriches the mind,  
And gives solace to troubled souls.

Blessed are those who feed on mother's love,  
Blessed are those hand-made meals,  
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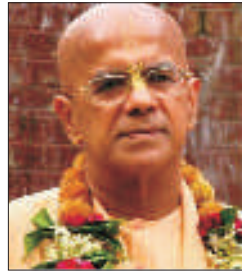
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# Board of Trustees



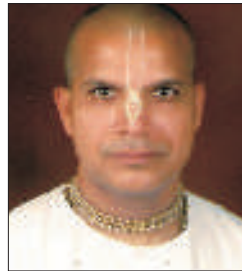
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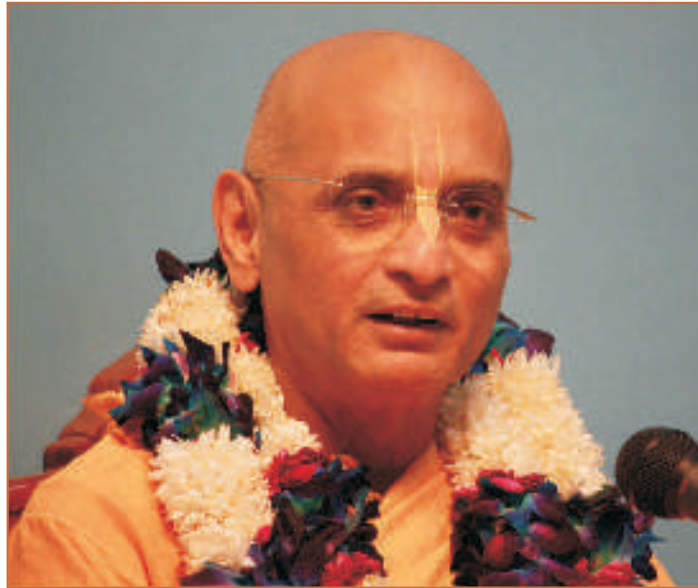


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CEO, Lakme Lever



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# Chairman's Message



2012, the year that many across the globe believed would bring the end of the world is now gone. In this regard, stepping into 2013 is indeed a transition that comes with a lot more hope and positivity than any other such changeover since the turn of the millennium.

Adding to this hope with constructive effort and perseverance all through 2012, we at Annamrita are humbly thrilled by our ability to serve the cause of supporting underprivileged children with proper nutrition through the midday meal program which also serves as an incentive to enroll students in school.

The success of this program has some valuable contributions from Central and State Governments,



along with many corporate firms who have stood by us over the years. With blessings from the founder of the International Society for Krishna Consciousness, His Divine Grace A. C. Bhaktivedanta Swami Prabhupada whose desire was that no one should go hungry within a radius of 10 Kms of our temples, ISKCON Food Relief Foundation has achieved a commendable feat through our 18 kitchens across 7 states serving over **9.07 lakhs** children on a daily basis.

We are certain that with continued support and blessings of all our well-wishers, this number shall see even better growth in the years to come. While there have been challenges and difficulties in our path, the staff at ISKCON Food Relief Foundation has never shied away from raising the bar. Our ISO 22000 training for the staff in 2012 is a mark of distinction and a reiteration of our commitment and promise in this direction.

Stepping into our 9th year of service, Annamrita seeks your valuable contributions and good wishes to help us reach and touch more lives and in a better way to make a sustainable difference.

Yours Sincerely,

**H.H. Bhakti Charu Swami**

Chairman and Trustee,

**ISKCON Food Relief Foundation**



Annamrita is not just a social organization, but it is a concept, an ideology and a change agent. The foundation of Annamrita was laid with the simple visualization of a nourished, hunger-free India, where poor kids no longer have to sacrifice on education and development and take up menial jobs to augment their parents' earnings.

# Humble Beginnings

It all began with a core-shattering incident that took place years ago, an incident that compelled the organization's founder Srila Prabhupada to take some sort of corrective action.

When in Mayapur in West Bengal, a vision outside his window had Srila Prabhupada in immense distress. He witnessed a group of young children fighting for rotting scraps of food with a group of street dogs. The scene was so gruesome and heart wrenching that it had him determined to prevent it from happening ever again.

This was the birth of the ISKCON Food Relief Foundation; the concept was based on the vision that no child should go hungry.

Srila Prabhupada did not just preach the doctrines he believed in, but he actually implemented them in reality. The food that is now provided to so many children across India started with humble beginning where Srila Prabhupada himself did not hesitate to cook when needed. By cooking lovingly for the twenty odd people who turned up at the centers, Srila Prabhupada set the right example for years to

come; an example that hinted at service, dedication to a cause and nobility of virtue. An example that we still imbibe at Annamrita, even when the number in twenties has now converted to millions.

Annamrita still stands on the same principles, feeding needy children with nutritious and hearty meals that will make them keep coming back, not because they are from a particular sect or stand for a particular belief but because the food is simply too delicious and nutritious to miss out on. Providing nutritious and tasty meals for underprivileged children in aided and non-aided schools has always been, still is, and shall always remain the Annamrita story and way of life!

## The Concept Expanded

The founding hopes for the institution are multi-dimensional, though they appear to be as simple as 'providing food to the needy'. Annamrita's meals-for-the-needy have the secondary objective of increasing school turnout. While the idea 6 years ago was based on the simple premise of touching the lives of students in Government schools, it has definitely moved far beyond that now.

While India has definitely progressed in leaps and bounds in the last few decades, there is a definite disparity between the rich and the poor, even now. There are still thousands of people out there

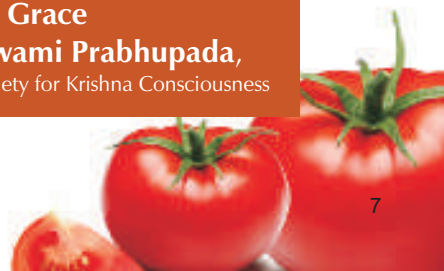
who struggle to have even one square meal per day, as they find themselves in the vicious circle of poverty and illiteracy. While Annamrita definitely cannot do it all, it can certainly help take the food struggle out of the equation for these needy children, by making good, wholesome and nutritious food available to them.

Annamrita, just as the name suggests, provides the 'amrita' (ambrosia) in the form of 'anna' (food) to children of several underprivileged sections of society irrespective of their backgrounds, caste and religion. It is nothing short of food as pure as nectar which truly satiates. Annamrita's technologically equipped kitchens are feeding over **9.07 Lakhs children** across seven diverse states in India with nutritious, healthy and tasty food that satiates both the body and the soul.



**His Divine Grace**

**A. C. Bhaktivedanta Swami Prabhupada,**  
Founder Acharya, International Society for Krishna Consciousness

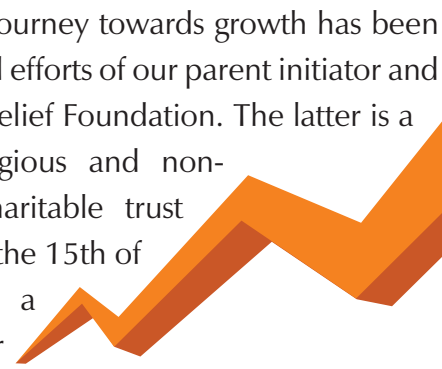






# Growing Together

The success of our journey towards growth has been due to the concerted efforts of our parent initiator and the ISKCON Food Relief Foundation. The latter is a non-profit, non-religious and non-sectarian public charitable trust that was formed on the 15th of July 2004 with a registration under the Bombay Public Trusts Act 1950.



The successful 'Midday Meal' program in schools was conceived by the Government of India, to attract children to school and to get them educated by sharing the financial responsibility of the parents and thereby encouraging them to send their children for proper education to local schools.

This program has reaped particular benefits in the sector of 'girl child education' in the country. Moreover, by serving a common meal to all and that too on a common platform, the program has been instrumental in helping children unite and rise above cultural and caste differences.

Our statistics prove a year-by-year account of the growing coverage of Annamrita's midday meal program and thereby highlight its contribution in upholding the right to education for every child in India, an effort that we are humbly proud of and are inspired to take further ahead.





With a small beginning of just about 20,719 children in year 2004-05, the figure of 6,60,000 children in 2009-10 was truly an achievement beyond anyone's imagination. That figure of 6,60,000 children has now reached to 9,07,171 in the year 2011-12 and still counting...

Though these figures are simply numbers, one can only estimate the extraordinary impact they have had on the nutrition, literacy and turnout statistics of the country. A direct impact of this mid-day meal program has been in providing children with good nutrition, something that is absolutely imperative for proper cognitive development in children, especially between 6-12 years of age.

India's potential development has been largely curbed due to hunger and malnutrition, things that we wish to help eradicate.

Seeing the impact that this program has had on breaking the vicious poverty-illiteracy cycle in India, it is our strong resolve to pledge more resources into the cause in the years to come and liberate millions of more underprivileged children in the country by helping them build a future that is brimming with dignity and a sense of fulfillment.





# Extending Gratitude

Annamrita is indeed growing, but even when it was just a small endeavour, it was still not possible to be this ambitious alone. The invaluable support and contribution of several of our partners, namely from Governments and Corporates, has always given our social cause the impetus it needed. Annamrita is the perfect example of a good public-private partnership.

Annamrita is fortunate to be enjoying the complete support of the Central and State Governments. While it is not possible to name all those, who in their respective capacities as associated Govt. organizations, corporates and even individuals, have







been with us all these years, we express our gratitude and thanks to all of them. We also acknowledge the support they have given us, which has helped us implement the program efficiently and achieve the phenomenal numbers of serving hot meals to 9.07 Lakhs children, every day.

The success of Annamrita has instilled hope in one and all, that the millennium's development goals eradicating poverty and hunger, and achieving universal primary education can be achieved through this and other such public-private partnerships that can promote such wonderful innovation, accountability and participation. The midday meal program of Annamrita has set precedence in this regard and it serves as a classic example of evolution in the delivery of public services through private partnerships.

The Central government, through the Finance Ministry, has encouraged us to seek donations u/s 35 AC and 80 G of the Income Tax Act, which has been of great assistance to us. The Ministry of Home Affairs of the Government of India has also accorded us the permission to collect overseas donations under the Foreign Contribution Regulation Act (FCRA), 1976, thus further increasing our fundraising avenues. We have equally reciprocated their trust in us by furnishing the requisite returns on time, year after year, and we stay committed to such respect and accountability in the years to come, to make this journey a story of national success.





# Inside the Kitchens

Where Millions Who Seek  
a Meal Find a Mother

Annamrita, as the name suggests, is an organization that works on the premise of providing wholesome food for under-privileged and under-nourished children. So, food preparation indeed forms a part of its core activity. So, here's how the food preparation procedures take place at all Annamrita kitchens across India. It is during the most pious period of Bramha muhurta (3:00 a.m.) that the Annamrita kitchens begin their daily operations to prepare meals for hundreds and thousands of underprivileged children across India.

Dressed in clean uniforms, aprons, caps, gloves and safety footwear, every Annamrita kitchen employee adheres to the highest standards of cleanliness and hygiene. It is this that has helped us achieve our coveted ISO certification.

