

annamrita

Annual Report  
2014-15



# annamrita



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Dedicated to

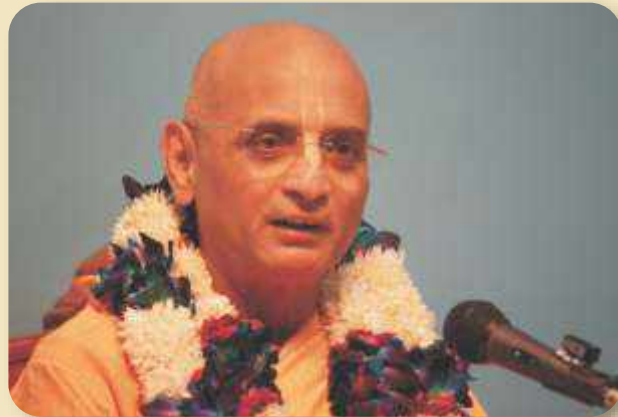
**His Divine Grace A. C. Bhaktivedanta Swami Prabhupada**

Founder Acharya of International Society for Krishna Consciousness



A. C. Bhaktivedanta Swami

# Chairman's Message



Year 2015, marks the 50th anniversary of ISKCON's founder-Acharya His Divine Grace A. C. Bhaktivedanta Swami Prabhupada's visit to America. A journey that transformed a million hearts.

When "Annamrita" was set up 11 years ago our entire goal was to further Srila Prabhupada's vision of feeding sanctified meals to everybody within a 10 mile radius of the ISKCON temples. It is with the hard work and dedication of the team under the guidance of Sri Radha Krishna Prabhu that the beneficiaries of the project have grown to a strength of nearly a million children across 8 states.

At the 50th anniversary event the priorities and focus for the future of ISKCON was discussed. This made me delve deeper into Annamrita's journey so far and the road ahead. We would like to see our future children, healthy and in school. We envision a future where every child is educated, has a nurtured mind, body and soul. We believe that every child is a gift of God and is blessed with certain capabilities. Our meals should be the instrument to remove hunger and fight illiteracy and help in the growth of the children and in turn the nation.

The support and the encouragement that we receive from all quarters is what motivates Annamrita to keep doing what they are doing and to make it better every single day. In recognition of the admirable work being done by Annamrita, the Municipal Corporation of Greater Mumbai has invited us to start serving meals to patients in TB and Cooper Hospitals. This is indeed an honor for us. After all Annamrita would like to look at the holistic development of the nation ranging right from childhood to adults. We want more people to be benefitted by our project. Our meals are prepared with the same love and compassion that a mother would prepare meals for her child and this is what adds the healing ingredient in the meals.

Our aim will be forever to strive to provide high quality service both to our internal as well as external stakeholders. We would also like to thank the government for the support that they have always lent Annamrita and of course our partners and stakeholders – Rotarians, Foundations and Corporates who have made us a part of their Corporate Social Responsibility family.

The following report chronicles this year's journey of empowerment and social transformation through the most basic entitlement of a human being - a meal.

Yours sincerely,

**Bhakti Charu Swami**  
Chairman and Trustee,  
ISKCON Food Relief Foundation



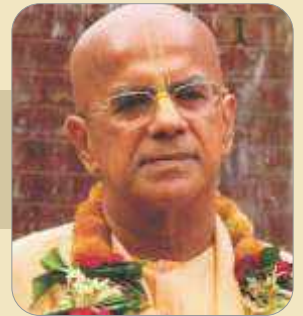
# Management Team

## Board of Trustees



**H.H. Bhakti Charu Swami**

Chairman and Trustee,  
ISKCON Food Relief Foundation



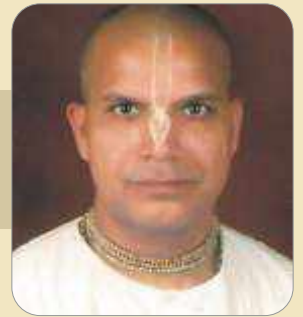
**H.H. Gopal Krishna Goswami**

Trustee,  
ISKCON Food Relief Foundation



**H.G. Revati Raman Das**

Trustee,  
ISKCON Food Relief Foundation



**H.G. Devakinandan Das**

Trustee,  
ISKCON Food Relief Foundation

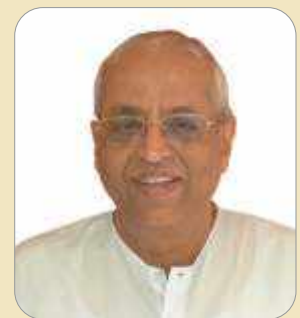
## Administrative Advisors



**Dr. N. D. Desai**



**Mr. Yogesh Chadha**



**Dr. Ravindra Khatanhar**

# Advisory Committee & Steering Committee



## Advisory Committee



**Mrs. Archana Chandra**  
Board Member,  
The Research Society for the Care,  
Treatment and Training of Children  
in need of Special Care



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Managing Director,  
Apar Industries Ltd.



**Mr. Rajeev Srivastava**  
Managing Partner ,  
Basil Capital Partners



**Mr. Rajesh Khanna**  
Managing Director,  
Arka Capital Advisors Pvt. Ltd.



**Mr. Samir Somaiya**  
Chairman,  
Somaiya Trust



**Mrs. Sangita Jindal**  
Chairperson of  
the JSW Foundation



**Mr. Vivek Asrani**  
Managing Director,  
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**Mrs. Swati Piramal**  
Vice Chairperson,  
Piramal Enterprises

## Steering Committee



**Mrs. Ashu Khanna**  
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Arka Capital  
Advisors Pvt. Ltd.



**Mr. Vijay Shah**  
ED & COO,  
Piramal Enterprises



**Mrs. Noopur K. Desai**  
CSR,  
Program Director,  
Apar Industries



**Mr. Chunduru Srinivas**  
President,  
Corporate Strategy  
& HR,  
Piramal Enterprises



**Mr. Sanjiv Maheshwari**  
CFO and  
General Partner,  
Basil Capital Partners



**Mrs. Vita Jalaj Dani**  
Director of  
Dani Finlease Ltd.  
and Geetanjali Trading  
And Investments  
Private Limited.





## VISION

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Serving nutritious and sanctified food as pure as nectar to the underprivileged children of India - **annamrita**

## MISSION

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To liberate the underprivileged children from the vicious cycle of poverty and illiteracy by serving them wholesome nutritious meals



# The Annamrita Story



“You are what you eat” – Srila Prabhupada, Founder Acharya of ISKCON.

In a time when there is no dearth of NGOs and when Mid Day Meals are scrutinized for their quality, Annamrita has boldly made a mark for itself as the largest provider of Mid Day Meals in Maharashtra.

What started off as an inspiration from Srila Prabhupada's vision, has blossomed into an established name, that the world recognizes as a serious contender in the space of providing healthy nutritious high quality meals, Annamrita strictly confirms to the belief that the Food we provide is “as pure as nectar”. A meal should have bearing not only on the child's physical well being but also on his mental and emotional growth. Our bodily constitution and mental setup are determined according to what and how we eat.

Annamrita's genesis lies in Srila Prabhupada - Founder Acharya of ISKCON's vision. In 1974, when he noticed a group of village children fighting with street dogs over scraps of food, he was shocked and saddened by what he saw. It was then that he said, “No one within a ten mile radius of our centers should go hungry”. In line with his teachings, ISKCON Food Relief Foundation decided to partner with the Government of India for the Midday Meal Scheme, a strategic program that aims to tackle two of the most oppressing problems of India – hunger and illiteracy.

In 11 short years Annamrita has a presence in 8 states of India namely Andhra Pradesh, Delhi, Haryana, Madhya Pradesh, Maharashtra, Rajasthan, Uttar Pradesh and West Bengal. We serve 1.2 million meals every single day to over 6500 schools through our 20 centralized hi-tech kitchens. The fully prepared meal is packed into insulated stainless steel containers which are carried from kitchen conveyor belts into vans purpose- built to transport these containers with zero spillage. Under a similar reverse process, empty containers are brought back from schools, washed and dried by water and steam jets to be ready for use the next day.

ISKCON Food Relief Foundation is a not-for-profit, non-religious, non-sectarian public charitable trust registered under the Bombay Public Trusts Act (1950) on 15th July, 2004 that serves meals without any bias on the basis of caste, creed or gender.



# Way Forward

Annamrita currently has 2 kitchens, in Mumbai, one in the heart of the city at Tardeo and the other one in Mira Road. These 2 kitchens combined, serve over 1 lakh children hot and nutritious Mid Day Meals daily.



But we still have a long way to go and as part of our journey we are opening new kitchens across various locations. In lieu of the wonderful work being done by Annamrita the Municipal Corporation has requested Annamrita to start serving meals in Sewri T.B. Hospital and Hindu Hriday Samrat Balasaheb Thackeray College and Dr. R. N. Cooper Municipal General Hospital. One of our new kitchens starting soon in the heart of the city will help provide meals to at least one lakh more children as well as serving meals to patients and their relatives in these hospitals. It will boast of state of the art steamers, cauldrons, cutting machines, idli machine as well as chapatti making machines. The construction of our new kitchen and procurement of vehicles has been possible due to the support of sponsors like

Suman Ramesh Tulsiani Charitable Trust, the Rotary Club of Mumbai Queen's Necklace, Rotary International, Mr. Israni of Blue Cross Laboratories, Shri Amit Chandra, Shri Amit Patel and Shri Zoeb Bhai.

As per the WHO – “under nutrition increases the risk of tuberculosis (TB) and in turn TB can lead to malnutrition. It has been demonstrated that under nutrition is a risk factor for progression from TB infection to active TB disease and that under nutrition at the time of diagnosis of active TB is a predictor of increased risk of death and TB relapse.”

The meals that Annamrita will provide to patients will be specifically as per the nutrition standards and in line with the dietary requirements of these patients. Our aim is to provide meals with the same compassion and attention that a Mother provides to ensure her child is well taken care of.

Annamrita will serve 1000 to 1200 TB patients in Sewri TB hospital daily with nutritious, hygienic food. At present we are serving 250 patients meals in DOTS centers located at Prabhadevi, Dadar and Chembur area. The new kitchen at Hindu Hriday Samrat Balasaheb Thackeray College and Dr. R.N. Cooper Municipal General Hospital will serve 600 to 800 patients nutritious, hi-quality meals dailly

Annamrita has also tied up with Tata Cancer Hospital to provide around 150 nutritious meals to cancer patients daily at the Hospital.

In the future Annamrita plans to serve many more needy people not only the children in schools but also the patients in hospitals.

We want that the advantages of an Annamrita meal should not be restricted only to children but also to the public at large.



# Our Supporters



Annamrita has grown over the years due to the support we have received from various sectors. Being a project initiated by the Government of India we receive support from the various state governments as well as other sectors like Banks & PSUs, Corporates, Trusts and Foundations as well as Individual donors. Annamrita is empanelled with TISS and is a Tier I NGO with GiveIndia. We are also registered with Guidestar, CAF and Unitedway hereby adding to our Transparency and total accountability towards our donors and stakeholders.