All raw materials such as rice and pulses are stored only after a thorough inspection. Even the vegetables used in our meals are freshly bought and meticulously





cleaned. The storage and sourcing procedures at Annamrita are ritualistically followed. Before it is time to actually start making the food, the preparation procedures such as chopping vegetables in machines, washing the rice and pulses, etc. begin. The cooking process starts only after all the preparations are complete. Rice, lentils and grams (as per the day's menu) are steamed in giant cauldrons using steam generated from a boiler. The 'chaunce' is prepared separately using cooking oil and spices and it is later mixed with the rice and vegetables or dal, once everything has been cooked to perfection. Water used in the preparation of our meals is first filtered, softened and inspected for hardness below 5 ppm and also periodically analyzed for pathogen content to confirm to IS 10500. The food prepared is tasted for salt/spices and any unintentional contamination, before it is ready to be packed for delivery at 8:00 a.m.

After the approval of the quality control supervisors, the food is packed in 10 kg containers and sealed, which are then loaded in our dedicated distribution vans. Each of our vans reach the schools just before lunch break and they do so ritualistically and unflinching. Every delivery is then once again inspected by the school authorities.

They check our seals before distributing the food amongst the wards. This stringent measure ensures that the food remains untouched and unexposed to outer elements from the time it has been packed, to the time it has been served to the students.

Back in the kitchen, all kitchen equipments are carefully cleaned after the morning's meal dispatch, to bring the process to one full circle. At Annamrita, every care is taken, not just in the preparation of food but also when it comes to the environment and the people who make it.

Additionally, every kitchen at Annamrita has been designed to provide healthy ventilation, sufficient lighting, fire safety equipment & First Aid toolkits. To maintain high levels of quality control, all cooking staff is also required to undergo regular government approved medical checkups.

It is with such immaculate measures that Annamrita practices its founding doctrines of care, purity and devotion in the preparation of its every meal. This is also a hallmark of our integrity and the emotion behind our service towards the children of our country, an emotion that can well substitute a mother's love.







# What's For Lunch?

## Annamrita Meal Times

As we all know, the core product of Annamrita happens to be the midday meals that are served at schools to underprivileged children. This is done to increase the attendance compliance and increase the literacy rates in certain segments of the population.

So, what exactly do we serve these little children? Is it our food nutritious? Is it made under hygienic conditions? Here's the breakdown of the answers to all these questions and more.

## An Appetizing Menu

Though the menu of food items that we give the children differs both according to region as well as regional taste palates, one thing that we never change is our commitment to quality and nutrition. We also vary our food menus according to the different days of the week so that the students never get bored of one particular food item. Some of the items on our menu are:

**Usal Rice:** Usal rice or lentil rice is nothing but well-cooked rice with Usal or lentil gravy. This food item is well received in several regions of Maharashtra, as it is as good as staple food in many households here.



**Chapati Bhaji:** Though this item is served only in schools in northern India, it is very homely and well loved. Students clamor to our vans when it is the 'chapati bhaji' day.



**Puri Bhaji:** This is a slight variation of the 'chapati bhaji' option where the pan-roasted chapatis are substituted with deep fried puris. This tasty option is only available in select schools in North India.



circles.

**Sweet Rice:** Considered as a delicacy in some parts of India, this rice is served as a sweetener that adds more glamour to the normal or routine Annamrita menus.



**Pulav:** Now who doesn't love Pulav? And our kids certainly do! Pulav is made of rice and chopped vegetables and spices. It is not only tasty but it is also nutritious.



**Sprouted Lentils Khichdi:** Extremely nutritious and full of protein, this rice dish is a real winner. Consisting of spiced and flavored rice with boiled sprouts, this khichdi is also a hit in most cities across India.

**Bhel:** Bhel is the best loved street food in India but we make it up into a healthy and nutritious meal for our children. Not only do the children love it but they even sneak some home to their families that love it too!



**Mung Dal Khichdi:** This is the basic and most well-known khichdi that most kitchens in India are familiar with it. They say that the simplest of things are often the tastiest and at Annamrita, we prove it with our mung dal khichdi.



**Sambar Rice:** Well-seasoned sambar (a type of South Indian dal) along with well-cooked rice is served to children on several days. The sambar is spicy and tangy, tastes that go down really well with little kids.



**Halva:** In some public schools across India, little children sometimes get a treat indeed! Annamrita's rava halva is not just a delicious treat cum dessert but it is also nutritious and heart-warming. Loaded with goodies such as dry fruits, our halva is unanimously loved, irrespective of the state, place or palate that it is served to.

**Ami Rice:** A traditional rice and dal combo that is famous in Maharashtra, is called as 'ami rice' in this region. Children are well familiar with this meal and hence have no qualms about gulping it right down.



**Usal Khichdi:** This is a standard rice style known as Usal Khichdi and Usal Khichdi is simply a khichdi with some lentils and pulses added in for taste. This well-spiced rice dish is very famous in some

Annamrita takes all possible care to serve the best quality food that is high in nutrition value as well as in taste, to the school children that it caters to.





# Who Helps Us Operate?

Annamrita has a long list of devoted well-wishers, stakeholders and donors. It is but obvious that a program as large in scale as Annamrita's, which involves a daily responsibility towards a million hungry children, cannot operate singularly on one particular income avenue. Annamrita is thus, both monetarily as well as otherwise, supported by both Central as well as State Governments, both individual as well as corporate donors, dedicated volunteers, loyal employees, supporting community pillars such as teachers, parents and indeed the children themselves.

## Govt. Support

Govt. of India	Govt. of Haryana
Govt. of Maharashtra	Govt. of Madhya Pradesh
Govt. of Delhi	Govt. of Jharkhand
Govt. of Rajasthan	Govt. of Andhra Pradesh

## Banks and PSUs

Bank of Baroda	Syndicate Bank Ltd.
Bank of India	Union Bank of India
Housing Development Finance Corporation Ltd.	ICICI Prudential Life Insurance Company Ltd.
Rastriya Chemical Fertilizer Ltd.	



## Corporate Donors

Ajinkya Electromelt Pvt. Ltd.  
Ashu Khanna Consultancy Pvt. Ltd.  
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Balaram Enterprises  
Blue Cross Laboratories Ltd.  
Chowgule Industries Private Limited  
DSM India Pvt. Ltd.  
Encore Healthcare Pvt. Ltd.  
Excel Industries Limited  
Excellent Engineering Corporation  
Glaxosmithkline Pharmaceuticals Ltd.  
Indian National Press (Bombay) Pvt. Ltd.  
JSW Steel Ltd.  
M/s.Pushpak Steel Industries Pvt. Ltd.  
Marwah Brothers  
Marwah Steels Pvt. Ltd.  
Optimum Securities Private Limited  
Optimum Stock Trading Co. Pvt. Ltd.  
Passionate Investment Management Pvt. Ltd.  
Payal Griha Nirman LLP  
Pushpak Steel Industries Pvt. Ltd.  
Raj Petro Specialities Pvt. Ltd.  
Raymond Ltd  
Rotary Club Of Bombay West  
Shandilya Ltd  
Shree Priya Pritam (India) Limited  
Shrem Construction Pvt. Ltd.  
Trade Wind Exports Pvt. Ltd.  
ZYG Pharma Pvt. Ltd.

## Trusts & Foundations

Ashok Birla Foundation  
Charities Aid Foundation  
Concern India Foundation  
Give Foundation Inc.  
Hemendra Kothari Foundation  
Maheshwari Pragati Mandal  
Mcks Food For The Hungry Foundation Maharashtra  
Motilal G. Charitable Trust  
Nalanda Charitable Foundation  
Rotary District 3140  
Rotary Club Ghatkopar Charitable Trust  
Rotary Club Of Bombay Bayview Charitable Trust  
Rotary Club Of Bombay Sea Face Charities Trust  
Rotary Club Of Bombay Versova Charitable Trust  
Rotary Club Of Bombay West  
Rotary Club of Mumbai Lakers Charitable Trust  
Rotary Club of Mumbai Nariman Point Charitable Trust  
Sheth Govindjee Madhowjee Charitable Trust  
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Sir Vithaldas Damodar Thackersy Charitable Trust  
Sri Sri Ravishankar Vidya Mandir  
Sujata Birla Foundation  
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Sunderbai Hansraj Pragji Charity Trust  
The Ajay G Piral Foundation  
United Way of Mumbai

## Individual Donors

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Raj K. Marwah  
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Shailesh Natvarlal Ashra  
Shanta V. Jannah  
Unnathan Shekhar  
Vijay Shah  
Vishal Goyal  
Yadhunath Srinivasan  
Marwah Warehousing  
Corporation

Additionally, there are several supporters that lend hands to our cause. We are humbled in gratitude to each and every one of our supporters, without whom our initiative would not have been sustainable.



# Our Centers Across India

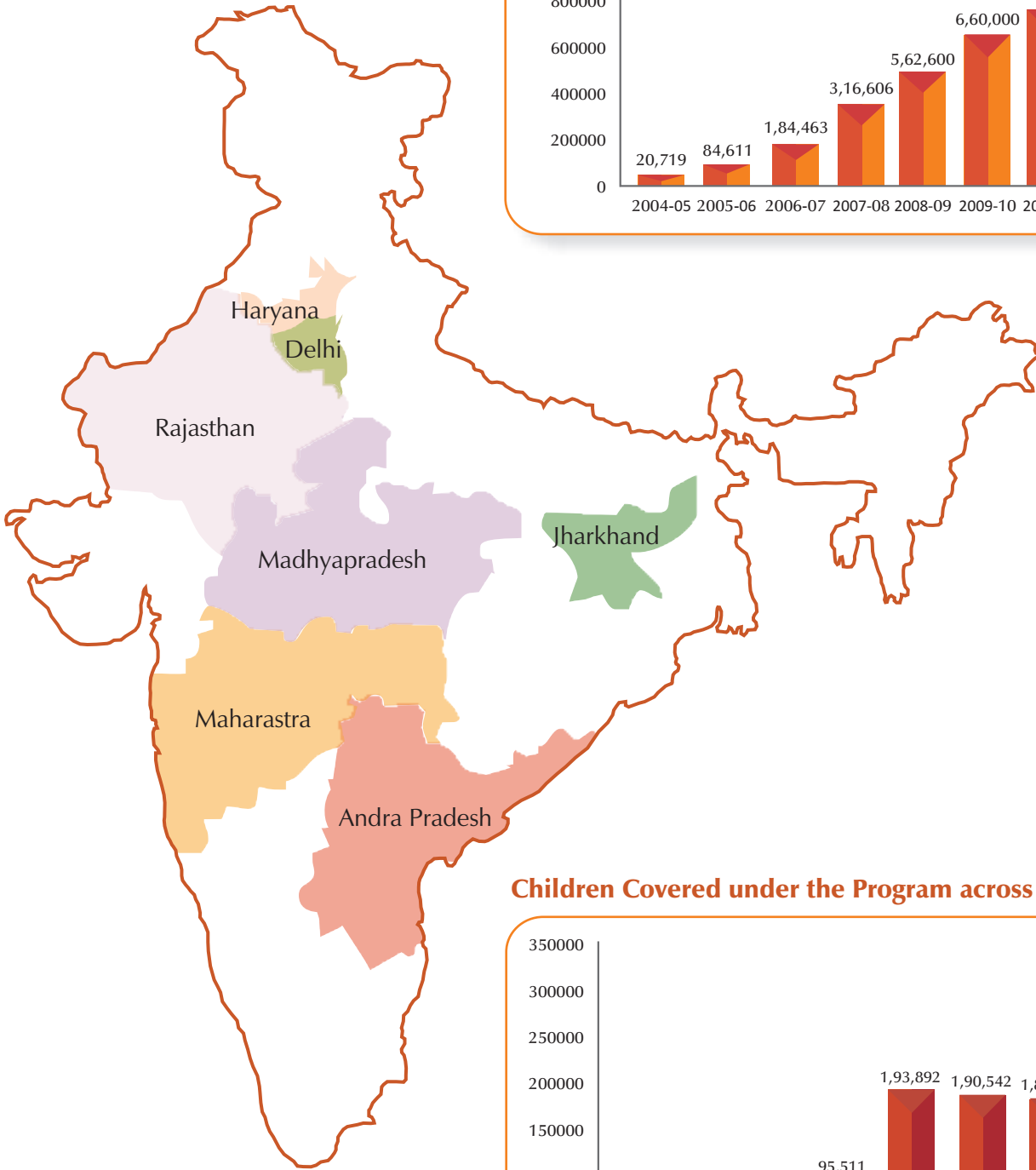
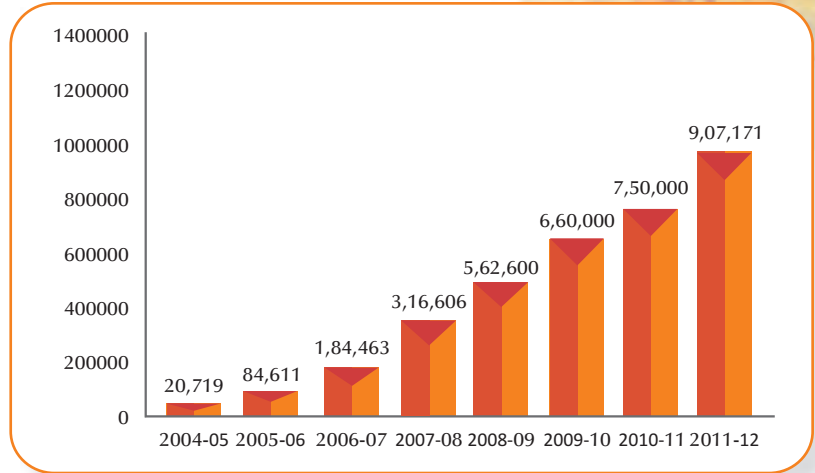
Wherever a Child Needs,  
A Mother is Always There

While there are still several thousands of hungry children across India and Annamrita has a huge scope for further scale up, we are proud to have brought in our brand of welcome change in certain places scattered across India. At Annamrita we have taken it upon ourselves to serve food to needy children, food prepared with the degree of care only a mother can serve on a daily basis. From a modest beginning of serving 900 children on the first day in 2004, today Annamrita, through the concerted efforts of its dedicated staff and help from the Government and some charitable citizens, has over 18 branches in different parts of the country and serves meals to over 9.07 lakhs children every single day. A look at the astounding data given below will fill you with our sense of pride and our hope for a better India of tomorrow.

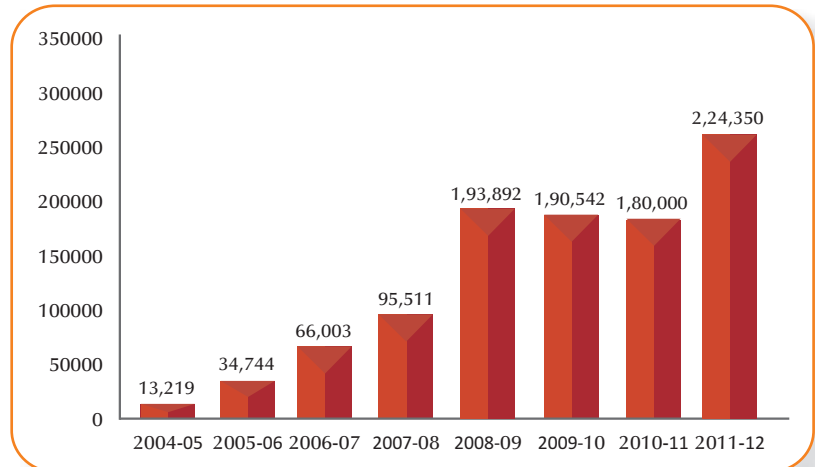
State	Children	Schools	Employees	Vehicles*
Maharastra	224350	1602	448	99
Delhi	174337	364	225	40
Rajasthan	14146	183	23	10
Haryana	304234	1994	520	99
Madhya Pradesh	20028	146	39	9
Jharkhand	48764	299	170	28
Andhra Pradesh	121312	1312	316	46

\* Both own & hired

## Children Covered under the Program across India



## Children Covered under the Program across Maharashtra







# Activity Highlights

## A Glimpse into Our 2012 Diary

The 12 months of the operating year 2011-12 have just rolled by and as we look back and reassess, the year's achievements leave us proud and reeling. Here are some of the most talked about highlights of our year at Annamrita.

### **School=Lunch is Now Rebranded as Annamrita**



The Government of India's Midday Meal Scheme was not just piggybacked by the ISKCON Food Relief Foundation but was actually rebranded with the self-explanatory term 'Annamrita'. The new brand was unveiled at the gala 'INSPIRO YOUTH FIESTA' in Mumbai before about 25,000 people in January, as the New Year began with new festivities for us. The brand was inaugurated at the hands of the gorgeous and talented Sonam Kapoor, who later went on to exclaim in surprise that the 'khichdi' she tasted was just so yummy!

## Annamrita Included in the National CSR Hub

With Corporate Social Responsibility (CSR) figuring quite significantly in the new Companies Bill being debated in the parliament, India Inc. may figure much more prominently amongst our supporters in the years to come. The Ministry of Company Affairs (MCA) has accepted a recommendation for companies to set aside a certain portion of their profits, each year, towards social causes. The proposal is that companies with over Rs. 1000 crores in turnover or about Rs. 5 crores in profits, should have about 2 percent of the latter earmarked for CSR for the next 3 years. To make this CSR earmarking an effortless process, Tata Institute of Social Sciences (TISS) has come up with a panel of certified NGOs. The good news for us is that we have been selected on this panel and very soon we can look forward to reaping its elite benefits.



In association with Rashtriya Chemicals and Fertilizers Ltd. (RCF), Annamrita has started its midday meals program in Chembur as well. About 4100 students from non-aided schools are expected to benefit from this campaign. The launch of this Annamrita chapter in December saw several eminent dignitaries come together to express their support.

## Annamrita's New Kitchen in Aurangabad



## Launching of Midday Meal in Chembur- Joint Project of Annamrita & RCF



In association with the Aurangabad Municipal Corporation (AMC), Annamrita set its eyes on this region in February 2012. By setting up a new unit here, Annamrita started its 'meals for children' campaign in full swing here as well. Currently this Annamrita kitchen caters to the nutritional needs of about 20,000 school-going children from 78 schools. Even then, this kitchen has not reached its capacity and has the capability of feeding about 1 lakh children every single day. Several eminent guests of honor and some primary school children got a sample of our famous 'khichdi' on the inauguration day.

## Annamrita - Spreading the Waves of Hope and Inspiration In the Steel City



Annamrita, in association with Govt. of Jharkhand and Tata Steel, rolled out its new Midday Meal Program in Jharkhand on 8th April, 2012. This will provide the right nutrition to underprivileged children to support their education, in the state of Jharkhand.

The Chief Minister, Sri Arjun Munda, inaugurating the program at Ramdas Bhatta Community Centre at Jharkhand, said that he was highly impressed with the work of Annamrita during his last visit to its Delhi Centre. Ever since, he firmed up his intent to invite Annamrita to Jharkhand State. He took this forward by speaking to Mr. H. M. Nerurkar-- M.D., Tata Steel who expressed a keen interest. Thus the foundation stone was laid in July 2011.

The pilot project, first of its kind in the State, is having the capacity to provide hygienic and nutritious food to over 1 Lakh students in and around Jamshedpur and adjoining Seraikela-Kharswan districts. Around 389 schools of Jharkhand will be covered under this scheme which will benefit approximately 65,000 children initially.

The infrastructure and the land for running the program, has been provided by Tata Steel. We express our heartiest thanks to the Govt. of Jharkhand and Tata Steel for this initiative.



## Creativity From Nourished Annamrita Children

With Annamrita's entry in the schools of Chembur came several fruitful revelations, namely, that our children sure have talent! Chembur's hearing-impaired children from Rochiram Thadani High School had highlighted their skill for us. These students had been collecting the waste seals that had been used to lock the midday meal containers and coming up with beautifully crafted table pots, later framed in glass boxes. We now know what good nutrition can do for these talented and intelligent kids and this spurts us on to maintain the nutrition component of our meals and make everything achievable for these young minds.



## Annamrita's Other Deeds



Though 'midday meals for underprivileged children' happens to be our main agenda, Annamrita has not stopped its social work there. Very recently, Annamrita launched a blood donation camp in Nashik. A blood

donation vehicle also runs in the Nashik Industrial cluster of Ambad. The drive, which was a result of Annamrita's association with Janakalyan Blood Bank and Dilip Coach Company, received phenomenal participation. While the blood was handed over to Janakalyan Blood Bank, our 25 volunteers worked hard at running the whole process smoothly. Piramals donated 8 delivery-vans to Annamrita that day, all of which are now delivering meals for our Aurangabad kitchen.

## Annamrita Helps The Slum Children



Malad's Malvani slums are the second largest slums in Asia after the infamous Dharavi. Though the per capita income of residents in these slums are much lower as compared to Dharavi, the estimated population living in them is over 1.1 million. Annamrita has started its midday meal program in 23 schools in this region, with 23,000 slum children (approximately 60 percent of the slum population) benefiting from the facility. The improvement in attendance rates at these schools is testimony to the change that Annamrita is effectively bringing about.



# Awards and Appreciations

## Annamrita's Awards: Recognition for Excellence

ISKCON Food Relief Foundation's Annamrita venture has received several awards for its good work in the last few years. Here's a list of a few highlight-worthy ones:



## Lifebuoy National Child Health Award

This award is usually given for successful projects relating to child health in the country. ISKCON Food Relief Foundation has received this award on the same premise, for being the leading organization to be working in the 'nutrition' sphere of child health.



## D.Y. Patil Annual Achiever's Award

The Dr. D. Y. Patil Group along with the Bhamla Foundation gives away annual awards for achievers in various different fields, be it education, business or any other. This prestigious award was conferred on the ISKCON Food Relief Foundation for being the Best Organization in Social Work. This is definitely something that we are not only proud of but also something that spurs us on to do so much more.

## Felicitation by Malad Private Schools & Student Welfare Association

Malad Private Schools and Student Welfare Association has also given a boost to our singular efforts in providing nutrition to undernourished, underprivileged children.

This felicitation is closest to our hearts, as it is from the very same schooling community that we cater to.



## IDF Honours Annamrita's Midday Meal Program

The Indian Development Foundation (IDF) had also honoured Annamrita for its sincere, heartfelt and concerted efforts for providing nutrition for all children, during the Clean India Movement Program at the MHADA Ground in Malvani last year. The award of My Malvani Mast Malvani for the midday meal program has garnered far and wide public limelight.







# THE TIMES OF INDIA

Good food leads to better attendance



...the school board had no...  
...T...  
...the school board had no...  
...T...  
...the school board had no...  
...T...

# SUNDAY लोकमत

विशेष गव्हर्नी बदलाव  
**पालिका शाळांमध्ये 'इस्कॉनची' खिचडी!**

# न्यूज एक्सप्रेस

**अशी शिजते इस्कॉनची खिचडी**

# जनसत्ता

**निगम के स्कूलों में इस्कॉन का टिफिन**

गणना ग्राम समिती और चावल खाकर खिल डटे बच्चे

...the school board had no...  
...T...  
...the school board had no...  
...T...  
...the school board had no...  
...T...