## Individual donors

Sandeep Shah  
Benu Marwah  
Jalaj Ashwin Dani  
Nitin Marwah  
N. V. Tyagarajan  
Amit R Chandra  
Ashwin Sanghi  
Drishti Human Resource Centre  
Himatlal N Shah  
Industrial Development Bank of India  
Swati Piramal  
Hital R. Meswani  
Minal Mahendra Mehta  
Motilal Oswal Commodities Broker Pvt Ltd  
Preeti Nimesh Shah  
Vijayalakshmi Tyagarajan  
Prashant J. Sarkar  
Vansum Industries  
Venkatesh R. Dhond  
Banwari lal Mittal  
Rajesh Khanna  
Shrikant Shah  
Arvind Sonawaria  
Natvarlal M. Shah  
R Rajagopalan  
Gathani Udyog  
Mayank Shroff  
Muulraj Mavji Chheda  
N. Jayendran  
Rachna Nath  
Rishi Ramesh Shroff  
Suresh Thadani  
Virendra A Mittal

## Foundations & Trust

Suman Ramesh Tulsiani Charitable Trust  
Hemendra Kothari Foundation  
Nalanda Charitable Foundation  
Rotary Club Of Mumbai Nariman Point Charitable Trust  
Motilal G. Charitable Trust  
Rotary Club of Bombay Peninsula Trust  
Give India  
Charities Aid Foundation India  
Shree Hazarimal Somani Memorial Trust  
Sir Vithaldas Damodar Thackersey Charitable Trust  
Sah Charitable Trust  
Rotary Club of Bombay Downtown Charity Trust  
Impact India Foundation  
Shree Venkateshwar Somani Charitable Trust  
Dhuldhoya Charitable Trust  
Rotary Club of Bombay Harbour Charitable Trust  
Bombay Mid-Town Rotary Trust  
Arham Yuva Seva Group  
Rotary Club of Bombay North Charity Trust  
Sheth Govindjee Madhowjee Charitable Trust  
Mirchandani Samtani Charitable Association  
Taraben Laherchand Shah Foundation  
YMCA International House  
Rotary Club of Mumbai Queen's Necklace



# Our Supporters

## Corporate Donors

VIP Industries Limited	Rashtriya Chemicals and Fertilizers Ltd.	Motilal Oswal Securities Ltd
Novartis Health care Private Limited	Balaji Enterprises	Dena Bank
Inox Leisure Limited	M/S DSM INDIA PVT. LTD.	Global Gallerie (Division of GMV Agencies Pvt Ltd)
Lucid Colloids Limited	Rupa & Company Ltd	Suncity Projects Pvt Ltd.
JSW Steel Ltd	Bank of India	Raheja Universal
Concast (INDIA) Limited	Cera Sanitaryware Pvt Ltd	Godrej Industries Ltd
Raymond Limited	M/s.Pushpak Steel Industries Pvt. Ltd.	Ferrotherm
J.B. Chemicals & Pharmaceuticals Ltd	Oil and Natural Gas Corporation Limited	Indian National Press (Bombay) Pvt. Ltd.
Bahar Infocons Pvt Ltd	Gulf Polymers FZE	JK Shipping & Logistics
Khajrana Ganesh Properties Private Limited	Galaxy Surfactants Ltd.	B1G1 Giving
Sat Narayan Singhanian (HUF)	M/s. Kraftwares (India) Ltd	Future Retail Limited
Marwah Warehousing Corporation	Union Bank of India	Banggreen Holdings Private Limited
DSM Nutritional Products India Pvt. Ltd	Ajinkya Electromelt Pvt Ltd	N.K. Realtors Pvt Ltd
Aurangabad Electricals Ltd	Encore Natural Polymers Private Ltd.	
IIFL Holdings Limited		

## Govt. Support

Govt of Delhi	Govt of Jharkhand
Govt of Maharashtra	Govt of West Bengal
Govt of Rajasthan	Govt of Madhya Pradesh
Govt of Haryana	Govt of Andhra Pradesh

## Banks and PSUs

IDBI Bank	Bank of India
Punjab National Bank	Bank of Baroda
SBI Funds Management Private Limited	Union Bank of India
Indian Overseas bank	Dhanlaxmi Bank Ltd

# Success Stories



## Taekwondo Champion



Shweta a 7th standard student, believes that dreaming big is an important part of life. Coming from a humble background never deterred her from trying something different. Her father is a tempo driver and her mother is a housewife. She has 3 siblings. Due to financial constraints, she does not get the adequate amount of nutrition and nourishment at home.

Despite the obstacles, Shweta has paved a way for herself while being grateful to those who have given her constant support. She has won a Gold medal in a National

Taekwondo competition held at Andhra Pradesh.

Shweta is fond of Annamrita's meals and says that eating our khichdi will make her strong like "pehelwans". She aspires to become a police officer when she grows up.

Her lively character is truly a sign of her achievements. Annamrita wishes her more success in the future.



## Against all odds



We will let Ramdas Yede, another of our many Annamrita beneficiaries say his own story.

"My name is Ramdas Angad Yede, today I am a post graduate in Political science with state topper.

It is due to consistent care and support from Annamrita and Radha Krishna Prabhu that I have been able to achieve this feat. I was good at studies but left without any support as my parents had expired when i was young and a prolonged illness made me partially blind. I was alone with no one to care for and without any support. Days passed by roaming in the farms and doing menial work.

It was also difficult for me to get educated as I stayed in a remote place. Mid Day Meals was the only free meal available to me provided by Annamrita in our village. This free meal was an assurance for me to continue my education. It helped me do what I always wanted, focus on my studies. It was the support from Annamrita and Shri Radha Krishna Das, who gave me my meals and necessary support to continue my education. Further I wish to be an IAS officer. I deeply thank all the supporters of this project for their kind support.



# The Annamrita Process

## What is



Food Safety and Standards Authority of India

The Food Safety and Standards Authority of India (FSSAI) is an agency of the Ministry of Health & Family Welfare, Government of India. The FSSAI is responsible for protecting and promoting public health through the regulation and supervision of food safety. The FSSAI has been established under the Food Safety and Standards Act, 2006 which is a consolidating statute related to food safety and regulation in India.

### What does FSSAI do?

- (I) laying down science based standards for articles of food
- (ii) to regulate manufacture, storage, distribution, sale and import of food
- (iii) to facilitate food safety.

## Rice Cleaning Process

Out of all the processes we adhere to, Rice Cleaning is among the most important. The rice we get from the government is filled with a lot of foreign particles and therefore it needs to be put through an elaborate cleaning process.

### 1. Fumigation Process

Fumigation is a method of pest control which causes the pests within to suffocate. The rice received from the government is first stacked on wooden platforms and then covered with a tarpaulin. There on, the Stack Fumigation method is used to kill the pests.

Further on, bagged rice is stored in concrete warehouses and is covered on all four sides with clear polyvinyl chloride (PVC). Then, sheets are heat-sealed together and sealed to the floor by rubber tubes and plastic grooves. Bagged rice, sheeted on all four sides with PVC film ensures that the fumigation won't contaminate the rice. The fumigation gas so used destroys all eggs, larvae and adult worms if present. This fumigated rice is then cleaned further.

### 2. Pre-Cleaning with Aspirator -

Separator and Classifier MTRA Machine.

The Separator-Classifier MTRA is used primarily for grain cleaning in the milling of wheat, durum wheat, corn (maize), rye, soybeans, oats, buckwheat, spelt, millet and rice. Basically, the Separator-Classifier MTRA makes possible excellent separation of impurities which makes for efficient grain cleaning.

With its two sieve desks, the Separator-Classifier MTRA removes coarse impurities like large kernels, string, straw, wood, stones or clumps of soil, as well as fine impurities such as sand and breakage from the grain. In this way, it provides efficient grain cleaning. In order to optimize the cleaning effect, an optional aspiration channel or air recycling aspirator is

employed through which low-density particles such as dust, hull fragments or husks can also be separated.

### 3. De-stoning Process

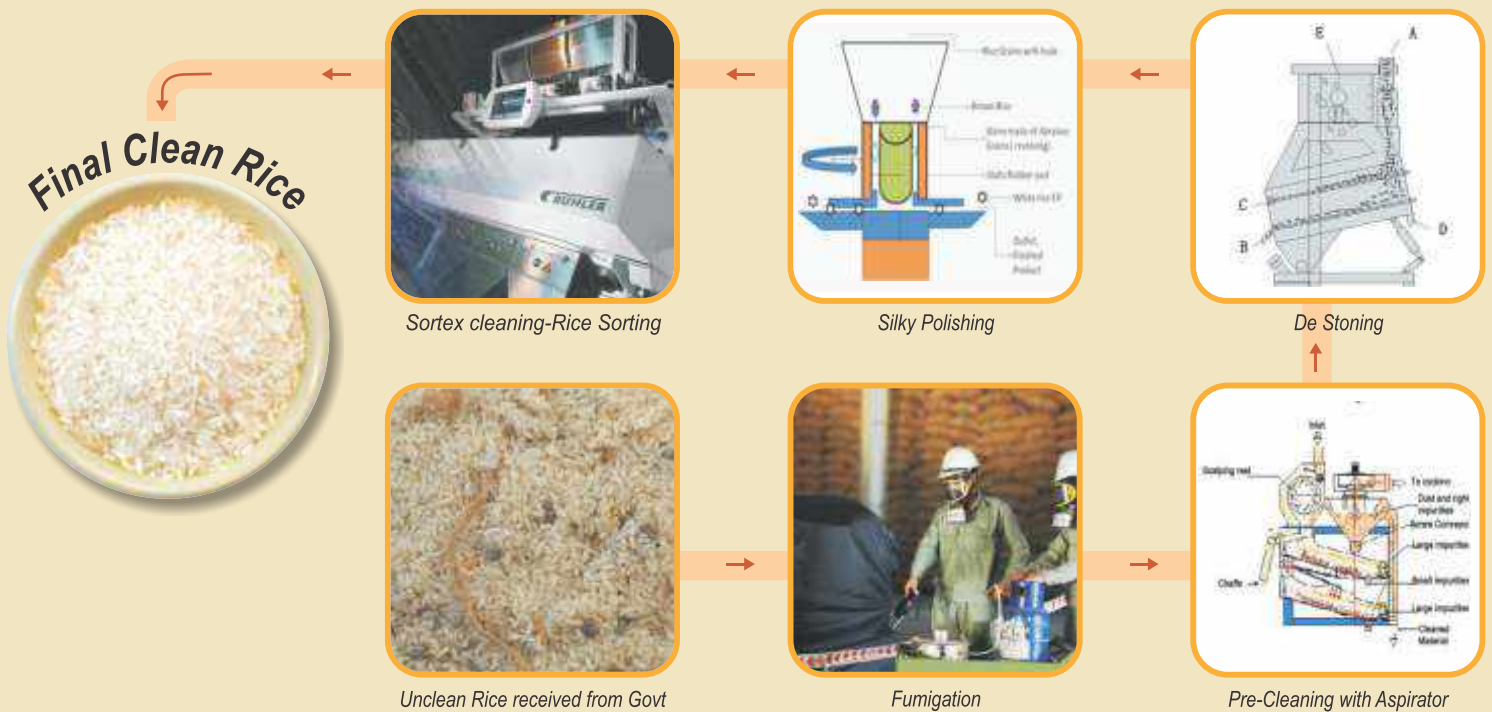
Foreign materials introduced into the rice during harvest or handling that is basically the same size as a rice grain is removed from the grain in a gravity separate machine via a process called De-stoning. As the stone or other denser particles are heavier than the rice grains, the forceful air flow through the machine causes the rice grains to float on a cushion of air just above the screen. This then allows the reciprocating screen to throw the more dense stones up the screens to discharge chutes, thereby ensuring all stones are removed from the rice grains. Dust laden air is exhausted through to the central dust collection

system further cleaning the rice grains before processing.

After the rice is cleaned from the de-stoner, it is passed through the de-duster where the light dust from the rice is separated.

### 4. Silky Polisher

In this process, any dust or sometimes the germs sticking to the body of the rice particle are removed by polishing. The whole rice polishing process is carried out under vacuum with little amount of water and exhaust air and dust being conveyed to the dust collection filter which separates the dust from the air-stream. This polishing process is designed in such a way that rice kernel's delicate tip remains intact even if the rice passes through abrasion or friction.



### 5. Sortex Cleaning - Rice Sorting

In this process, rice particles are made to pass through 190 channels fitted with 6 cameras in a Sortex Machine, where in the parameters of the rice are programmed and each particle of rice is scanned through powerful, high resolution camera that check the rice particle as per the specified parameters. On basis of these parameters, rice is either accepted, rejected or re-cleaned.

The latest and most efficient color Sortex machines are used to remove any undesirable grains or particles from the rice flow before packing. The innovative technology in the machine takes full



control on the defect size of the rice, length and width. Every single particle that doesn't fit with the programmable one is removed. The Sortex machine ensures that the discolored grains of rice like yellow or black do not get mixed with the final product and the packed rice is in fact only white in color.



## Impurities removed at different stages of rice cleaning process



## Rejections from Pre Cleaning with Aspirator MTRA Machine







## ISKCON FOOD RELIEF FOUNDATION

Voluntarily shares information\* on [www.guidestarindia.org](http://www.guidestarindia.org)



\* GSN is the unique GuideStar Number shared by this organization. Enter GSN in the search bar on [www.guidestarindia.org](http://www.guidestarindia.org) to view the NGO profile.  
\*Level of information shared varies across organizations, depending on their capacity and willingness to make disclosures. Income Tax PAN and registration as Trust/Society/  
Section 25 Company is mandatory. More details in the organization's profile on [www.guidestarindia.org](http://www.guidestarindia.org) for information and supporting documents. The Membership/Affiliations/Supporters/  
Accreditation section under Org Profile tab, indicates third party verifications taken directly from Trusts/States by GuideStar India. All other information is self-reported by the organization, and is  
made available in a searchable and comparable fashion in the public domain through [www.guidestarindia.org](http://www.guidestarindia.org). Users are allowed to exercise due diligence while using the information.  
For clarifications or feedback, please write to [info@guidestarindia.org](mailto:info@guidestarindia.org) quoting organization's GSN and name as displayed above.