# offtrack INTRA TODAY



# Heaven's Kitchen

...the school board had no...  
...T...  
...the school board had no...  
...T...

# Sakal Times

FOOD POISONING FALLOUT

## 'Hand over mid-day meal scheme to credible groups'

**SPECIAL CORRESPONDENT**  
...the school board had no...  
...T...  
...the school board had no...  
...T...  
...the school board had no...  
...T...

# बच्चों की तालीम के लिए इस्कॉन की मुहिम



# पालिका शाळांमध्ये 'इस्कॉनची' खिचडी!

...the school board had no...  
...T...  
...the school board had no...  
...T...  
...the school board had no...  
...T...

# दैनिक जागरण

**निगम स्कूलों में अल्पाहार वितरण कार्यक्रम शुरू**

...the school board had no...  
...T...  
...the school board had no...  
...T...  
...the school board had no...  
...T...







# Annamrita Testimonials

Annamrita has seen so much over the years, felt so much over the years; that it is now time that we share our experiences with you all. The enormity of the feeling that grips you when you hear the traumatic stories of the little ones that we cater to cannot be explained with a few choice words. Hence, we begin with a few testimonials that bear testimony to how Annamrita has contributed to a change in their current and future circumstances.

## **Touching Testimonials**

### **Let's Start With The Youngest**

Manoj Singh, the youngest of our bold reviewers has a father who works as a driver and supports him and his four siblings. In a household that is quite simply struggling to make ends meet, they start their day with milk and biscuits. He claims to like the Annamrita meals because they are tasty and ensure that his stomach gets full.

### **Honesty From Standard 3 Students**

3rd standard students Sourav Balmiki and Sahin Sekh come from humble backgrounds and usually start their day with tea and pav. With a long line of siblings, it is a wonder how both their parents keep their lives together. Both of them enjoy the Annamrita meals and feel grateful that they can at least have one guaranteed full meal a day. While both are truly too young to comment on the nutrition or health aspect of our food, the former confesses that his parents send him to school simply to partake in this meal, while the latter acknowledges that this food helps him concentrate better.



Also another student Raj Kumar Sahni has only one earning member in the house of seven kids in total. His day starts with a breakfast of roti and pickles and Annamrita's dal, rice and kheer delight him to no measure. He finds the midday meal to be truly helpful and filling.

### **Student from 4<sup>th</sup> standard Gets Candid**

Little Nirmala Rathode has just one working sister to call a family, with both her parents having passed away. She starts her day with just a cup of tea. She has no one to prepare any hot meals for her, as her sister has to work for sustenance. She candidly confesses that she only comes to school for the Annamrita khichdi and she loves it more when it has peas in it. Sometimes, the midday meal is quite truly the only nutritious meal she gets in her day.

### **Standard 5 Has The Most Fans**

Isha Salve from standard 5 has three sisters and the whole family lives on her father's bank job salary. Tea and Pav are what they start their day with and hence she is quite hungry by the time we serve our midday meal. Not only does she find it to be healthy, tasty and nutritious, but she also likes the food we serve.

Observant Sakshi Pawar, also from standard 5, is happy to tell us that she notices a lot of her friends in school loving the khichdi that we serve. She too loves it and knows that it is healthy and nutritious. With a driver father, a mother who works as a maid and 2 siblings, she recognizes the importance of these meals in her life. Standard 5 students Aditya Pawar, Javes Dherenkar and Tisha Pawar all start their days with variations of tea, bread and rotis. While Aditya claims not to get proper food at home and Javes even goes to the extent of saying that he also has to sleep hungry sometimes. The first two love the khichdi while Tisha loves Pulao. These kids

come to school for the Annamrita food, food that nourishes them, keeps them healthy and staves off their hunger.

It is not just our kids who appreciate our efforts. Here are some testimonials from the people who work with us, make things happen for us or have experienced the results of our services first hand.

## **Other Testimonials**

### **Dr. Jagannath Rao Hegde, Ex-Sheriff of Mumbai**

“By providing nutritious food to children, ISKCON Food Relief Foundation helps in improving the physical and mental health of children and thus helps them to have better focus on education. Thousands of children are taking advantage of this midday meal program for which I am really proud of the ISKCON Food Relief Foundation. They are really doing wonderful work.”



### **Mr. Johnny Joseph, Ex-Municipal Commissioner, Mumbai**

“We have had a very good experience with ISKCON Food Relief Foundation, in the sense that they are making excellent midday meals, in the most hygienic conditions, so that they are not only wholesome but are also very tasty and nutritious. The result of this is that the children love it! Their kitchen in fact, looks more like a Five star hotel kitchen.”



**Ms. Sheila Dixit,  
Chief Minister, Delhi**

“The ISKCON Food Relief Foundation has done a wonderful job. Their quality is very good, their timings are very good. They are there on the dot! Our experience with ISKCON has been marvelous. They are dedicated and they do not promise anything that they feel they cannot do...”



**Shri Rajendra Darda,  
School Education Minister,  
Maharashtra**

“Such Khichdi is not available even in our homes.”

**Mr. Aijaz Ahemed, Principal,  
Municipal Corporation  
School, Shrinivas Puri, Delhi**

“In our school, most of the students are underprivileged. These children stay in the surrounding slums. ISKCON Food Relief Foundation’s midday meal program is a blessing to these children.”



**Dr. Tripta Gupta, Medical  
Director, B.T. Hospital, Delhi**

“ISKCON Food Relief Foundation is providing balanced food to the underprivileged children. They provide a variety of meals on each day, by which there is improvement in the physical and mental growth of these children.”

**Dr. Purushottam Bhapkar,  
Commissioner, Aurangabad  
Municipal Corporation**

“I think Annamrita is doing a wonderful job in feeding the children of Aurangabad’s Municipal schools. Most of these



students come from very poor homes and a hot afternoon meal acts as a great incentive for attendance. There is enough feedback from teachers, students and parents to confirm that the children love ISKCON's food and often come to school just for the food. Along with attendance, even the students' health is improving."

**Prof. S. Parasuraman,  
Director, Tata Institute of  
Social Sciences**

"We are extremely grateful to ISKCON Food Relief Foundation for their timely action and these children are happy to receive the khichdi. We wholeheartedly appreciate the high quality, nutritious food that was delivered efficiently, on time and at the location instructed by us. We are looking forward to a very long association with ISKCON Food Relief Foundation in the future as well..."



Food Relief Foundation for the midday meal program is right. Annamrita is responsible for the increase in attendance of students. Attendance of students has increased due to excellent quality of khichdi and other food items. The attendance on Saturdays used to be negligible. Now it has reached a maximum. I am sure that next year, the attendance of students will go further up."

**Mr. Arun Tiwari,  
General Manager,  
Bank of Baroda**

"Being associated with ISKCON Food Relief Foundation is certainly of great sense of satisfaction – serving humanity, especially children. This is one of the many CSR initiatives that Bank of Baroda is associated with. Being at its center proves that 'seeing is believing', especially when you see how efficiently Annamrita is providing the midday meals to thousands of children. God bless all associated with such a noble initiative. Best wishes always!"



**Rtn. Aunali Rupani,  
Secretary, Rotary Club**

"ISKCON Food Relief Foundation is providing meals to the underprivileged children of Malvani.

Even the wealth of 1000 elephants, 1000 horses and ornaments made of gold that stretch along the sea shore are not equal to feeding a needy child."

**Mr. Vijay Jaware,  
Deputy Commissioner,  
Aurangabad Municipal  
Corporation**

"Our decision to appoint Annamrita – ISKCON



**Hema Malini**

"Very impressive, High tech Kitchen, I have never seen before. Such good work is being done by ISKCON Food Relief Foundation for the children by giving midday meal. Continue this great work."

**Joe Walsh,  
The Eagles Band,  
Los Angeles**

"When one comes here, sees this and truly understands what you are doing - the feelings are profound. May you always be in Lord's grace to continue your work. The children are the future and you are assuring them one."



# Financial Statements

- 1 **Organisational Highlights:**
  - a) Identity
  - b) Comparative Number of Meals
  - c) Donation Received
  - d) Abridged Statement
  - e) Midday Meal Program Cost
  - f) Government Subsidy & Other Income
  
- 2 **Revenues**
  
- 3 **State wise Government Grant**
  
- 4 **Revenue Expenditure**
  
- 5 **Capital Expenditure**
  
- 6 **Trustees Report**
  
- 7 **Financial Statements:**
  - a) Auditors Report
  - b) Balance Sheet
  - c) Income & Expenditure Account
  - d) Schedules
  - e) Notes to Accounts
  - f) Fund Flow Statement
  
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  - a) Auditors Report
  - b) Financial Statement



## Organisational Highlights

### a) Identity:

- The ISKCON Food Relief Foundation is registered as a Charitable Trust under Bombay Public Trust Act, 1950 ( Reg No. E-21854 dtd. 15.07.2004)
- The Trust deed is available on request
- The ISKCON Food Relief Foundation is registered under Section 12A (a) of the Income Tax Act, 1961 on 02.09.2004.
- The ISKCON Food Relief Foundation is registered under Section 6 (1) (a) of the Foreign Contribution (Regulation) Act, 2010 (FCRA Reg No.084040005)

### Name & Address of Main Bankers:

#### **HDFC Bank Limited**

Tirupati Apartments, Shop No.4,  
Bhulabhai Desai Road, Mumbai- 400 026.

### Name & Address of Auditors:

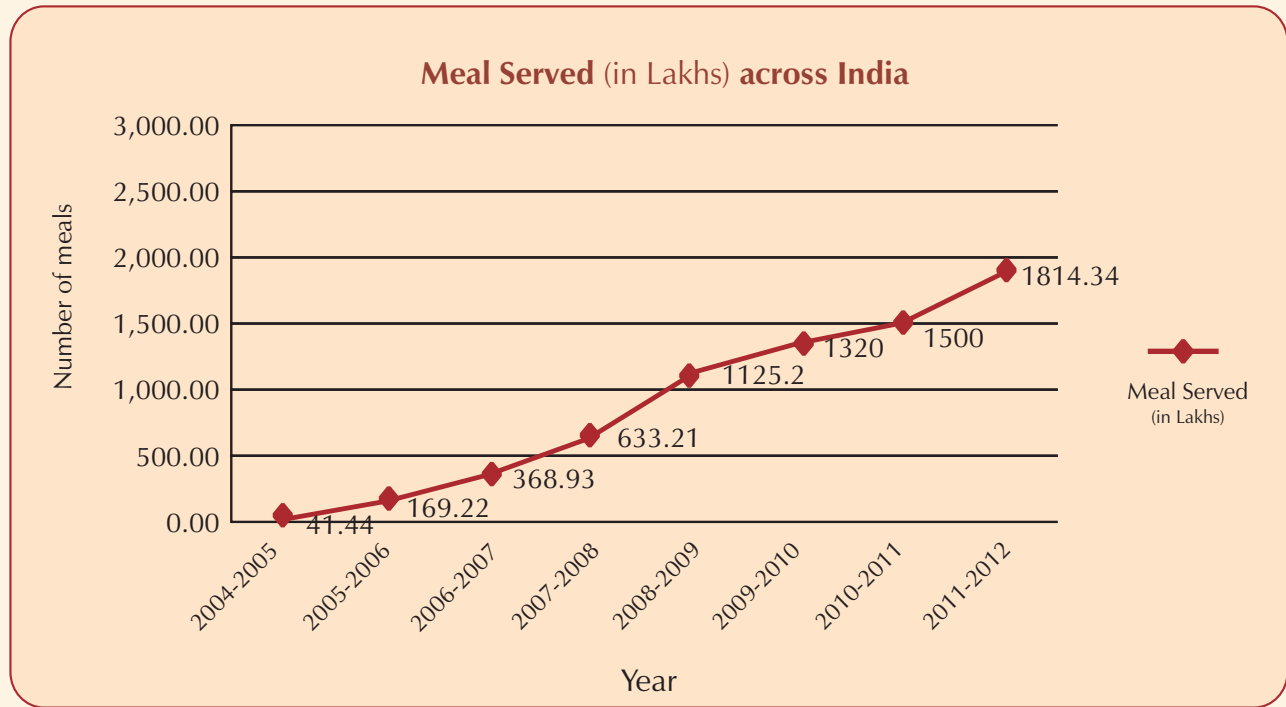
#### **Girish S. Watwe & Associates,**

Chartered Accountants  
202, 2nd Floor, Garden View,  
Dadabhai Road, (Near Navrang Theatre),  
Andheri (West), Mumbai- 400 058.