# The Procurement Process



A Food Safety Management System (FSMS) is a network of interrelated elements which come together to ensure that food does not cause any adverse human health effects. On a general basis, these elements include programs, plans, policies, procedures, practices, processes, goals, objectives, methods, controls, roles, responsibilities, relationships, documents, records, and resources. In everyday operational terms, FSMS is a documented program that identifies and controls food safety hazards at every stage of food preparation from raw material purchase / procurement to storage, cooking and delivery process.

Food Safety Management Systems (ISO 22000:2005) is actually a very useful tool to prevent cross contamination during food preparation, to share best practices in running a kitchen and to promote higher food hygiene standards.

In procurement process these 3 factors are considered crucial, based on which the entire activities are carried out



The main ingredient – rice – is provided by the government as per our forecasting of the periodic consumption. The rice so received is sent for thorough cleaning before being used.

Remaining ingredients and cooking medium are purchased from an approved supplier; basically, those which have a FSSAI license, are able to fulfill our requirement and are committed to supplying as per our specifications.

Raw materials or ingredients are inspected and sorted as per raw material specifications before processing. Only sound, suitable raw materials or ingredients are used. We follow the FIFO (first-in and first-out) method of stock rotation.

The entire procurement process can be classified into four stages -

## The Procurement Process



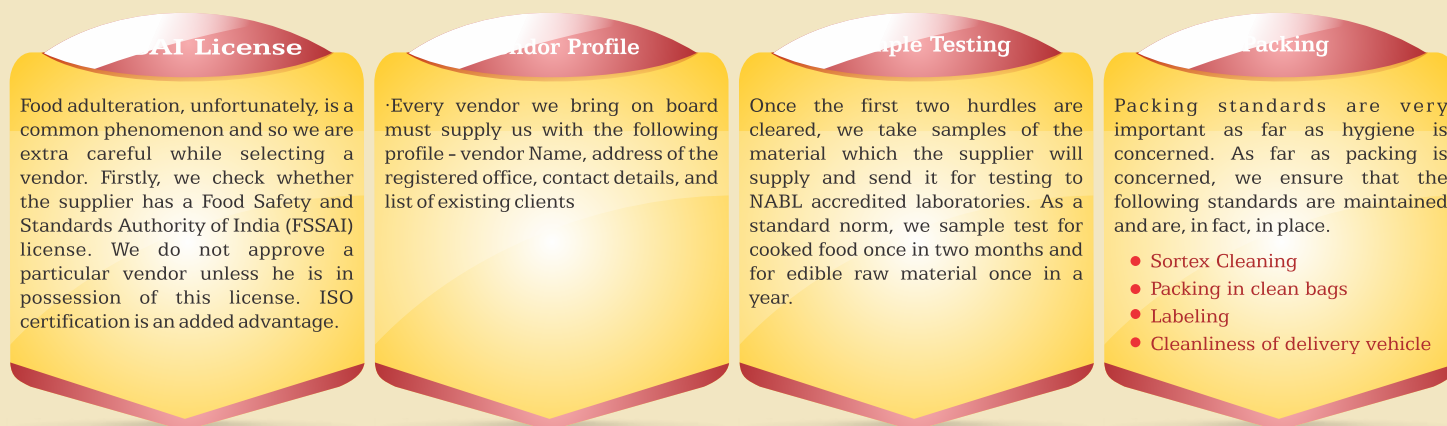


## 1) Understanding Requirements

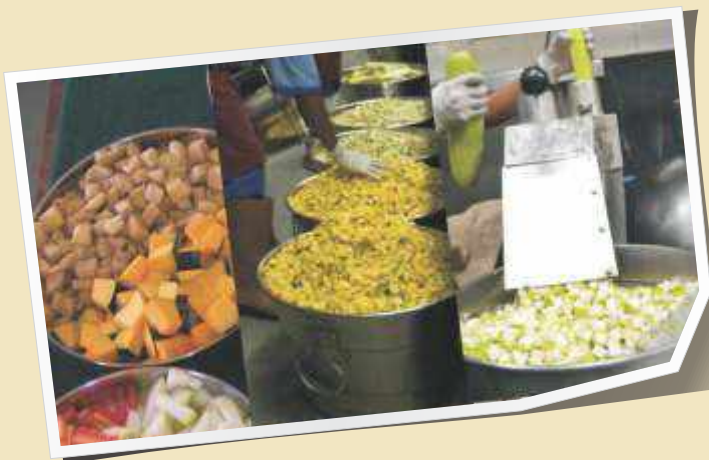
At periodic intervals, all kitchens prepare a detailed sheet which holds information about their consumption requirement. This sheet includes detailed listing of all items like grains, lentils, spices that are required for next week. Since we procure vegetables every two days, the listings of vegetables are made on a two-day basis.

## 2. Procurement Process -

Once we know the ingredients requirement, we go about the process of selecting a vendor who can supply these to us. In keeping with the high standards we like to maintain, we follow certain set procedures to select a vendor. These are as follows:



- \* The supplier must get the material cleaned via a Sortex machine and he must get it packed in proper clean bags.
- \* The supplier must then label the bags. Labeling must include the manufacturer's details namely his name and address, the batch number, customer care number, packed by date, expiry date etc. We do not accept any bags which do not contain labels with all this information. Additionally, all ground spices must have AGMARK.
- \* The cleanliness of vehicle in which the material is carried is another factor we take into consideration. If the vehicle used for transportation is 'dirty' or 'unkempt', we do not accept the material. Thus, this is how potential vendors are contacted, inspected and approved.





Vegetables are stored in the refrigerator so that they can stay fresh

By co-ordination with our suppliers we ensure that the packaging design for bulk supply materials is such that it provides adequate protection and thereby reduces the risk of contamination. Suppliers are required to ensure that packaging of materials is non-toxic and that it does not pose a threat to the safety and suitability of food under the specified conditions of storage and use.



Lentils, Spices, Dry Fruits, and Oil of branded quality that are used in the preparation of meal



When receiving ingredients, we weigh, check and wherever possible physically examine raw materials to ensure that the ingredients so received are of the correct quantity and quality. All the raw materials required for the next seven days are stored in the storage room.



**Gel Treatment**



**Fumigation**



**Rodent / Lizard Trap**



**Fly Catcher**

### **Pest control activities in Storage Room**

In the storage room, we regularly undertake pest control activities (like Gel Treatment for cockroaches), lay rodent trap for rats, lizard traps for lizards and keep fly catchers at various locations. Fumigation to eradicate small insects is done once in a month.



# Operations

The cooking operation followed in the Annamrita kitchen can be divided into three categories: Cleansing, Cutting and Cooking. These three categories are intrinsically related and combined result in the cooking operation.



**Cleansing**



**Cutting**



**Cooking**

## **Taste** Consistently Delicious

- Standardized cooking processes that guarantee consistently great taste, every time
- Trained cooks, who use the advanced technology in cooking under spiritual ambience
- Annamrita mixes a secret ingredient to the food it serves – love, devotion and compassion that adds an unparallel taste of purity, making it the only food that satiates the stomach, mind and soul alike



## **Variety** Different meals everyday

- Over 37 recipes that differ from region to region and as per the local tastes specified by the midday meal committee
- Serving different meals everyday so that children don't get bored
- Appetizing Menu - high on quality and nutrition



## **Hygiene** Absolutely World-class

- Ten principles of safe food handling and hygiene are practised at Annamrita kitchens
- None of the food or raw materials are handled directly
- Fresh vegetables and grains are procured as per requirement and we use high speed vegetable cutting machines
- The kitchen and the equipments are thoroughly cleaned on a regular basis





### Cleansing:

Firstly all our kitchens are thoroughly washed and cleaned to ensure zero contamination. The kitchen premises are fumigated with fumigant smoke every fortnight and our outsourced agency PCI applies a pest control gel periodically to ensure that all pests including cockroaches are prevented from breeding. To prevent and eradicate rodents, rodent trap stations are identified and rodent gum traps are placed at strategic locations. An integrated fly management application is followed periodically to ensure that all winged pests and flies are absent in the cooking area. In addition to all of this, all kitchens use PVC strip curtains, air curtains and fly traps to totally eliminate the presence of flies, etc.



*Drainage System*

All our kitchens are equipped with state-of-the art boilers, cauldrons (300 litre / 600 litre capacity), high speed vegetable cutting and peeling machines. All implements and food contact surfaces are made of Food Grade Stainless Steel, including drainage systems. The cauldrons are washed with soap before and after use and are checked for PH readings to detect and traces of soap residues. The water used in cooking is filtered and softened before use and is analysed for IS:10500 standards every six months. Our boilers, weighing scales, thermometers are calibrated regularly to ensure that they are functioning as per the desired standards.

### Water Testing - Water is tested at regular frequency for the below parameters -

- Colour, Odour, Taste
- Turbidity, PH Value
- Total dissolved solids
- Total Hardness
- Residual free chlorine
- Chlorides, Iron and Flourides
- Bacteriological Tests - Coliform & E. Coli





Sanitizer-Aquachlor is a 5% stabilized chlorine base equipment and raw food sanitizer cum cleaner. Aquachlor cleans, sanitizes and deodorises in a single operation.

All the food ingredients are thoroughly cleaned before use. All vegetables are sanitised using a 50 ppm chlorine solution and are further washed or rinsed to remove all traces of residual chlorine before cutting. To ensure that the chlorine residue does not exceed 5ppm, chlortest paper is used. Rice is washed in three stages and rinsed with fresh water till visually clean. Pulses, too, are cleaned thrice and rinsed before use.



### Cutting

Potato Peeler removes the skin from the potatoes. Washed potatoes are poured into the drum of the potato peeler from the top, the inner wall of the drum is coated with abrasive carborundum, as the drum rotates the potatoes strike against the abrasive inner wall which removes the skin, this processing requires minor flow of water through a pipe to remove the skin from the walls, the peeled potatoes are removed from the side of the drum through a gate. After the vegetable that are required for the day are thoroughly cleaned, they are cut to different sizes as per the menu and are stored in steel containers.



### Cooking

As per the recipe of the day, the spices and oil so required are weighed and taken to the cooking area. All our food is cooked by the steaming method to ensure maximum retention of nutrients, taste and colour. First in the cooking process, the cauldrons are filled with water. Steam is then passed through these cauldrons to get the water boiling. Dal, cereals and vegetables are added to this boiling water. Once this concoction is mildly cooked, rice is added. Alongside the cauldrons, chauce is prepared at the chauce station mounted in between the cauldrons. The chauce consists of mustard seeds, cumin seeds, ginger

Chauce (Tadka) Preparation and Cooking



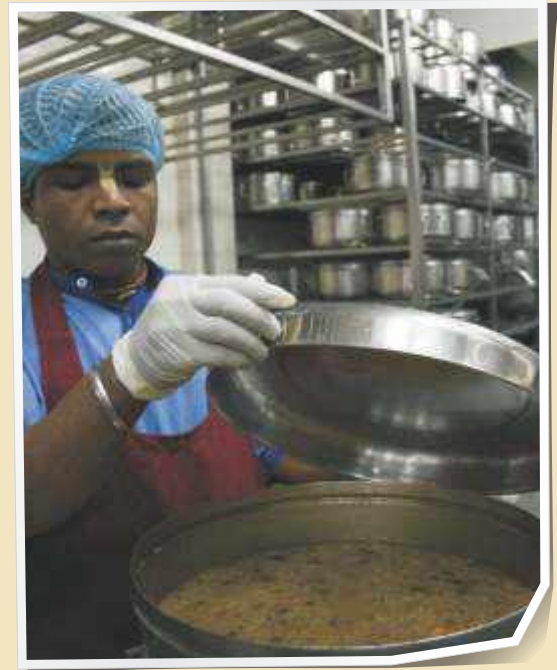


paste, chilly paste, tomato paste, curry leaves and so on as per the requirements of the recipe. Once the rice, vegetables and dal are sufficiently cooked, the chaunce is added to the cauldrons and stirred. The preparation is now allowed to cook for a while. While cooking, we strive to maintain the right cooking temperature (above 90 degree centigrade) to ensure safety and long shelf life of the food.

**Various parameters like temperature, pH value, sensory evaluations are recorded in each batch of cooking**

All the food items we serve have a documented recipe and process, to ensure quality and uniform taste. Ginger paste, chilly paste is prepared daily (as per requirement) in the grinder whereas cardamom and cumin seed powder is prepared once a week in the pulveriser machine. Based on the requirement each day the meals are planned in batches so as to ensure that the food so prepared has a long shelf life and high nutritional quality.





After the documented parameters are found to be acceptable, the containers are passed on the conveyor below the cauldrons. The outlet valve at the bottom of the cauldron is opened and the container is filled with the food. Once filled up to the pre-measured level, the containers are pushed on the conveyor and the next container is filled. In this entire process, food is untouched by hand. This ensures maintenance of high standards of hygiene and sanitation.



The filled containers are sealed with security seals to avoid tampering. The security seal is of paramount importance and the schools have been instructed to not accept the containers if the seal is broken. Each container has a specific colour coded security seal (which indicates the variety and quantity of food) to help easily identify during delivery. Sample of all the products cooked for the day are taken out and their temperature is measured after 3 hours of dispatch to coincide with the school lunch break timings.



Serving spoons after washing and sanitizing, are packed in plastic pouches. The containers are sealed and along with the serving spoons are loaded in delivery vehicles.

The vehicles (specifically certified to carry food material) are washed on a daily basis with soap water. Furthermore, the vehicles are fumigated on a weekly basis to ensure a germ free environment. Serving spoons after washing and sanitizing, are packed in plastic pouches. The containers are sealed and along with the serving spoons are loaded in delivery vehicles.

# Dispatch Process



Annamrita vehicles that carry  
**hope and inspiration**  
to millions of children across India



Once the food is ready, it is tasted and observations for temperature, colour, appearance, flavour, consistency and taste are documented.



The logistic challenge is that the lunch break in all the schools is nearly at the same time. To ensure that the meals are delivered on time, specific routes are drawn up after accounting for traffic bottlenecks, as per the timings and location of schools. Each vehicle has been assigned a pre-determined route so that all the schools receive the meals well before the lunch break. All deliveries are acknowledged by signed challans, along with the stamps of the schools.





After dropping all the containers in the respective schools, the vehicles collect the empty containers back from the schools while returning. By afternoon, cleaning of the containers starts at kitchen. This is a massive task by itself. The containers are first cleaned in hot water, then in soap water and finally in warm water. They are then stacked in the shelves for the next day.

All drivers are periodically trained in health, food handling and food safety, besides vehicle maintenance and traffic regulations.



Each day, 302 Annamrita vehicles travel around 28,000 kms reaching out to various schools, carrying hope and inspiration to over a million children across India



**DNV BUSINESS ASSURANCE**  
**FOOD SAFETY SYSTEM CERTIFICATE**

Certificate No. 130128-2013-AFSMS-IND-RvA

*This is to certify that*

**ISKCON FOOD RELIEF FOUNDATION**

Gala No.19, Ground Floor, Jaywant Industrial Estate, 63 Tardeo Road, Mumbai - 400 034, Maharashtra, India  
 Gala No.08, Survey No. 203, Opp Team Engineer Ltd, Ghodbunder Road, Mira Bhayander, Thane - 401 107  
 House No. 275/276, Village -Haroshale, Nasik Road, Taluka – Wada, Thane - 421303, India  
 Mahavir Nirman, Kamala Park, Mahim Road, Palghar (W), Thane – 401404, India

*and the sites as mentioned in the appendix accompanying this certificate.*

*Is evaluated and approved according to the Food Safety Standard:*

**ISO 22000:2005**

*This Certificate is valid for the following product or service ranges:*

**Cooking & Dispatch of Midday Meals to school children under  
 the Governments' Midday Meal Programme.**

*Initial Certification date:*

January 30<sup>th</sup>, 2013

*This Certificate is valid until:*

January 30<sup>th</sup>, 2016

*The audit has been performed under the  
 supervision of:*

Sanjeev Mishra  
*Lead Auditor*



*Place and date:*

Barendrecht, March 11<sup>th</sup>, 2013

*for the Accredited Unit:*  
 DET NORSKE VERITAS CERTIFICATION B.V.,  
 THE NETHERLANDS

A.E. van der Kruk-Visser  
*Management Representative*

Lack of fulfilment of conditions as set out in the Certification Agreement may render this Certificate invalid.

ACCREDITED TO: DET NORSKE VERITAS CERTIFICATION B.V., ZWOLLEWEG 1, 2994 LB, BARENDRECHT, THE NETHERLANDS, TEL: +31 (0) 10 2922600 WWW.dnvba.com



# Personal Hygiene

**Do's & Don'ts**  
inside the Annamrita kitchen

- Do's (Green Checkmarks):**
  - Hair should be properly tucked inside the cap
  - No earrings or necklace/chains
  - No outer pockets
  - Wear neat and clean clothes
  - No wrist watch / rings
  - Cover all wounds
  - Nails should be short and clean
  - Torn clothes should be repaired or replaced
  - Wear clogs and safety shoes
- Don'ts (Red X's):**
  - Hair coming outside the cap
  - Earring and necklace/chains
  - Outer pockets and contents
  - Dirty clothes
  - Wrist watch / Rings
  - Open and bleeding wounds
  - Long and painted nails
  - Torn clothes
  - Bare feet / slippers

# Laboratory Report



Maharashtra Government  
**PUBLIC HEALTH LABORATORY, KOKAN BHAVAN**

Office Phone No.:- 022-27571981  
Fax No.:- 022-27571981  
Email Id:- [jsophlkon@gmail.com](mailto:jsophlkon@gmail.com),  
[jsophl\\_kon@rediffmail.com](mailto:jsophl_kon@rediffmail.com)

Office - Junior Scientific Officer  
Public Health, Laboratory,  
Kokan Bhavan, Navi Mumbai

No. PHL/KON/Food/P-17/ 458 /2015

Date:- / /2015

Health Services

Test Report

24 FEB 2015

Report on Sample of Chilka Moong Dal Khichadi as below Sent by: Iskcon Food Relief Foundation (Mira road)

With His Letter No. - -----

Dated. 21/01/2015

Date of Receipt: 21/01/2015

Date of Examination started: 21/01/2015 & Onwards.

### RESULT OF EXAMINATION

Date of analysis completed: 31/01/2015

Sr. No.	Name of Tests	Results (Mira road)
1	Physical appearance	Light brownish coloured, Semisolid chilka moong dal khichadi prepared food received in plain plastic container labeled as Iskcon Food Relief Foundation
2	Moisture (%)	37.34
3	Total Ash (%)	1.60
4	Fat (%)	23.79
5	Protein (%)	16.75
6	Carbohydrates (%)	20.52
7	Calories (Kcal/100gms)	363.19


**Remarks:** - It is presumed that the representative sample has been taken from whole stock and sent for analysis to this laboratory. The results are for submitted sample.

-----End of Report-----

Forwarded with compliments to:

Iskcon Food Relief Foundation (Mira road)

Fee Rs.5600/-Receipt No. 8597893 Date: - 21/01/2015

  
Junior Scientific Officer  
Public Health Laboratory  
Kokan Bhavan, Navi Mumbai



# Food as Pure as Nectar

Every day Annamrita prepares over 1.2 millions meals for children across India, with a whole lot of love and care, The food items that we serve our children differ from region to region and as per the local tastes specified by the midday meal committee. Also, we serve different meals (high on quality and nutrition) on every day of the week so that children don't get bored of eating the same food every day. Here are some of the food items on our menu.



**Choley and Rice** : This dish is a delicious combination of chickpeas cooked with vegetables and of course, spices; it is served with rice.

**Rajma Rice** : Rajma Chawal (kidney beans with rice) is wholesome, comforting and rich in proteins. And this is what makes it the perfect lunch dish.

**Rice and Matar Paneer** : Matar Paneer is a very popular North Indian dish prepared with paneer and peas. It is served with either rice or pulao.



**Veg. Biryani** : A delicious biryani made healthy with vegetables is served to the children often. It is one of the most grand, noble and delectable food items that children thoroughly enjoy.

**Rice, Sambar and Buttermilk** : Sambar prepared with lots of vegetables, lentils and spices is served with rice and butter milk (made from yogurt).

**Khichdi, Tomato Chutney and Butter Milk** : In this meal, khichdi is served with delicious tomato chutney (mixture of tomatoes and spices) and buttermilk.



**Jaggery Pongal, Rice and Butter Milk** : Jaggery pongal is a delicious sweetened rice dish made by adding jaggery to rice which is then flavoured with cardamom.

**Chapati Sabji** : Chapati is the world's easiest bread to make and definitely one of the tastiest. Chapati (also known as roti) is served in schools in North India with dal or curry or sabji and is a favourite with the children.

**Puri Bhaji** : Alternatively to chapatis, puri is deep fried and is served with bhaji made with different vegetables and spices. A student favourite, it is served in schools of North India.



**Daliya** : Cracked wheat, also known as daliya, is a good source of fiber and is served to children.

**Jeera Rice** : Jeera rice is an Indian dish consisting of rice and cumin seeds. This flavourful rice is a popular dish in North India. It is served with dal which is a mixture of lentils and vegetables.

**Tamarind Rice** : Tamarind Rice is a heart-warming dish that uses tamarind to create a magical flavour. Other spices so used are coriander seeds, chana dal, fenugreek seeds and red chilies which are roasted and ground to a fine powder.



**Curd Rice and Rasam** : This is served in some schools in South India. Curd rice balances the other spicy dishes we usually serve! Curd rice when eaten with rasam is irresistible!

**Rajgira Laddu** : It is low fat and high in nutrients like fiber and minerals such as iron, magnesium, phosphorous, copper and especially manganese. Additionally, rajgira is rich in lysine, the one essential amino acid that is hard to find in vegetable protein sources.





**Chikki** : Chikki is a healthy, delicious traditional candy made from peanuts and jaggery. It can be eaten alone or with snacks and is a perfect replacement for chocolates.

**Bhel** : Bhel is a spicy and tasty snack prepared with puffed rice, groundnuts, roasted Bengal gram, corn flakes, curry leaves and spices.

**Rice Dal** : Dal bhat or dal chawal refers to a traditional meal which is popular in many places. It consists of steamed rice served with cooked lentil soup made rich with vegetables.



**Harabhara Pulav** : This nutritious and delicious dish is prepared with rice, whole gram, beetroot, carrot and spices.

**Capsicum Rice** : Capsicum rice is made healthy with rice, capsicum, whole gram and spices

**Sambar Khichdi** : Sambar khichdi is a delicious khichdi made of split red gram, vegetables and spices.



**Mung Dal Khichdi** : Moong dal khichdi is healthy and at the same time easy on the stomach. This meal is not only good to eat but it aids in digestion too.

**Veg Pulao** : Veg pulao is a delicious meal prepared using various vegetables like peas, beetroot, carrot, soya chunks and spices.

**Sprouted Mooth Khichdi** : Sprouted mooth khichdi is a healthy and nutritious meal made of sprouted mooth, vegetables and spices.

**Split Red Gram Khichdi** : This khichdi is made of split red gram, vegetables and spices.



**Kabuli Chana Khichdi** : Delicious chick peas add a fine taste and texture to this khichdi. The khichdi is made of chick peas, vegetables and spices.

**Tomato Rice** : Tomato rice is a South Indian style rice preparation. The main ingredients of this dish are tomatoes and rice and the addition of curry leaves and spices give this dish a nice flavour.

**Sweet Rice** : Sweet rice is a custard-like pudding made up of rice, milk, sugar and dry fruits. This lovely rice dessert has delicate flavours which children relish!



**Rice & Alu Matar Sabji** : Children in Kolkata are served rice and alu matar sabji. The sabji is made up of potato, peas and spices.