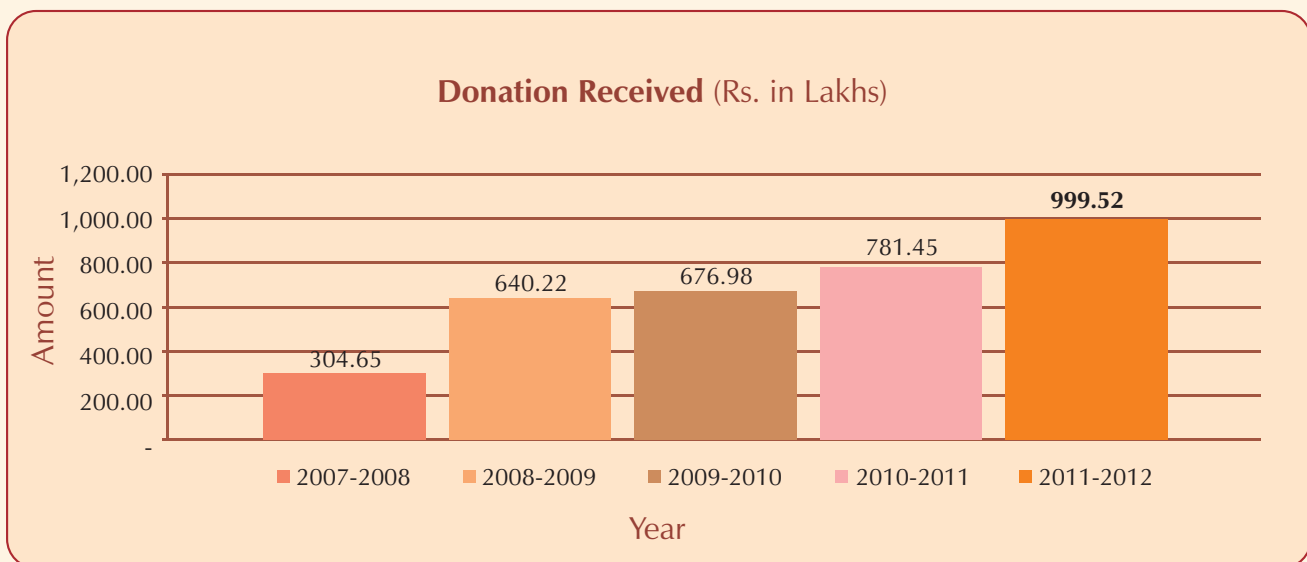
**Website:** [www.annamrita.org](http://www.annamrita.org)

## b) Comparative Number of Meals

Comparative Number of Meals (in Lakhs)								
Year	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012
Meal Served (In Lakhs)	41.44	169.22	368.93	633.21	1125.2	1320	1500	1814.34



## c) Donation Received



Source: Income & Expenditure

## d) Abridged Statement

### Abridge Income & Expenditure Statement

	Rs. in lakhs	
	2011-12	2010-2011
Total Income	5,243.92	3,840.47
Total Expenditure	5,323.42	3,703.43
Surplus / (Deficit)	(79.50)	137.04

Source: Income & Expenditure Account

### Abridge Balance Sheet

Rs. in lakhs

	2011-12	2010-2011
Net Fixed Assets	2,104.94	1,395.35
Investments	232.23	197.04
Net Current Assets	448.45	462.19
<b>Total Assets</b>	<b>2,785.62</b>	<b>2,054.58</b>
Trust Fund & Reserves	2,435.94	1,831.14
Loan Liability	349.68	223.45
<b>Total Fund &amp; Liability</b>	<b>2,785.62</b>	<b>2,054.59</b>

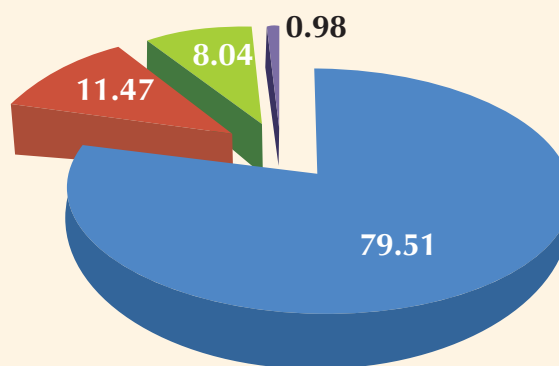
Source: Balance Sheet

## e) Midday Meal Program Cost

### Midday Meal Program Cost

	Meal Preparation cost	Distribution cost	Program Management Cost	Fund Raising	Total
Cost (In %)	79.51	11.47	8.04	0.98	100.00
Rupee (In Lakh)	4232.87	610.40	427.96	52.19	5323.42

- Meal Preparation cost
- Program Management cost
- Distribution cost
- Fund Raising

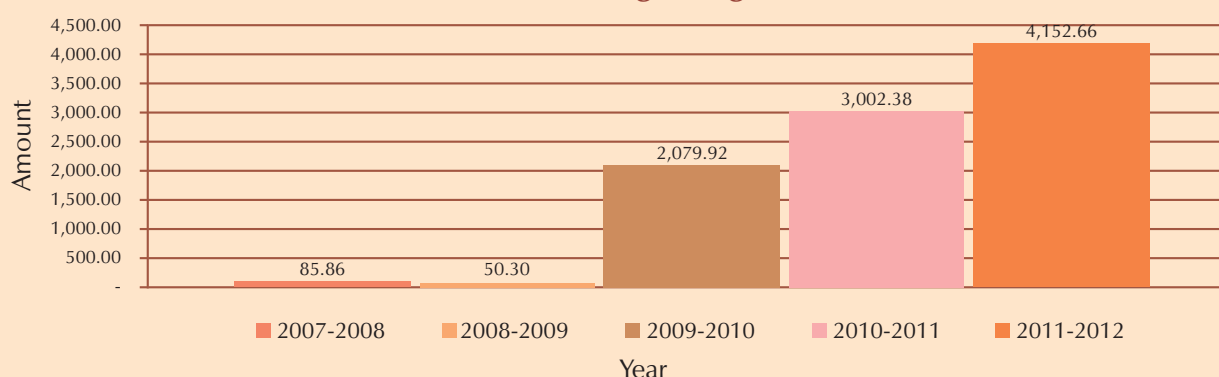


## f) Govt. Subsidy & Other Income

### Govt. Grant, Reimbursement of Cooking Charges & Other Income (Rs. in Lakhs)

Year	2007 - 2008	2008 - 2009	2009 - 2010	2010 - 2011	2011 - 2012
Government Grant & Reimbursement of cooking charges	85.86	50.30	2,079.92	3,002.38	4,152.66

### Govt. Grant, Reimbursement of Cooking Charges & Other Income (Rs. in Lakhs)



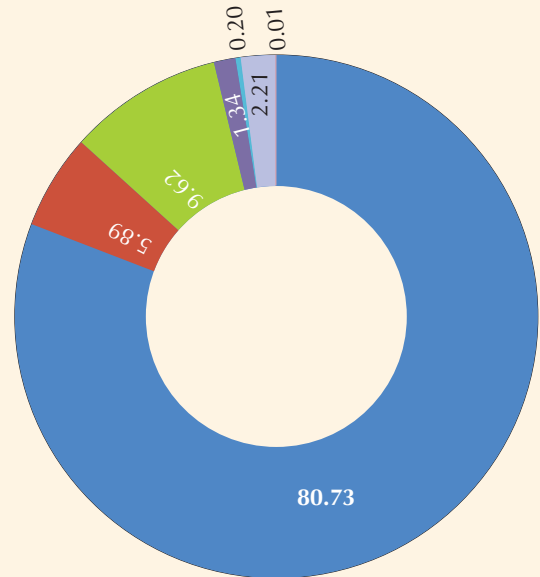
## Revenues

The total donations during the year 2011-12 has increased by Rs. 218.07 lakhs resulting in 27.91% growth as compared to previous year.

### Statewise Donations

Rs. in lakhs

STATES	%	2011-2012	2010-2011
MAHARASHTRA	80.73	806.89	535.15
HARYANA	5.89	58.87	143.91
DELHI	9.62	96.15	57.10
MADHYA PRADESH	1.34	13.42	4.78
ANDHRA PRADESH	0.20	2.02	5.86
UTTAR PRADESH	0.00	0.03	6.04
RAJASTHAN	2.21	22.09	28.61
JHARKHAND	0.01	0.05	-
<b>TOTAL</b>	<b>100.00</b>	<b>999.52</b>	<b>781.45</b>



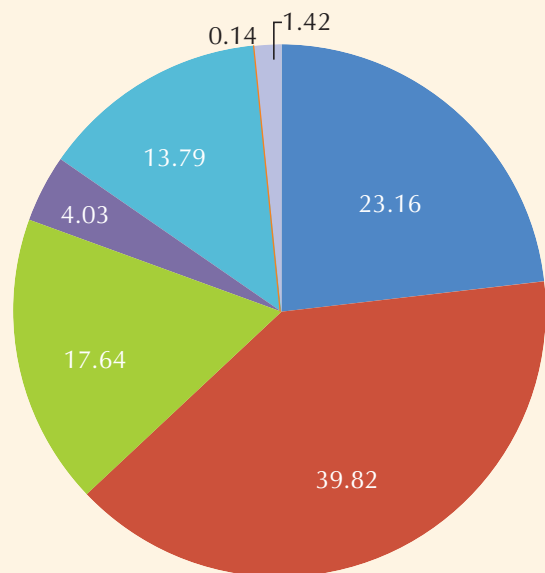
Source: Income & Expenditure Account

■ MAHARASHTRA ■ HARYANA ■ DELHI ■ MADHYA PRADESH  
■ ANDHRA PRADESH ■ UTTAR PRADESH ■ RAJASTHAN ■ JHARKHAND

## State wise Government Grant

Rs. in lakhs

STATES	%	2011-12	2010-2011
MAHARASHTRA	23.16	941.782	758.092
HARYANA	39.82	1,619.265	803.488
DELHI	17.64	717.079	645.245
MADHYA PRADESH	4.03	163.785	108.205
ANDHRA PRADESH	13.79	560.803	535.280
UTTAR PRADESH	0.14	5.654	66.408
RAJASTHAN	1.42	57.690	45.756
JHARKHAND	-	-	-
<b>Total</b>	<b>100</b>	<b>4,066.058</b>	<b>2,962.475</b>