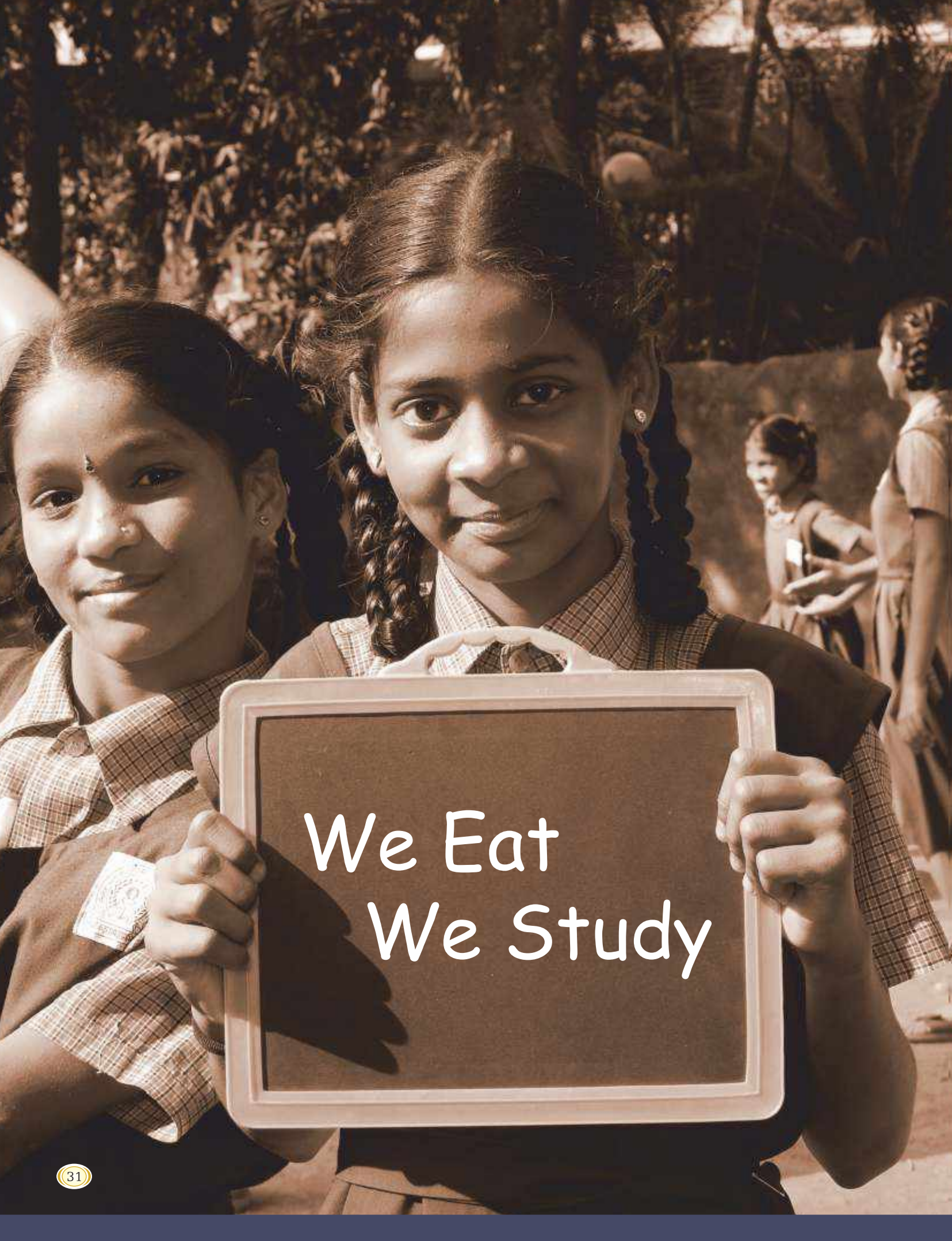
**Pulao and Dum Aloo** : Pulao made of carrot, beans, cashew nut, raisins and spices is served with dum aloo sabji which is made of small potatoes and spices. This meal is served in schools in Kolkata.



**Idli Sambar** : Idlis are steamed cakes which are prepared by grinding urad dal and rice cream. Idlis are served with sambar made up of vegetables and spices which makes this a complete healthy meal.

**Sheera**: Best Indian desserts, sheera is made from rava, ghee & sugar





We Eat  
We Study

# Initiatives to generate awareness



## Visit from the Media Fraternity



Stuart Sender is a director, writer, and producer whose work has been nominated for two Academy Awards and a Director's Guild Award. Together with his wife Julie Bergman Sender, he runs the film production company Balcony Films.

He along with Ram Subramanian Founder & Director of Handloom Pictures company spent a day at Annamrita. They visited our kitchen, interacted with staff and also visited the K.K. Marg School where they zealously participated in the khichdi serving process. Our guests were enthralled by the smiles on

the children's faces and the children had a gala time getting clicked with such well known personalities.

## Isha Koppikar visits Annamrita

Over the years, Annamrita's facilities have been graced by several stars. Celebrities like Sachin Tendulkar, Sonam Kapoor, Hema Malini, Emraan Hashmi, Juhi Chawla, Soha Ali Khan, Vikas Khanna and many others have marveled at the Annamrita kitchens. This April we were visited by Isha Koppikar, an acclaimed Indian actress who has worked in Hindi, Marathi, Telugu, Kannada, and Tamil films. She also visited the Tardeo center and discussed the project with Sri Radha Krishna Das, our Administrative Advisor.



Isha Koppikar congratulated the Foundation on the way the kitchen operates and the excellent work being done. Wishing Annamrita all the best for the future, she conveyed her wishes to see the foundation growing even more in the years to come.

## Raje Ambrish Rao, State Tribal minister visits Annamrita



The Annamrita Tardeo center was visited by Raje Ambrish Rao who is the State Minister of Tribal Development. He represents the Aheri Assembly Constituency, in the Gadchiroli district of Maharashtra. The scion of the Gond tribal royal family of Aheri in Naxalite-infested Gadchiroli won his maiden battle against uncle and former minister Dharmarao baba Atram.

He visited the ISKCON Food Relief Foundation and was very impressed with the mission and vision of the project.

## Annamrita Received Support from Bank of India

Bank of India is a commercial bank with headquarters in Mumbai. Bank of India believes that every individual Indian should be free from hunger, malnutrition and should have basic necessities and be entitled to affordable education, healthcare facilities and equal opportunities in an enabling environment thereby resulting in reduction of social and economic disparity. Towards this larger goal, Bank of India has taken one small step by supporting the Annamrita- Midday meal project. Mr Satish Joshi - AGM of Bank of India personally came to show his support for the Annamrita project.



### HNI visit



Annamrita team was paid a visit by a group of eminent personalities who have been lending their name to our cause for a while now. Our guest included distinguished individuals like Mr. Amit Chandra and Mrs. Archana Chandra, Mrs. Bijal Meswani and Mr. Anuj Bhagwati. This time around the difference was that they were accompanied by their lovely children. The children enjoyed giving the khichdi a swirl in the kitchen and thoroughly enjoyed interacting with the school kids. They were full of questions and displayed a genuine interest in giving back to society.



### B1G1 Group Visits Annamrita



B1G1 is a Social Enterprise and a non-profit organisation with a mission to create a world that's full of giving. Unlike conventional giving models, B1G1 helps small and medium sized business achieve more social impact by embedding giving activities in their everyday business operations. B1G1 has been a supporter of Annamrita for a while now. They even visited our Tardeo center this month. The groups of enthusiastic visitors were moved to see the impact of their contributions. They also visited Dr. Shirodkar School and B. P. K. Sahakari School and participated in the khichdi serving process and interacted with our school children. They left with a lot of pleasant memories and

promises to get more people involved in our project.

### IIFL vehicle Inauguration

Annamrita proudly inaugurated ISUZU vehicles donated by India Info Line (IIFL). The inauguration was attended by the Founder Mr. Nirmal Jain and his wife Mrs. Madhu Jain along with their CEO, Dr. Sarika Kulkarni.

IIFL Group, is a leading financial services company in India, with 2500 offices across 500 cities, promoted by first generation entrepreneurs. They have a diversified business model that includes credit and finance, wealth management, financial product distribution, asset management, capital market advisory and investment banking. We thank IIFL for their benevolence and look forward to their continued support.

The auspicious inauguration at the Sri Sri Radha Rasabihari Mandir Juhu, promises to be the start of a long and fruitful collaboration.



### Sophia Polytechnic students visits Annamrita



Young enthusiastic students from Sophia Polytechnic visited our facility early morning and bright-eyed. They watched the entire cooking process from start to finish. Having an interest in pharma and the food industry, they had a lot of questions around nutrition, cooking temperatures and the audit process followed in our kitchens. They tasted the khichdi and were thoroughly impressed with ISO standards we follow. The students also went on to



### Groupon collaborates with Annamrita



Groupon is a deal-of-the-day website that features discounted gift certificates / vouchers usable at local or national companies. Groupon is valid in 10 major cities across India.

Annamrita collaborated with Groupon, an e-commerce portal that offers exciting deals on everything from restaurants to getaways. Groupon featured Annamrita as a Charity partner on their site. Through the Groupon deal, shoppers got innovative options of sponsoring meals for children. The tie-up was very successful and 900 shoppers sponsored over **1000 meals** online

towards our cause. Just goes to show that shopping and giving back can go hand in hand.

### Mr Israni Founder of Blue Cross Laboratories visits Annamrita

Blue Cross Laboratories is one of the leading research-based pharmaceutical companies in India with over three decades of experience in providing healthcare products to people across the globe with the aim of improving human life. Mr. N. H. Israni, Founder of Blue Cross Laboratories visited the Tardeo center of Annamrita. Mr. Israni is widely recognised as one of the pioneers of Indian Pharmaceutical Industry. Mr. Israni and Mr. Punwani visited the Annamrita kitchen and understood the cooking process in great details. Blue Cross labs has lent tremendous support to Annamrita over the years and they are our major supporters in the new upcoming projects.



We thank them for their generosity.

### Education Department visits Annamrita Aurangabad center



Members of Maharashtra State Secondary and Higher Secondary School visited the Annamrita Aurangabad kitchen. Director of Primary Education - Mr. Mahavir Mane, Deputy Director of the Education Department - Mr. Mahesh Palkar, Deputy Director for Aurangabad region - Mr. Sudhakar Banate and 15 Education Officers of various districts visited our Aurangabad kitchen. They not only appreciated our kitchen hygiene and infrastructure but also appreciated the inclusion and innovative use of vegetables such as beans, shimla mirch, carrot, spinach, cabbage etc. in our meals. The ISO certified kitchen and the nutrition reports we shared with them met all their approvals.

They expressed a desire for ISKCON Food Relief Foundation to replicate this project in other districts as well.

“We have visited Annamrita which is run by ISKCON Food Relief Foundation under the centralized Mid Day Meal program. The cooking process is very safe and hygienic. They provide children with nutritious and healthy meals. Best wishes and hope to see this project implemented in other states as well” - Mr. Mahesh Palkar, Deputy Director Mid Day Meal.



### Vehicle Inauguration by ONGC team



Oil and Natural Gas Corporation Limited (ONGC) is an Indian multinational oil and gas company. It is India's largest oil and gas exploration and production company. It produces around 69% of India's crude oil and around 62% of its natural gas. ONGC sponsored a delivery vehicle for Annamrita that will help transport khichdi boxes to slum schools.

This vehicle has the capacity to deliver mid-day meals to over 4,500 underprivileged children and is a necessary part of the logistics involved in implementing the mid-day meal program.

We thank them for their benevolence and look forward to their continued support.

Ms. Shubhangi, HRE- CSR ONGC, " Blessed food. By definition it is Prasad. Proud to be associated in intervention which is bringing smiles to so many faces."

### Lion's Club of Juhu visits Annamrita

The members of Lion's Club of Juhu paid a visit to the Annamrita Tardeo kitchen in order to know about its functioning. They were all anxious to see the cooking and transportation process of meals. The Lion's Clubs have been extending their support over the past years, and we look forward to their continuous support...

"I have visited this kitchen for the first time and feel extremely happy to see the kitchen. I have never come across such a neat and clean kitchen elsewhere. In fact, I feel, the children who are served by ISKCON are lucky for such Hygienic and nutritious meals."- Harshad Mehta, member of Lion's Club of Juhu,



### JSW Steel Ltd.



Late shri O.P. Jindal believed in building a self-reliant India and it is his vision that continues to drive and inspire JSW. JSW Foundation, an integral part of the Group, is the social development division of the Group. It's theme "Janam Se Janani Tak – JSW Aap Ke Saath", a long term commitment extending services to meet the pressing needs towards empowering women and children. The Foundation is chaired by Mrs. Sangita Jindal who is also on the Advisory Committee of Annamrita. JSW Foundation is

working towards eradicating poverty & hunger, tackling malnutrition, promoting social development and addressing social inequalities. The JSW Group has been supporting ISKCON Food Relief Foundation, Palghar for the last couple of years. Their commitment towards our cause has enabled us to sponsor most of the Zilla Parishad schools in Palghar area with nutritious Mid Day meals daily. The JSW team, consisting of Mr Mohan Ghadge CSR Head, Mr Vijay Kamble and Mr Kiran Mhatre at JSW Steel Ltd visited the Annamrita – Palghar kitchen . The team saw the entire cooking and dispatch process. We look forward to collaborating with them on many more projects in the future as well.





### Pricewaterhouse Coopers Foundation visits Annamrita



Pricewaterhouse Coopers (trading as PwC) is the world's second largest professional services network, as measured by 2014 revenues, and is one of the Big Four auditors.

At the starting of new academic year Annamrita kitchen was visited by Mrs Asha Ramanathan, Partner at PwC and also head of PwC Foundation.

Mrs Asha Ramanathan visited the Annamrita Tardeo kitchen along with her colleague. They expressed their delight at the work the kitchen accomplishes, reaching out to thousands of children in the region with tasty, nutritious and hygienically prepared food. We are glad to receive their support.



# Events

## Anand Utsav - Jaipur



ISKCON Food Relief Foundation celebrated Anand Utsav at Jaipur, to mark the start of a new Kitchen at Jaipur. This kitchen will serve meals to around 25,000 children from neighboring rural areas of Jaipur. The event was held at the Birla auditorium, Jaipur with approximately 1000 people in attendance.