■ MAHARASHTRA ■ HARYANA ■ DELHI ■ MADHYA PRADESH  
■ ANDHRA PRADESH ■ UTTAR PRADESH ■ RAJASTHAN

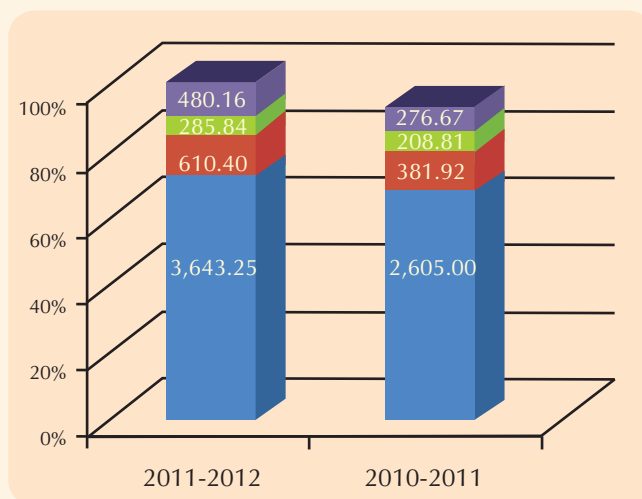


## Revenue Expenditure

### Analysis of Expenditure (Rs. In Lakhs)

	2011-12	2010-11
Material Consumed and Preparation Cost	3,643.25	2,605.00
Food Distribution Cost	610.40	381.92
Kitchen Related Expenses	285.84	208.81
Office and Administrative Cost	480.16	276.67

- Office and Administrative cost
- Kitchen Related Expenses
- Food Distribution cost
- Material Consumed and Preparation cost



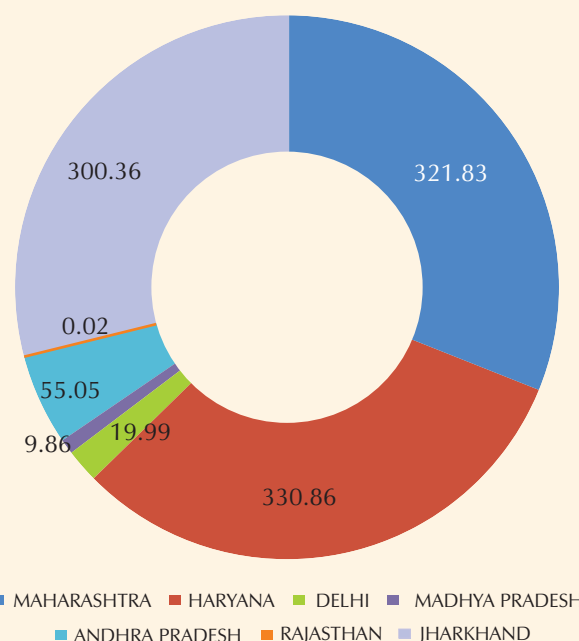
Source: Income & Expenditure Account

## Capital Expenditure

### Statewise Capital Expenditure

(Rs. in Lakhs)

STATES	AMOUNT
MAHARASHTRA	321.83
HARYANA	330.86
DELHI	19.99
MADHYA PRADESH	9.86
ANDHRA PRADESH	55.05
UTTAR PRADESH	-
RAJASTHAN	0.02
JHARKHAND	300.36
<b>Total</b>	<b>1,037.96</b>



#### MAHARASHTRA:

New Kitchen opened at Wada in Dec 2011 and expenditures related to Kitchen & Equipment worth Rs. 84 lakhs & Vehicles purchased Rs.55.30 lakhs.

#### HARAYANA:

In Gurgaon Vehicles purchased worth Rs.1.85 Cr.

#### JHARKHAND:

New Kitchen opened at Jamshedpur. Kitchen Equipment worth Rs. 63.56 lakhs, Building Rs.1.24 Cr. & Vehicles Rs.1.11 Cr.

## Trustees Report

The Foundation's Trustees are pleased to present the Annual Report for the 8th year of the Foundation along with audited accounts for the financial year ended 31st March 2012.

### Financial Performance

Rs In lakhs

Extract of Income & Expenditure Account	For the Year ended March 31st, 2012		For the Year ended March 31st, 2011		% Increase / (decrease)
	Amount	% to Revenue	Amount	% to Revenue	
<b>Income From:</b>					
Donations	999.52	19.06	781.45	20.35	27.91
Reimbursement of Cooking Charges	3,511.28	66.96	2,918.53	75.99	20.31
Govt. Grants and Others	733.12	13.98	140.49	3.66	421.83
<b>Total Revenue</b>	<b>5,243.92</b>	<b>100.00</b>	<b>3,840.47</b>	<b>100.00</b>	<b>470.04</b>
<b>Expenditure towards:</b>					
Material Consumed and Preparation cost	3,643.25	69.48	2,605.00	67.83	39.86
Food Distribution Cost	610.40	11.64	381.92	9.94	59.83
Kitchen Related Expenses	285.84	5.45	208.81	5.44	36.89
Office and Administrative Cost	480.16	9.16	276.67	7.20	73.55
<b>Total Operating Expenditure</b>	<b>5,019.65</b>	<b>95.72</b>	<b>3,472.39</b>	<b>90.42</b>	
<b>Operating Result</b>	<b>224.27</b>	4.28	<b>368.08</b>	9.58	
Depreciation	303.77	5.79	231.04	6.02	31.48
<b>Net Operating Result</b>	<b>(79.50)</b>	(1.52)	<b>137.04</b>	3.57	

## Profiles of Trustees

**H. H. Bhakti Charu Swami:** The Trust's Chairman H. H. Bhakti Charu Swami is a Chemistry graduate. He has served in various managerial capacities and has also undertaken numerous social activities in the last 30 years. He is a member of the Governing Body Commission of ISKCON Worldwide and is currently heading ISKCON Ujjain center.

**H. H. Gopal Krishna Goswami:** H. H. Gopal Krishna Goswami is the co-chairman of the Trust and has a highly sought-after Masters in Business Administration degree from the McGill University in Montreal. He had worked as a Senior Marketing Executive at Pepsico Inc. in Canada for several years before taking on the ISKCON project. He is a member of the Governing Body Commission of ISKCON Worldwide and is also a trustee of the Bhaktivedanta Book Trust. He currently heads the ISKCON Delhi chapter.

**H. G. Devakinandan Das:** H. G. Devakinandan Das is the person responsible for all of the Trust's fundraising activities. He has served as ISKCON's Fundraising Committee Chairman in Juhu since the year 1998. He is the person responsible for all of the activities undertaken by the Mumbai, Lucknow and Allahabad chapters of ISKCON.

**Dr. N. D. Desai:** Dr. N. D. Desai is the Managing Trustee of the Trust and he holds a doctorate in Electrical Engineering and Management Science. He is the Chairman of Apar Group Industries, a conglomerate, engaged in various business including Power Conductors and Cables and Speciality Oils. He is an educationist and is also the President and Managing Trustee of Dharamsinh Desai University, Nadiad (Gujarat), a leading University in Gujarat. He is also the Managing Trustee of Dharamsinh Desai Foundation, which runs schools in the backward / tribal districts of Gujarat and extends financial help to the poorer sections of the society in the field of education. He is also the Chairman & Managing Trustee of Lady Northcote Hindu Orphanage.

**Mr. Yogesh Chadha:** Mr. Yogesh Chadha is responsible for the Trust's financial affairs. He is a qualified Chartered Accountant and has a fantastic work experience record. He has previously served as the Chief Operating Officer with JP Morgan Chase (2000-02), Chief Financial Officer at Development Credit Bank (2003-06) and Country Head of British Investment Bank (2006-08). He has also recently started a private equity fund.

**Dr. Ravi Khatanhar:** Dr. Ravi Khatanhar is the Managing Program Director, the person responsible for the operations of the Trust. He has qualified as a Dental Surgeon from Nair Hospital Dental College, University of Bombay and was in private practice from 1969 to 1986. He was the President of the Lions Club in Vile Parle East in 1980. He has served as the Secretary of the Governing Body Commission of ISKCON Worldwide from the year 2000 to 2005.



## Auditor's Report

We have audited attached Balance Sheet of ISKCON FOOD RELIEF FOUNDATION as at 31st March 2012 and also the Income & Expenditure Account of the Trust for the year ended on that date. These financial statements are the responsibility of the Trust management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as, evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion and report that;

1. We have obtained the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit.
2. In our opinion, proper books of account as required by law have been kept by Trust, so far as appears from our examination of the books.
3. The Balance Sheet and Income & Expenditure Account dealt with by this report are in agreement with books of account.

In the case of the Balance Sheet, of the state of affairs of the Trust as at 31<sup>st</sup> March 2012;

AND

In the case of Income & Expenditure Account of the Deficit of the Trust for the year ended on that date.

**For Girish S. Watwe & Associates  
Chartered Accountants**

**Place: Mumbai**

**Date: 26-9-2012**

**Girish S. Watwe (Prop.)**

**Regd. No.41757**

## Balance Sheet

### CONSOLIDATED BALANCE SHEET AS ON 31/3/2012

PARTICULARS	SCHEDULE	31/03/2012	31/03/2011
		Rs.	Rs.
<b>LIABILITIES:</b>			
TRUST CORPUS	A	24,17,69,984	17,35,09,819
LOANS LIABILITY	I	3,49,68,902	2,23,45,827
CURRENT LIABILITIES	J	99,41,030	1,71,51,341
INCOME & EXPENDITURE A/C		18,24,733	96,04,203
	<b>TOTAL</b>	<b>28,85,04,649</b>	<b>22,26,11,190</b>
<b>ASSETS:</b>			
FIXED ASSETS (WDV)	L	21,04,94,731	13,95,35,540
INVESTMENTS	M	2,32,23,437	1,97,04,389
CURRENT ASSETS, LOANS & ADVANCES	N	5,37,29,506	6,33,71,261
INTER BRANCH (Juhu A/c's)	K	10,56,975	-
	<b>TOTAL</b>	<b>28,85,04,649</b>	<b>22,26,11,190</b>
<b>For Girish S. Watwe &amp; Associates For ISKCON Food Relief Foundation</b> <b>Chartered Accountants</b>			
Place : Mumbai	Girish S. Watwe (Prop.)	Dr. Ravi Khatanhar	
Date : 26-9-2012	Regd. No.41757	Trustee	

## Income & Expenditure Account

### CONSOLIDATED INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31/03/2012

PARTICULARS	SCHEDULE	31/03/2012	31/03/2011
		Rs.	Rs.
<b>INCOME:</b>			
DONATIONS	B	9,99,51,894	7,81,44,985
REIMBURSEMENT OF COOKING CHARGES	C	35,11,28,000	29,18,52,852
GOVT GRANTS & OTHER INCOME	D	6,41,38,056	83,85,208
CLOSING STOCK - RAW MATERIALS		91,73,907	56,63,875
<b>TOTAL</b>		<b>52,43,91,856</b>	<b>38,40,46,920</b>
<b>EXPENDITURE:</b>			
OPENING STOCK -RAW MATERIALS		56,63,876	51,07,088
FOOD PURCHASING & PREPARATION COST	E	35,86,61,194	25,53,92,507
FOOD DISTRIBUTION COST	F	6,10,40,058	3,81,91,575
KITCHEN RELATED EXPENSES	G	2,85,84,443	2,08,81,310
OFFICE & ADMIN COST	H	4,80,15,623	2,76,66,687
NON-CASH EXPENSE (Depreciation)		3,03,77,036	2,31,04,050
<b>TOTAL</b>		<b>53,23,42,230</b>	<b>37,03,43,216</b>
<b>SURPLUS / (DEFICIT)</b>		<b>(79,50,373)</b>	<b>1,37,03,704</b>
	For Girish S. Watwe & Associates Chartered Accountants	For ISKCON Food Relief Foundation	
Place : Mumbai	Girish S. Watwe (Prop.)	Dr. Ravi Khatanhar	
Date : 26-9-2012	Regd. No.41757	Trustee	



## Schedules

### SCHEDULES TO CONSOLIDATED BALANCE SHEET & INCOME & EXPENDITURE

#### Schedule A :- Corpus Donations

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
<b>In CASH:</b>		
Opening Balance	17,21,90,759	12,09,71,422
Add: Received during the year	6,82,60,165	5,12,19,337
<b>In Kind:</b>		
Opening Balance	13,19,060	7,27,700
Add: Received during the year	-	5,91,360
<b>Total</b>	<b>24,17,69,984</b>	<b>17,35,09,819</b>

#### Schedule B :- Voluntary Donations

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
u/s 35AC	4,79,21,569	5,30,01,124
u/s 80G	4,58,64,735	1,43,14,839
under FCRA	27,07,676	55,77,144
General Donation	34,57,914	52,51,878
<b>Total</b>	<b>9,99,51,894</b>	<b>7,81,44,985</b>

#### Schedule C:- Reimbursement of Cooking Charges

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Reimbursement of Cooking Charges	<b>35,11,28,000</b>	<b>29,18,52,852</b>

#### Schedule D :- Other Income

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Bank Interest	19,43,604	5,91,845
Profit on Redemption	2,24,538	-
Misc. Balances (Return -Food Sale)	38,500	-
Interest on RBI bonds	1,600	8,000
Interest on FDR	23,13,300	23,36,814
Donation Box	1,652	43,871
Misc. Income	3,11,770	38,58,241
Profit on sale of asset	7,000	-
Govt Grants	5,54,77,794	5,92,425
Income Tax Refund	6,09,957	-
Transport Charges Reimbursement	16,32,926	-
Interest on TDS refund	97,593	-
Rebate & Discount	-	30,025
Scrap Sale	14,77,822	9,23,987
<b>Total</b>	<b>6,41,38,056</b>	<b>83,85,208</b>

### Schedule E :- Food Purchasing and preparation Cost

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Food Purchase and Cooking exp.	29,33,77,451	25,07,58,588
Labour Charges	84,71,297	24,11,820
Uniform Expenses	5,82,271	5,56,554
Electricity and Water Charges	33,71,414	16,65,545
Contract charges for staff	5,28,58,761	-
<b>Total</b>	<b>35,86,61,194</b>	<b>25,53,92,507</b>

### Schedule F :- Food Distribution Cost

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Vehicle repair and maintenance (including fuel)	3,86,58,061	2,16,97,093
"Transportation & Distribution (incl. loading and unloading, rates) "	1,45,45,203	1,13,82,981
Vehicle registration & other exp	10,41,056	-
Volunteer Exp.	67,95,738	51,11,502
<b>Total</b>	<b>6,10,40,058</b>	<b>3,81,91,575</b>

### Schedule G :- Kitchen Related Expenses

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Generator/Electricity Expenses	21,37,718	14,56,891
Kitchen Rep. and Maintenance	53,63,776	1,26,56,221
Kitchen consumables	52,92,819	-
(Incl' Rent and Taxes for Kitchen)	1,29,49,906	-
Toll and freight charges	20,47,648	17,65,349
Diesel & lubricants (generator)	3,37,841	-
Laundry Expenses	1,45,181	1,03,973
Kitchen garden	9,135	-
Waste water dispatch charges	1,61,237	-
Diesel boiler Expenses	84,208	-
Kitchen Promotion Expenses	54,974	48,98,876
<b>Total</b>	<b>2,85,84,443</b>	<b>2,08,81,310</b>

### Schedule H :- Office and Admin. Cost

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Advertisement exps	3,41,709	4,30,393
Audit Fees	2,14,276	2,04,056
Bank charges	1,19,654	2,79,518
BMC Tender Charges	1,00,000	-
Brokerage	4,500	14,000
Books & Periodicals Expenses	28,408	23,491

continued

## Schedule H continued

<b>PARTICULARS</b>	<b>As at 31/03/2012</b>	<b>As at 31/03/2011</b>
	Rs.	Rs.
Cloth Expenses	-	10,125
Cartage expenses	3,797	-
Carriage	27,005	-
Conveyance	10,74,793	8,08,992
Courier & Postage charges	81,070	91,802
Cont-Employee Expense	1,82,054	-
Consultancy Charges	2,89,655	2,92,410
Challan Expenses	350	350
Computer Expenses	2,33,976	1,18,773
Donations	3,65,902	7,20,000
Electrical Exp.	5,38,621	2,25,734
ETP Servicing Charges	-	1,24,254
Entertainment Exp	1,61,014	1,07,475
ESIC Expenses	14,028	15,877
Fund Raising Expenses	8,56,066	5,71,249
Festivals & Deity Expenses	2,66,045	73,533
Profession Tax	-	10,000
Finance charges	1,40,399	-
Gift expenses	1,74,311	-
Godown Rent	-	3,79,922
Grinding charges	1,57,046	-
Guest welfare	1,60,556	-
Interest on Loan	4,18,921	27,22,249
Interest on TDS/PT	686	4,757
Legal Charges	31,74,817	11,265
Licence renewal chgs	25,885	-
Lease premium	38,425	-
Loss on Assets	99,327	-
Sundry Balance W/off	7,902	1,800
Miscellaneous Expense	2,99,654	2,38,015
Medical Exp.	2,92,934	1,72,749
Office Expenses	28,508	-
Insurance Charges	1,57,277	26,415
Packing Material	2,18,309	2,57,297
Printing & Stationery	16,21,766	12,59,192
Professional Charges	47,31,365	68,84,402
Public Relation Exps.	10,98,329	8,65,936
Provident Fund	39,815	80,437
Repairs & Maintenance	62,39,736	10,99,920
Scholarship to students	49,000	-
Staff Welfare	11,30,108	6,49,156
Security Charges	61,12,553	42,80,304
Salary	1,35,13,613	27,26,830
Telephone & Internet charges	14,45,251	11,64,841
Temple maint. & deity expenses	2,135	-
Testing charges	1,67,430	-
Travelling & Other Incidental Expenses	13,53,163	6,53,638
Volunteer Welfare Expense	2,13,478	65,530
<b>Total</b>	<b>4,80,15,623</b>	<b>2,76,66,687</b>



### Schedule I :- Loans (Liability)

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Loan from Govinda Reddy J	50,000	2,50,000
Loan from Baliya Prabhu	-	64,400
Loan from Harinatha Reddy	-	5,000
Loan from TATA for Vehicle	-	13,54,459
TML Financial Services	-	1,57,950
Loan From Dhanlakshmi Bank	8,33,362	23,75,512
Loan from Jalgaon Janta Sahakari Bank	36,335	1,21,862
Loan from ISKCON	27,27,013	42,95,348
ISKCON Temple-Jaipur	2,90,171	2,90,171
Punjab National Bank Loan	3,35,674	4,91,924
Loan from Vasu Deva Reddy	3,00,000	3,00,000
Loan on FD(Tirupati)	4,00,000	-
Loan from A.P. Government Grants	4,10,560	16,42,160
Advance from DPEO(Gurgaon)	50,00,000	-
Loan from Dr Sukhadev Swamy	2,00,000	2,00,000
ISKCON, Nellore	8,78,625	6,98,625
M.Tirupati Naidu	2,57,000	2,07,000
Advance from DPEO(Kurukshetra)	51,12,000	51,12,000
ISKCON Temple Tirupati	86,41,680	-
Goyal Mg Gases(Interest free)	8,00,000	8,00,000
ISKCON Temple-Delhi	42,95,348	-
IKF Finance Ltd	-	6,11,967
World Window Impex India Pvt. Ltd. (Interest Free)	14,70,000	14,70,000
Loan from TML Financial Services	49,050	-
Vehicles loan from Mahindra finance	8,13,564	-
Sri Ram Transport Finance Co. Ltd.	3,84,350	6,24,630
Vehicles & Vessels Loan from Mumbai	8,57,276	-
ICICI Bank (Car Loan-Delhi)	4,02,987	5,83,832
SBI Loan (Delhi)	4,23,906	6,88,987
<b>Total</b>	<b>3,49,68,902</b>	<b>2,23,45,827</b>

### Schedule J :- Other Current Liabilities

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Other Liabilities	99,41,030	1,71,51,341
	<b>99,41,030</b>	<b>1,71,51,341</b>

### Schedule K :- Branch Transfers

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Branch division	(10,56,975)	-
<b>Total</b>	<b>(10,56,975)</b>	<b>-</b>

### Schedule L :- Fixed Assets

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Opening Balance	13,95,35,540	11,86,56,855
Add: - Addition during the year	10,37,96,361	4,74,65,987
Less:- Deletion during the year	24,60,134	34,83,251
Less:- Depreciation	3,03,77,036	2,31,04,050
<b>Closing WDV of Fixed Assets</b>	<b>21,04,94,731</b>	<b>13,95,35,540</b>

### Schedule M :- Investments

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
8% Taxable GOI Bonds	-	1,00,000
Deposit with Dhanlakshmi Bank	20,00,000	20,00,000
Fixed deposit with Dhanlakshmi Bank	1,01,81,725	-
Shares in Jalgaon Janta Sahakari Bank	13,500	13,500
Prudential ICICI Liquid Fund	-	1,00,000
Reliance Liquid Fund	-	15,00,000
HDFC Liquid Fund	-	5,00,000
FD with Municipal Corporation, Ujjain	-	1,06,150
FD (Tirupati)	5,21,449	-
FD with SBT Delhi	34,79,515	31,96,088
Fixed deposit with Bank	1,05,720	-
FD with SBBJ Bank	31,974	23,000
FD with HDFC Bank	48,32,881	46,95,192
FD with AXIS Bank	20,56,673	74,70,459
<b>Total</b>	<b>2,32,23,437</b>	<b>1,97,04,389</b>