Chief Guest for the evening was Shri Rajpal Singh Shekhawat - Hon'ble Minister Urban Development and Housing. Guest of Honor included Shri Ram Charan Bohra - MP Jaipur and Shri Kailash Verma - MLA Bagru Jaipur.

The program started with lamp lighting by the Chief Guest and a welcome speech by Shri Radha Krishna Das – Founder & Administrative Advisor Annamrita. This was followed by a round of Felicitation of eminent guests & donors. Shri Radha Krishna Das then spoke about the Annamrita project and the milestones achieved thus far. There was a gopiasastrotram dance and a Draupadi play performed by vaikuntha players Delhi

We rounded off the evening with a vote of thanks to all our guests and donors for making the Annamrita project such a big success.

## IAA – Young Turks Forum



The International Advertising Association (IAA) Young Turks Forum hosted a mentorship programme with 25 industry captains mentoring over 700 students & young professionals at the Bombay Stock Exchange's International Convention Hall. HBO South Asia was the Presenting Partner, Mahindra SSG and NASSCOM - the knowledge partners and Annamrita was the NGO partner for the event. The IAA Mentorship Program which was launched by Mrs Sangita Jindal had musical performance by Pandit Navin followed by interactive session of Mr. R Balki with Stefan Haves, in presence of Mr. Sanjay Kumar, Principal Secretary Government of Maharashtra. The evening rounded off with sumptuous snacks which included the famous ISKCON Khichdi amongst many other delicacies.

## Johnson & Johnson Employee Engagement program

Johnson & Johnson is an American multinational medical devices, pharmaceutical and consumer packaged goods manufacturer founded in 1886. The company's business is divided into three major segments, Pharmaceuticals, Medical Devices and Diagnostics, and Consumer Products. For their Annual Foundation Day, as part of the celebrations few employees visited an Annamrita school. Johnson & Johnson believes in a more deeper involvement in CSR and they always encourage their employees to be involved in the project at the root level.

They visited a Saraswati Vidya Mandir school at Mahim and participated in the khichdi serving process. Johnson & Johnson has supported the Annamrita project through khichdi drives and CSR drives for a while now.







### HPCL Foundation Day



Hindustan Petroleum Corporation Limited is an Indian state-owned oil and natural gas company with its headquarters at Mumbai, Maharashtra and with Navratna status. HPCL celebrated its 41st Foundation Day and they chose to do it with Annamrita.

Several different activities were run that day including a blood donation camp as well as feeding the underprivileged in surrounding localities. HPCL sponsored 14000 meals for underprivileged children through this activity. This activity was simultaneously undertaken at all 4 locations of HPCL across the city.

### VForum 2014

Annamrita was honored by VMware Software Company. VMware is the industry-leading virtualization software company which empowers organizations to innovate and thrive by streamlining IT operations. Every year VMware arranges their IT Event named vForum. This year as well it was held at Renaissance hotel, Powai. VForum 2014 brings together thought leaders, subject matter experts, and IT professionals to immerse themselves in the latest in virtualization and cloud technology. Annamrita was proud to be the NGO partner for the event. We had an interactive stall with games. At this event Annamrita got a chance to set up a stall and interact with various IT professionals.



VMware pledged to match all the donations received at the stall. At the end of the event Annamrita was felicitated on stage with a cheque sponsoring 3 lakh children by Mr Nagarajan and other Directors of VMware.

### Standard Chartered Mumbai Marathon 2015



The Standard Chartered Mumbai Marathon or SCMM is one of the top 10 marathons in the world. However, apart from testing the physical fitness and athletic quotient of the participants, the marathon also raises funds for charity. Annamrita has been participating in this event for the last 3 years, this year as well we were able to do so thanks to the support of our sponsors and dedicated supporters. We had runners participating in the Dream Run as well the Half Marathon categories. We especially want to thank our regular runners like Noopur and Gaurangi Desai, Kallolini and Kunjan Gandhi, Mayur Nisar and Abhishek Karnani amongst many others making this run possible.

### One Million Feeding

The month of Oct was a month of outstanding milestones for us. On 17 Oct, Annamrita successfully fed 1 MILLION CHILDREN ACROSS INDIA, for ONE INDIVIDUAL. This was thanks to GiveIndia who donated towards the children as a gift to a compassionate and generous philanthropist, that we were able to achieve this feat. We are hopeful that in the future as well many more such philanthropic gestures will take place and individuals become our Annamrita Champions. After all it takes just Rs 2 to feed 1 child for 1 day, so now just go ahead and spread the joy.



## India Rising Fest 2015



India Rising Forum is a non-profit institution geared towards sustainable development, empowerment of the underprivileged and igniting the entrepreneurial spirit of young minds to achieve social security, economic prosperity and environmental stability.

Annamrita participated in the India Rising Fest 2015 which was held in Ghatkopar. It was a five day event that saw various different NGOs setting up stalls at the venue. Annamrita served hundreds of visitors, khichdi during the event. We had dignitaries and celebrities like Ms. Poonam Mahajan, Ms. Juhi Chawla, Mr. Himmesh Reshammiya, Mr. Mukesh Khanna, CM of Maharashtra

Shri Devendra Fadnavis and H.H Radhanath Swami who interacted with us at the stall.

## Swachhagraha

In line with the "Swachh Bharat Abhiyan", Swachhagraha is a nation building initiative of Aquakraft Projects Pvt Ltd. SWACHH is an acronym for Sanitation & Water for Children Health & Hygiene. This Republic Day ISKCON Food Relief Foundation partnered with Aquakraft – SWACHHAGRAHA - a revolution that aims to transform the society by providing Clean Drinking Water, Clean Toilets, Mid-Day Meals and monitoring health on a continuous basis thereby attempting to create a healthy India. The same is supplemented by an integrated student information system that enables issuance of a unique student identity cum prepaid card through which they can access these facilities & other related elements. This project aims to provide a wholesome development for children.



## World CSR congress



Annamrita participated in the World CSR Congress held at Taj Lands End. We had a stall there and got to interact with various different NGOs and Corporate leaders from around the globe. The 2 day event also had various workshops and conferences covering topics like sustainable and responsible business, competitive advantage and change for sustainability.

The World CSR Congress, guided by sustainability executives, experts and media from around the globe, seeks to spread the message of responsible business. The Congress shares best practices in CSR and sustainability, and awards organizations and individuals that are making a difference in society.

## GNIMS - Virsa Festival

Guru Nanak Institute of Management Studies (GNIMS) celebrated their annual festival VIRSA, at the beginning of February. It was a 5 daylong event packed with plays, dances, sports and literary contests. Annamrita was the NGO partner for VIRSA 2014. We had a stall at the event, where we not only had a chance to interact with the students but also serve them khichdi. Students and faculty alike enjoyed the hot khichdi in between their events. Annamrita was also specially felicitated for our work on the last day of the event.





### Women's Day celebration

International Women's Day (IWD), is celebrated the world over on March 8 every year. Through the ages this day has signified various achievements by women celebrated on this day. It is basically a day where we appreciate the women in our lives.

Annamrita – ISKCON Food Relief Foundation is an equal opportunities organization. Our meals promote oneness and break down the barriers of gender, caste and creed. Annamrita also celebrated the important women who

support this project with their hard work and dedication. A small program was held at Annamrita Aurangabad office. The program was chaired by Mrs Anita Pagare (Head of Cleaning Staff) and Mrs Kristopher, HR Head from Greaves Cotton Ltd. who was Chief Guest for the event. A Group of around 40 female employees from Greaves Cotton Ltd. visited the Aurangabad kitchen facility. Mrs Kristopher appreciated the work being done by the facility and especially spoke about the importance women bring to the workplace. A sumptuous meal followed along with a lot of appreciation for the Annamrita team.

### Wonder Year's Charity Fun Fair

Annamrita was invited by Wonder Years, Kindergarten School in Tardeo to participate in their Fun Fair as the NGO partner for the event.

Wonder Years is designed on international standards and provides the most congenial environment for the development of preschooler's in the age group 1yr to 5 yrs. Their aim is to enhance confidence and creativity in children. At their annual Fun Fair event Annamrita had a stall along with several game stalls like creative painting, diya making, cookie making, doll making, darts, trains etc to entertain the kids and parents alike. Needless to say the parents and faculty were very welcoming and our khichdi boxes were sold off in no time.

All proceeds from the event went towards Annamrita and we were able to sponsor meals for 10,000 children from our proceeds. As they truly say, somethings in life should be started young.

We want to say a special Thank you to Mrs. Noopur Desai, Partner & Co ordinator, Kindergarten & Teacher Training Center for helping put all this together.



### Holi celebration at school



Holi the spring festival, also known as the festival of colors or the festival of triumph of Good over Evil.

ISKCON Food Relief Foundation also celebrated the festival. IFRF Aurangabad center along with Indian Association of Pediatrics (IAP) and Lions club of Aurangabad celebrated Holi with 50,000 school students. The students and teachers enjoyed colors and sweets distributed on that day. Annamrita also took the opportunity to teach the kids about a safe and eco friendly Holi. Posters were displayed at schools which gave tips on how to enjoy a safe Holi.

In 3 of the schools representative Doctors from IAP, Lions club along with Dr

Dutta Kada - MD Pediatric and Senior Pediatrician of the city, Dr Mandar Deshpande - MD Pediatric, Dr R Kulkarni, Dr Santosh Madrewar spoke to children on the importance of proper handling of colors and correct hygiene practices to be followed.



# Our Programs

## Tithi Bhoj

Feeding the lesser privileged is an act of compassion that is accepted across all religions. Since time immemorial "Anna Daan" or the act of donating food is supreme and incomparable to any other form of charity. Annamrita's program, 'Tithi Bhoj' enables you to sponsor meals on "Special Occasions" such as "Birthdays", "Anniversaries", "Weddings", "Festivals", "In memory of", "Promotions" etc. for our under privileged children. By partnering with Annamrita on such occasions you not only continue this tradition but also help sponsor meals and bring smiles to millions of lesser privileged children in slum and tribal schools. Come, double your happiness by sharing it with others.

This year saw over 50 individuals celebrate the special occasions in their life with Annamrita. Here are some of the memories captured.





## Khichdi Drives

Khichdi - Being the Star of the Annamrita project – we thought it best that organisations and individuals get a taste of this dish that is being served to nearly 1.2 million children everyday across India. So as part of our fundraising and awareness drives, Annamrita serves Khichdi to employees in various organisations during their lunch break. Employees partake of this lovely meal and voluntarily contribute whatever they like towards their meal. In this way they “pay it forward” towards a child’s meal. All the money collected thus, is transferred towards sponsoring more meals for needy children. Multinationals, Banks and even NGOs have graciously hosted Annamrita at their premises and whole heartedly supported our cause.

Annamrita is especially booked solid during the Daan Utsav month when we are invited by variety of organizations to serve khichdi at their premises

Mahindra & Mahindra Ltd , Help Your NGO, Quantum Mutual fund, RBL Bank, The One Alliance company, Ziqitza Health Care Limited (ZHL), MSL India, Ratnakar Bank Ltd. MSM Discovery Pvt. Ltd. (“MSM Discovery”) Ziqitza Health Care Limited (ZHL) Equity Master, Travel Guru, Concast, Piramal, DSM, IIFL, Smith n Newphew



# Highlights of the Year

2014 – 2015 has been a year of accomplishments and new beginnings for Annamrita – ISKCON Food Relief Foundation.

Appreciating the quality of our good work, Annamrita was approached by the Municipal Corporation of Greater Mumbai to start providing healthy meals to patients in TB Sewree and Cooper Hospitals. This added another feather to our cap. Annamrita has also started serving meals to outpatients in Tata Cancer Hospital.

Certificate of Excellence  
**Ramakrishna Bajaj National**  
Certificate of Merit for  
Cause and Empowerment -  
**Ethical Companies G**  
Platinum Certification - C  
Certificate of Merit -World C  
Certificate of Appreciation for EX  
Shri Radha Krishna Das from Swa

Online collabora  
with Groupon  
Food Panda, Impact  
Health Saverz a  
Power for On

Work started for our new upcoming kitchen in Mumbai city. This kitchen will have the capacity to feed 1 lakh more children in Mumbai as well as patients in Sewree TB Hospital.

ISKCON Food Relief Foundation started with feeding 900 children from one room of Sri Sri Radha Gopinath Temple, Chowpatty and till date ISKCON Food Relief Foundation has served approx. 1.35 billion meals across India





ence –  
**Quality Award**  
r Social  
**India's Most**  
**Group,**  
**Guide Star,**  
**CSR Congress**  
emplary Work to  
minarayan Temple

The year was packed with Khichdi Drives.  
Corporates and foundations opened their doors and hearts to us – Piramal Group, JSW, DSM, Concast, MSL, Mahindra & Mahindra, HYNCO, Ambit, Novartis, Johnson & Johnson, Quantum Mutual Funds, Travel Guru, MSM Discovery, Smith & Nephew, ZHL etc.

Collaboration with retail brands like D'Mart, Shopper's Stop, Food Hall, Heinz and Hyper City

Annamrita participated in events like the Standard Chartered Mumbai Marathon '15, BSE - IAA Young Turks Forum, VM Ware India Forum, ICICI Foundation awards, Giving Back – NGO Forum, World CSR congress, Swachhagraha campaign, India Rising Fest 2015, GNIMS Virsa etc

Our new program Tithi Bhoj saw over a hundred individual donors celebrate important occasions in their life with Annamrita during the course of the year.

# Aabhar

“No duty is more urgent than that of returning thanks.” – James Allen

2015 saw Annamrita complete 11 years of serving over 3 billion meals to underprivileged children across India. Annamrita has been able to achieve this huge milestone in a relatively short span of time thanks to our donors and supporters who have year after year not only encouraged our work but have also helped spread our mission far and wide. It was in honor of all these well wishers and supporters that Aabhar 2015 was organized to express our Gratitude for their support. Aabhar was held at Bharatiya Vidya Bhavan, Chowpatty. The event was co hosted by **JSW team**.

The program started with the National Anthem followed by an invocation to Lord Ganesha by the oldest recipients of the Annamrita Mid Day Meal program - V. S. Desai school kids. This adorable rendition was followed by **Shri N.D Desai** – Administrative Advisor paying a tribute to **Srila Prabhupad**, the Founder Acharya of ISKCON. What followed was a Dashavatar dance performed by **Krishna Shah** that left the audience enthralled.

**Shri Radha Krishna Das** - Founder and Administrative Advisor of Annamrita was then called on stage to speak about Annamrita's work and achievements so far. He spoke about the inspiration behind the project - His Divine Grace A C Bhaktivedanta Swami Srila Prabhupada's vision of ensuring that no child within a 10 mile radius of the ISKCON centers should go hungry. Till today the focus has remained on providing nutritious, high quality sustenance for children which will not only nourish their body but also nurture their soul. Shri Radha Krishna Das also spoke about the various kitchens we have opened across the country and the upcoming project in the city. The work that Annamrita has started with Hospitals. A video was played showcasing Annamrita's journey so far.

Then began the felicitations for the evening starting with JSW and Chief Guest, **Shri Ravi Parmar – Chairman, Mumbai Port Trust**. During his long career Shri Parmar has held several key positions at center and state government level in sectors like Health, Transport, Industries, Steel, Personnel, Home, Welfare etc. We then felicitated with a beautiful engraved plaque all our major supporters and donors who have helped make this year so memorable namely Rotarians, Corporates & Foundations. To name a few **SBI Mutual Funds, Piramal Foundation, RCF, Concast, DSM, Dena Bank, Suman Ramesh Tulsiani Charitable Trust, Blue Cross Laboratories, IDBI** etc. Eminent guests included individuals like **Shri Sanjay Deshmukh** – AMC (Western Suburbs), **Shri Manu Srivastava** –Principal Secretary, Govt of Maharashtra (Urban Development), **Shri Sunil Dhamne**, Deputy Municipal Commissioner (Education), **Rtn Subhash Kulkarni** – Rotary International District Governor RY 2015-16.

Speaking at the event **Shri Ravi Parmar** expressed his gratitude for the work that Annamrita has been doing. “The commitment and dedication with which it has been carrying out this task day after day is something other organizations can learn from. Our mission is an inspiration that brings thousands of hungry children to school every single day.”

To entertain our audience for the rest of the evening we had a soulful performance by **Shri Parthiv Gohil** and his team. Parthiv Gohil is a playback singer for reputed Indian films like Devdas, Saawariya and many others and a winner of the Saregama finals. He has performed extensively internationally and has a tremendous fan following.





The finale of the evening was marked with the release of the latest Anamrita Process book and a yummy snack box full of treats for all attendees. Mr Radha Krishna Das concluded the evening by thanking the team staff and the entire Annamrita family that works tirelessly to ensure no matter what the children keep getting their meals every day.



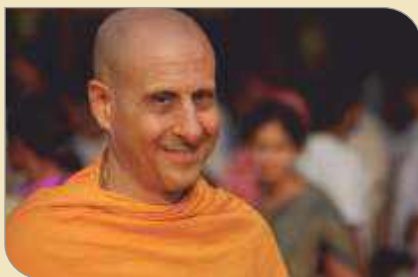
# In the News



# Awards



# Meet and Greet



**H.H Radhanath Swami – Author of Journey Home and Spiritual Community Leader, ISKCON**

"One of the most beautiful things for the heart is to see these little children, the smiles, the tears of their gratitude to receive their lunch. We take it for granted but for them they live for that lunch to see what just that little bit of care and concern from our part can do for a person's entire life."

**Mr. Ajay Piramal – Managing Director, Piramal Group**

"I have been associated with ISKCON for many years now. Our business would like to make a positive impact and difference in the world around us. We do it in several ways, one of the ways is through Annamrita. We have seen the Annamrita programme ensuring that all funds are deployed towards ensuring nutritious meals for children, while eliminating any inefficiencies. Earlier the number of children coming to school was very low but now 96% of all the children are coming to school and a significant contribution to this is due to the Mid Day Meals provided by Annamrita.

We help Annamrita in terms of funding and management support. We have seen a lot of efficiency in our business and I feel that Annamrita would stand the test of any business appraisal as it is run very efficiently and is also a very good case study of how distribution and supply chain management can be done while maintaining hygiene and quality day in and day out. The joy that the children felt when they get the meals is something I experienced myself when I served them meals."



**Mr. Navneet Munot – Chief Investment Officer, SBI Mutual Funds**



"SBI Mutual Fund has been associated with Annamrita for last 3 years and we are impressed by their dedication and professionalism. We have contributed vehicles to them and they keep us updated on exactly how utilization of the vehicles has impacted so many lives. Mid-day meal is a very good initiative by the Govt. of India and they have chosen an excellent partner in Annamrita to implement it. During their khichdi drive, they served khichdi to our employees at office and spoke about the project, this increased the level of participation from employees towards the project. We are very proud to support Annamrita and its work."

**Mr. N.H Israni - Founder Blue Cross Labs**

"We started supporting ISKCON around 10 years ago. We help Annamrita in some form every year. I met the management team, visited the kitchen and saw what a wonderful job they are doing. I am very impressed with the tremendous job and their dedication to public service. It is unique example where education and health are promoted together. Poverty cannot be removed without Education. Education is the foundation of prosperity. When masses are educated, there is all around development. When I came to know about their new upcoming kitchen I decided to contribute along with a friend. We are helping them with delivery vans as well. We want the entire project to run successfully so that students can benefit."



**Mr. R.G.Rajan - Chairman & Managing Director, Rashtriya Chemicals and Fertilizers**



"Annamrita focuses on removing malnutrition at the infancy level itself. Children want to study and go to school but poverty hampers them from doing this. We see children on the streets begging or engaging in menial labour rather than studying and that is something that needs to change. Annamrita has dedicatedly, since the last 11 years, committed itself to providing meals to the poorest of poor children across the country. Parents send their children to school because they know that with education they also get a guaranteed meal. We are very grateful to organisations like Annamrita for their selfless service and dedication to the cause."

**Rtn. Sanjiv Mehta – Rotary Club of Mumbai Queen’s Necklace**

"My connect to Annamrita is that I am the past President of Mumbai Queen’s Necklace, one of the largest Rotaries in Mumbai area that supports annamrita. Coincidentally Shri Radha Krishna Das expressed his desire to me to set up a new kitchen in Mumbai city and I was immediately taken in with idea. We set up a budget and the Global Grant project along with Rotary International helped the funds flow in and we are going to inaugurate soon. We intend setting up a kitchen that will feed over 1 million children a day and it is among the largest kitchen programs that I am aware of."



Why Annamrita? We have not yet found organizations as well organized as Annamrita. The need to educate is the highest in India. You can stay without a roof over your head or clothes but how long will you last without food. Annamrita is doing a super job of the government project to attract children to schools. Before we committed the funds we had random visits to kitchen and we were quite happy. What is being given is simple and tasty. Children are always seen to go back for seconds."



**Mrs. Bijal Meswani - Project Supporter**

"There is no better expenditure of money than feeding a needy child and it’s really important for these children to stay in school and learn. I love this programme, this is one of the best examples of organisations that do their work quietly and efficiently. The students served by Annamrita are nourished not only by healthy food but also with compassion and love. They inturn will be responsible citizens of the nation. I urge everyone to take part in this service towards the society."

**Mr. Siddhartha Rastogi- Director, Ambit Capital Private Limited**

"ISKCON Food Relief Foundation is doing a fantastic job. Just trying to capture my experience through these lines."

An honest effort named ISKCON Food Relief Foundation,  
Endeavoring to eradicate hunger from a nation.  
Providing Mid Day Meals & getting more children to School,  
Building a country through nutrition & health as its tools.  
An attempt by which millions can inspire  
Shaping a society with happy satiated children singing in a choir"



**Rtn. Subhash Kulkarni - District Governor 2015-16, Rotary International District 3140**



"Heartiest congratulations.... ISKCON FOOD RELIEF FOUNDATION has continued in its most noble mission of feeding the children, particularly in the schools of India with a healthy and nutritious Mid Day Meal. Hundreds of thousands of school children across India have continued to benefit immensely for many years through your most valuable humanitarian service. I feel privileged to note that Rotary International District 3140 has had the honour to be associated with ISKCON on this project.... And I assure you that we shall continue to be there.

"Annamrita's ability to provide nutritious food to lakhs of children everyday is commendable. Children feel encouraged to come to school to study because of the healthy food. The team's dedication, generosity and commitment to the welfare of underprivileged children is inspirational."

**Mrs. Ashu Khanna – Leadership Coach**

"Annamrita's ability to provide nutritious food to lakhs of children everyday is commendable. Children feel encouraged to come to school to study because of the healthy food. The team's dedication, generosity and commitment to the welfare of underprivileged children is inspirational."



# Our Beneficiaries



## Principals

### Mr. Ajam B. Shaikh - Principal Raj High School



"Our school is inside the Damu Nagar slums. I have 1800 children and 74 staff in my school. All my children come from the surrounding slums as well the pahadi areas. Most of them come to school on an empty stomach. ISKCON Food Relief Foundation has been serving meals to my school for the last 5 years. The meals provide the kids with the required vitamins and proteins required for a child's growth.

Khichdi is a medium for me to attract these children to school daily. I have 100% attendance in my school nearly every day. The government has recognised a good NGO in Annamrita to carry out this diligent task. We have municipal officials coming to inspect the school and the meals and they are very happy with the response from the children. I eat the khichdi myself first and the taste is always good. ISKCON Food Relief Foundation- Please continue serving meals to my children. Thank you for your work."

### Mrs S. Parab – Principal, Maratha High School

"We have been receiving meals from Annamrita for the last 11 years. My children love the food especially the pulao and sheera. The use of vegetables like carrot, pumpkin, peas etc. in khichdi, is useful for those children who normally do not like to eat vegetables. They also make use of various sprouts in khichdi which are full of vitamins. The Annamrita team ensures the meals reach us on time sealed and packed. We can depend on them always."



## Students



### Prachi Shinde – STD VI - Samarth Vidyalaya Kalina

"Every day I take khichdi full dabba. I like Annmarita khichdi very much. It is very tasty and very hot. I enjoyed eating khichdi a lot during my break time. Once I have taken some khichdi home for my father, he also likes the khichdi. My parents are very happy with the taste and quality of khichdi"

### Shaikh Mohammed Zakaria Tanvir - Std IV - R.J.J. Primary School

"My father has a mobile repair shop and my mother is at home only. After tea in the morning I directly eat the khichdi in the lunch break. I look forward to the lunch break as I get to get the meal with all my friends. The khichdi is very filling and we can eat as much as we like"



## Young Champs

### Dhavaal Shah - Intern



"I interned with the Annamrita team for 6 months. The work that they do is amazing. Through my interactions with the children during this period I realized how what role a wholesome meal plays for them in their daily life. Their khichdi drives unique way of exposing corporates to the work they do. Their team is a dedicated lot of individuals committed to this mission. I cant imagine waking up at 2 30 in the morning to prepare a meal and they do that every single day for lakhs of children. They are an NGO but they function as efficiently and in an organized manner as a corporate"

### Mukul Khanna - Volunteer

"The work Annamrita does is inspiring. Feeding meals to hungry children and the less fortunate is such a noble cause. If by my small efforts I was able to make such an impact then I would urge more kids to come out and lend a hand. I feel it's a brilliant effort and everyone should help Annamrita out."