### Schedule N :- Current Assets, Loans & Advances

PARTICULARS	As at 31/03/2012	As at 31/03/2011
	Rs.	Rs.
Security Deposits	1,24,17,545	81,73,955
Cash Balances	14,21,919	6,33,265
T.D.S receivable	14,91,917	4,64,810
Other Loans and Advances	56,74,011	20,12,382
HDFC- Maharashtra	9,17,419	46,17,080
HDFC-FCRA-Maharashtra	26,635	54,379
HDFC-FRA-Maharashtra	33,778	32,560
Axis-Maharashtra	1,87,717	4,64,307
Dhanlakshmi Bank- Maharashtra	37,814	5,306
ICICI Bank - Gurgaon	17,02,930	-
ICICI- Maharashtra	1,20,843	42,691
DCB Bank-Maharashtra	10,302	-
Jalgaon Janta Sahakari- Maharashtra	5,665	4,404
ICICI-Faridabad Branch	48,14,136	65,87,515
ICICI-Ujjain Branch	25,892	25,892
Axis-Ujjain	53,291	18,135

continued

## Schedule N continued

<b>PARTICULARS</b>	<b>As at 31/03/2012</b>	<b>As at 31/03/2011</b>
	Rs.	Rs.
IDBI-Ujjain	7,34,125	-
PNB-Ujjain	24,669	16,23,487
YES BANK-Faridabad Branch	2,63,611	2,49,709
SBI-Maharashtra	957	-
IDBI Delhi Branch	43,42,083	13,29,828
Yes Bank-Delhi Branch	8,91,504	-
ICICI Delhi Branch(1)	(35,43,215)	1,42,29,451
ICICI Delhi Branch(2)	2,40,557	-
ICICI Noida	46,862	18,81,857
ICICI BANK-Kurukshetra	74,15,197	84,48,943
Axis Bank-0788 (Tirupati)	6,373	-
SBI A/c-3220 (Tirupati)	9,91,725	29,88,731
Axis Bank A/c No. 07041 (Rajahmundry)	52,603	(88,351)
Canara Bank A/c-1413 (Nellore)	11,168	5,77,175
SBI Bank A/c-9489	1,09,987	-
ICICI - Jaipur Branch	1,15,320	81,800
SBI A/c. No. 6723 (Kadapa)	44,635	26,609
ICICI Bank A/c No. 000300 (Palwal)	8,30,300	30,53,062
ICICI BANK-Jamshedpur	30,35,324	-
Stock in Hand (Inventory)	91,73,907	56,63,876
Misc Expenditure ( to the extent w/off)	-	28,004
Unmatured Finance Charges	-	1,40,399
<b>Total</b>	<b>5,37,29,506</b>	<b>6,33,71,261</b>

## Notes to Accounts

### Notes forming part of the Accounts (31-3-2012)

1. The receipt/cash system of accounts is being followed by the trust. Therefore incomes or expenses are recorded only when actually received or when payment is made.
2. The Trust has its head office at Mumbai & various centres all over India. Therefore, accounts of all these centres have been consolidated as of 31st March 2012 for the purpose of this Annual Report.
3. Closing stock of raw materials has been verified by the management as of 31st March 2012 & has been valued at cost.

4. Fixed Assets have been valued at cost less depreciation. Depreciation has been charged on written down value basis.
5. Investments are stated at cost.
6. Grants of raw materials having no cost to the trust have not been passed through the accounts. They may form a part of the closing stock on 31st March 2012.
7. Expenses have been re-grouped & re-classified wherever necessary.

## Fund Flow Statement

### Fund Flow Statement For The Year Ended 31/03/2012

S.N	PARTICULAR	AMOUNT Rs.	AMOUNT Rs.
1	<b>Cash &amp; Bank Balance</b> As on 1-4-2011 Cash Bank Balance	6,33,265 4,62,54,571	<b>4,68,87,836</b>
2	<b>Inflows / Receipts</b> Donations (Incl. Corpus) Reimbursement from Govt Authorities Other Income Other Current Liabilities & Advances (Net Income)	16,82,12,059 35,11,28,000 6,41,38,056 54,12,765	
	<b>Total Inflows</b>		<b>58,88,90,880</b>
3	<b>Outflows / Payments</b> Food Cost & Distributions Kitchen Related Overheads Other Exp. Incl of Administrative Exp Capital Expenditure (Net) Investments (Net) Loans & Advances (Net)	41,97,01,252 2,85,84,443 4,80,15,623 10,11,65,325 35,19,048 98,20,896	
	<b>Total Outflows</b>		<b>61,08,06,587</b>
	<b>CASH &amp; BANK ON 31-3-2012</b>		<b>2,49,72,129</b>



# FCRA Accounts

## a) Auditors Report

### (of the Foreign Contributions Regulation Rules, 2011)

I have audited the Accounts of **ISKCON FOOD RELIEF FOUNDATION**, 7, K. M. Munshi Marg, Chowpatty, Mumbai-400 007 for the year ending, 31<sup>st</sup> March, 2012 and examined all relevant books and vouchers and certify that according to audited account-

1. The brought forward contributions at the beginning of the year ended on 31<sup>st</sup> March, 2012 was Rs.54,379.38
2. Foreign contribution of/worth Rs.35,30,178.44 was received by the Association during the year ended on 31<sup>st</sup> March, 2012 (excluding Saving bank interest of Rs.14,798.80)
3. The balance of unutilised foreign contribution with the Trust as at the end of the year ended on 31<sup>st</sup> March,2012 was Rs.26,635.34
4. Certified that the Association has maintained the accounts of foreign contributions and records relating thereto in the manner specified in Section 19 of the Foreign Contributions (Regulations) Act, 2010 (42 of 2010) read with rule 16 of the Foreign Contributions (Regulations) Rules,2011.
5. The information furnished in this certificate and in the enclosed Balance Sheet and the statement of receipts and payments is correct as checked by me.

**Place: Mumbai**

**Date: 14-12-2012**

**For Girish S. Watwe & Associates  
Chartered Accountants**

**Girish S. Watwe (Prop.)  
Regd. No. 41757**

## FCRA Account

### b) Financial Statement

#### Receipts & Payments Account for the year ended 31.03.2012

Receipts	Amount	Amount	Payment	Amount	Amount
		Rs.			Rs.
Bank Balance as on 01/04/2011		54,379.38	Expenses incurred towards Midday Meal Programme		
Donations Received		35,30,178.44			
Bank Interest		14,798.80	Raw Material Purchased (food)		35,70,897.00
			Bank Charges & commission		1,824.28
			Sub Total (Utilized)		35,72,721.28
			Bank Balance As On 31/3/2012		26,635.34
<b>Total</b>		<b>3,599,356.62</b>		<b>Total</b>	<b>35,99,356.62</b>

#### Balance Sheet for FCRA A/c as at 31/3/2012

Liabilities	Amount	Amount	Assets	Amount	Amount
	Rs.	Rs.			Rs.
Capital A/c Balance b/d	54,379.38		HDFC Bank A/c		26,635.34
Add: Current Year Deficit	(27,744.04)	26,635.34			
<b>Total</b>		<b>26,635.34</b>	<b>Total</b>		<b>26,635.34</b>

#### Income & Expenditure A/c for the year ended 31.03.2012

Expenditure	Amount	Amount	Income	Amount	Amount
		Rs.			Rs.
Raw Material Purchased (Food)		35,70,897.00	Donations Received		35,30,178.44
Bank Charges & Commission		1,824.28	Bank Interest		14,798.80
			Current Year Deficit		27,744.04
<b>Total</b>		<b>35,72,721.28</b>	<b>Total</b>		<b>35,72,721.28</b>

## Program Directors



**Dr. Radha Krishna Das**  
Managing Program Director,  
India



**H.G. Revati Raman Das**  
Program Director,  
Andhra Pradesh



**H.G. Shyam Govinda Das**  
Program Director,  
Delhi



**H.G. Dhananjaya Krishna Das**  
Program Director,  
Haryana & Uttar Pradesh



**Mr. Sandeep Gupta**  
Program Director,  
Madhya Pradesh







**Mr. Rajendra Pujari**  
Program Director,  
Maharashtra



**H.G. Pancaratna Das**  
Program Director,  
Rajasthan

## Branch Managers

Sr. No	Branch Manager	Branch	Branch Location	Contact Details
1	 <b>Mr. Sunil Perti</b>	Mira Road	Gala No.8, Plot No.203, Opp. Vibha Indl. Estate, Retibunder Road, Ghodbunder Village, Mira-Bhayander (E), Maharashtra - 401107	7498019811 022-28455357
2	 <b>Mr. Raju Nair</b>	Wada	House No. 275/276, Village Harosale, Kondla - Nasik Road, Wada P.O. Dist. Thane, Maharashtra - 421303	9324548566 02526-212099
3	 <b>Mr. Prakash N.</b>	Palghar	Mahavir Nirman, Kamala Park, Mahim Road, Palghar, Dist : Thane, Maharashtra - 401404	9324209466 025-25240774
4	 <b>Mr. Yashwant Shetty</b>	Tardeo	19, Jayawant Ind. Estate, 63, Tardeo Road , Mumbai, Maharashtra - 400034	9324549353 022-23531530

5		<b>Mr. Mahendra Subedi</b>	Nigdi	C/o. Shree Govind Dham, Near D.Y. Patil Engg.Collage & Akrudi Rly Station, Revat Haveli, Pune, Maharashtra - 412101	9922950823 020-64102683
6		<b>Mr. Sudarshan Potbhare</b>	Aurangabad	Plot No. T-8, M.I.D.C., Near Garware Stadium, Chikalthana, Aurangabad, Maharashtra - 431001	9619864055
7		<b>Mr. Ravinder Khanduja</b>	Faridabad	Commerce Centre, Sector 7A, Behind St. John Public School, Near Satya Cinema, Faridabad - 121006, Haryana	9899771886
8		<b>Mr. Narayana Jena</b>	Palwal	Omaxe City, Palwal, Dist. Palwal, Haryana - 121102	8930890914
9		<b>Mr. Sanjeet Sharma</b>	Gurgaon	534, Pace City - II, Sector 37, Gurgaon, Haryana - 122001	9911430368
10		<b>Mr. Inderpal Sharma</b>	Kurukshetra	Near Primary School, Village Mirzapur, P.O. Gurukul, Kurukshetra, Haryana - 136118	9350945332
11		<b>Mr. Mainak Pal</b>	Ujjain	75 To 80, Devas Road Industrial Area, Nagjiri, Ujjain, Madhya Pradesh - 456010	9685236889 9770080008
12		<b>Mr. Samba S. Kanderi</b>	Tirupati	Tirupati Shri Shri Radha Govinda Mandir, Hare Krishna Road, Vinayak Nagar, Tirupati - Andhra Pradesh-517507	8008896123
13		<b>H.G. Rupeshwar Chaitanya Das</b>	Kadapa	ISKCON Food Relief Foundation, Industrial Estate, RIMS Road, Kadapa, Andhra Pradesh- 516001	9000501822



14		<b>H.G. Satya gopinath Das</b>	Rajahmundry	C/o ISKCON Hare Krishna Land, Gowthami Ghat, Rajahmundry, Andhra Pradesh-533101	9295010002
15		<b>H.H. Shukadev Goswami</b>	Nellore	C/o ISKCON, ISKCON city, Nellore Andhra Pradesh 524004	9052819090 (Chandrakeshav Das)
16		<b>H.G. Rupeshwar Chaitanya Das</b>	Ranganarra Gadda (Upcoming)	Taluka China Gotti Galu, Dist. Chittor	9000501822
17		<b>Mr. B. D. Goyal</b>	Jaipur	ISKCON Temple Villeg, Dholai, Opp. To Vijaypath, New Sanganer Road, Man Sarovar, Jaipur, Rajasthan- 302020	9414922640
18		<b>Mr. Murlidhar Hemrajani</b>	Delhi	Ali Village Branch, Ali Village, Ali Vihar, Near Patankar, Mathura Road, Delhi - 110044	9871233026
19		<b>Mr. Sanjay Tikku</b>	Jamshedpur	Ramdass Bhatta Community Centre, Opp Petrol Pump, Bistupur, Jamshedpur -831001	09873009943
20		<b>H.G. Dauji Kripa Das</b>	Kolkata (Upcoming)	22 Gurusaday Road, Kolkata, West Bengal-700019.	09230047238



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