### Thibaut Gougeon - Supporter



"It has truly been a humbling experience. Especially little children begging on streets. While working on a blog post, I learnt about the mid-day meal programme in India and Annamrita. I was amazed to see that with only 450 rupees (6 euros), we can create such a big impact for children! This is why I really wanted to start a fundraiser to support the program. I do believe, education is the best way to get the country out of poverty but it will take time and it's thanks to nonprofits like Annamrita that the situation will improve."

The reactions he got from his family and friends were great, they have already started to support the cause by making generous donations. Within a week, his campaign raised almost Rs 20,000.

"It feels good to know that 45 poor children will get guaranteed nutritious, hot meals everyday at school. This should give them the required support to fight malnutrition and transform their lives."



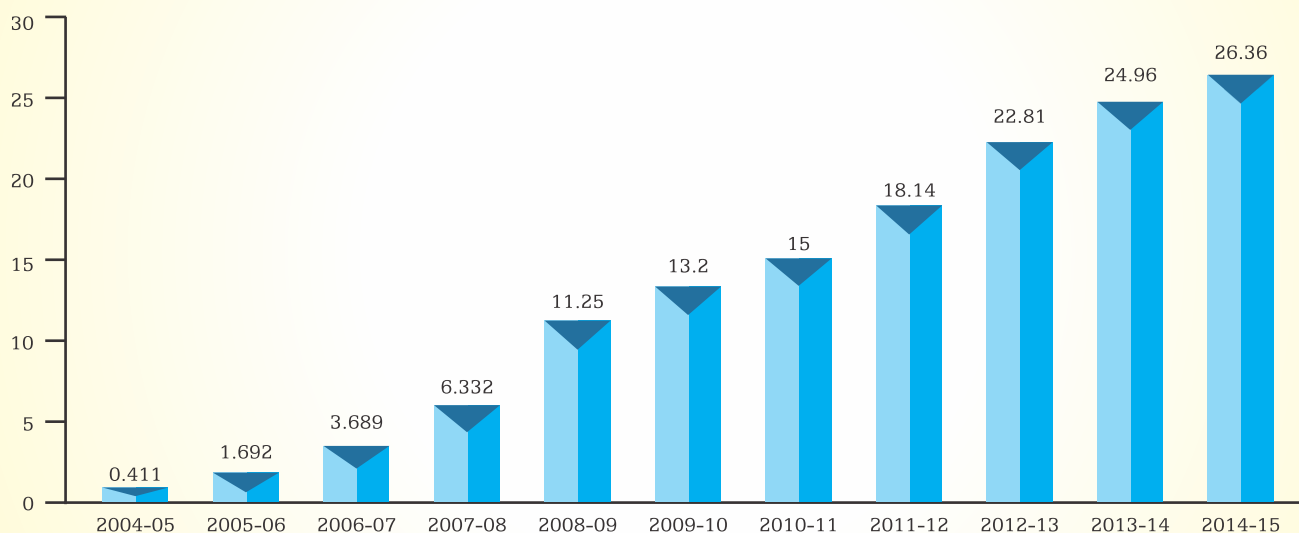
# Pan India Presence



# Pan India Presence

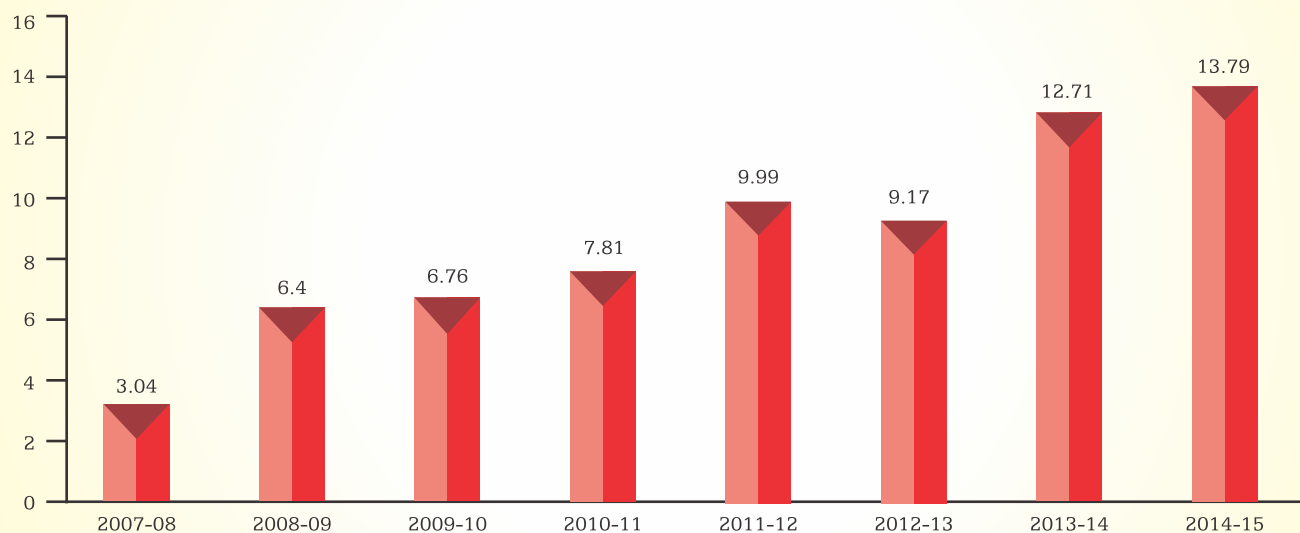
Sr. No.	State	Annamrita Team (Total No. of Employees)	Total No. of Children	Total No. of Schools	Total No. of cooks	Total No. of Vehicles	Total No. of Meals served per Day
1	Maharashtra	178	272088	2065	101	98	326503
2	Haryana	370	288000	2046	99	79	342000
3	Madhya Pradesh	20	19200	141	10	9	23040
4	Andhra Pradesh	262	131002	994	81	30	157202
5	Rajasthan	8	30300	567	10	13	36360
6	Delhi	211	160008	322	35	40	192009
7	West Bengal	22	9800	142	6	2	11760
8	Jharkhand	138	69000	289	48	31	82800
	<b>Total</b>	<b>1209</b>	<b>979398</b>	<b>6566</b>	<b>418</b>	<b>302</b>	<b>1171674</b>

No. of Meals served across India per year (in crores)

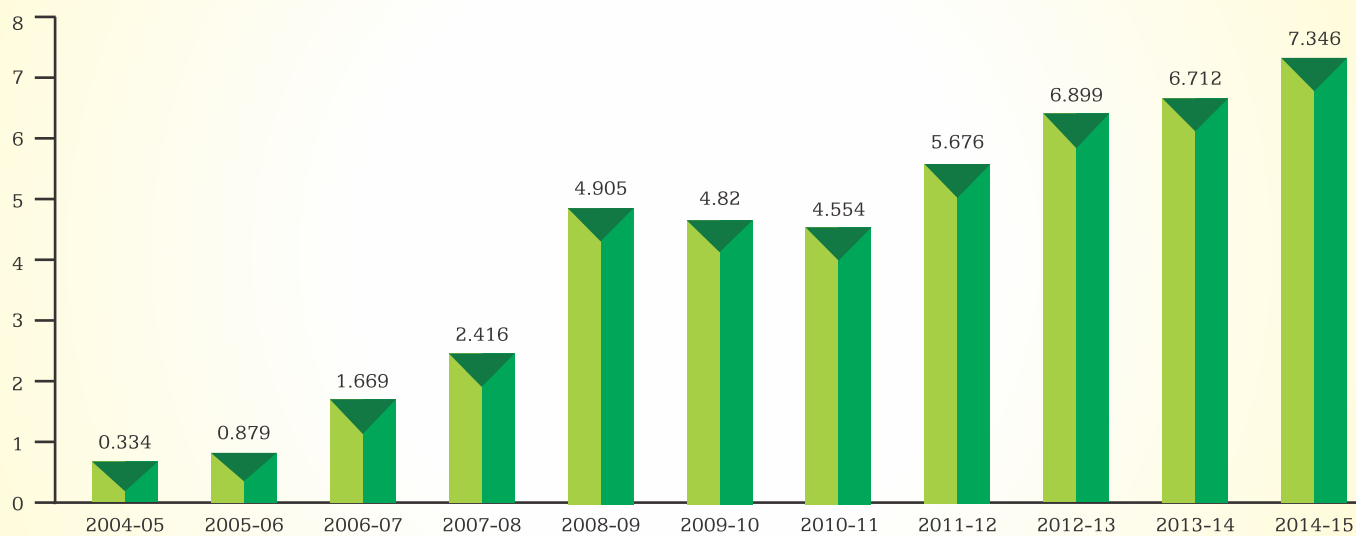




### Donation received in crores - All India



### No. of Meals served across Maharashtra per year (in crores)



# Financial Statements

## FLOW OF ANNUAL REPORT - FINANCE & ACCOUNTS SECTION

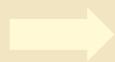
Sr.No.	PARTICULARS
<b>1</b>	<b>Organisational Highlights:</b>
a	Identity
b	Comparative Number of Meals
c	Donation Received
d	Abridged Statement
e	Mid day Meal Programme Cost
f	Government Subsidy Amount
<b>2</b>	<b>Trustee's Report</b>
<b>3</b>	<b>Revenues</b>
<b>4</b>	<b>State wise Subsidy</b>
<b>5</b>	<b>Revenue Expenditure</b>
<b>6</b>	<b>Capital Expenditure</b>
<b>7</b>	<b>Financial:</b>
a	Auditors Report
b	Balance Sheet
c	Income & Expenditure
d	Schedules
e	Notes to Accounts
f	Fund Flow Statement
<b>9</b>	<b>FCRA Accounts</b>
a	Auditors Report
b	Financial Statement



# 1 - Organisational Highlights



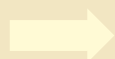
## IDENTITY:



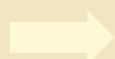
The ISKCON Food Relief Foundation is registered as a charitable trust under Bombay Public Trust Act, 1950 ( Reg No. E-21854 dtd. 15.07.2004)



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.

Kotak Mahindra Bank,  
28-Oscar Tower,Maratha Mandir Marg,  
Mumbai Central,Mumbai 400 008.

## Name & Address of Auditors:

Girish S. Watwe  
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)



### Abridged Income & Expenditure Statement - All India (INR in lakhs)

	2014-15	2013-14
Total Income	7,412.89	7,355.22
Total Expenditure	7,398.52	7,322.22
Surplus / (Deficit)	14.38	33.00

Source: Income & Expenditure Account

### Abridged Balance Sheet - All India (INR in lakhs)

	2014-15	2013-14
Net Fixed Assets	2,219.23	2,141.12
Investments	674.01	3,299.00
Net Current Assets	2,711.40	375.02
<b>Total Assets</b>	<b>5,604.64</b>	<b>5,065.10</b>
Trust Fund & Reserves	5,249.32	4,632.35
Loan Liability	355.32	432.75
<b>Total Fund &amp; Liability</b>	<b>5,604.64</b>	<b>5,065.10</b>

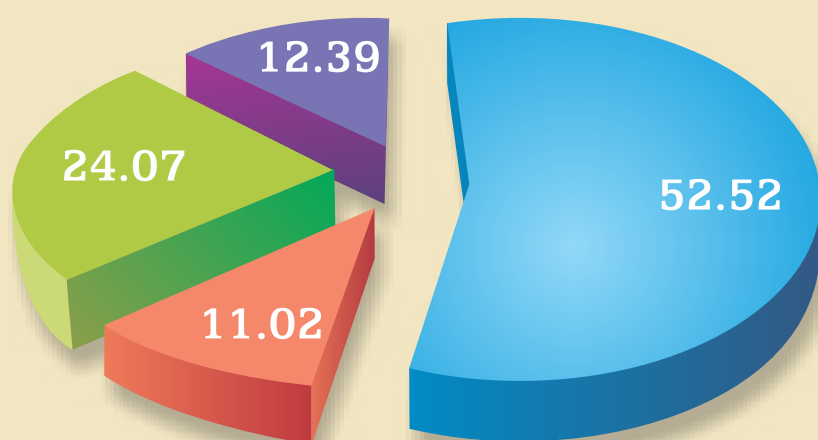
Source: Balance Sheet





### Mid Day Meal Programme Cost (INR in lakhs)

	Cost component	Total Cost (Rs)
Meal Preparation cost	52.52	382,645,866
Distribution cost	11.02	80,324,333
Programme Management Cost	24.07	175,349,279
Office/Admin/Fund Raising	12.39	90,306,184
	<b>100.00</b>	<b>728,625,662</b>



- Meal Preparation cost
- Distribution cost
- Programme cost
- Office / Admin / Fund Raising

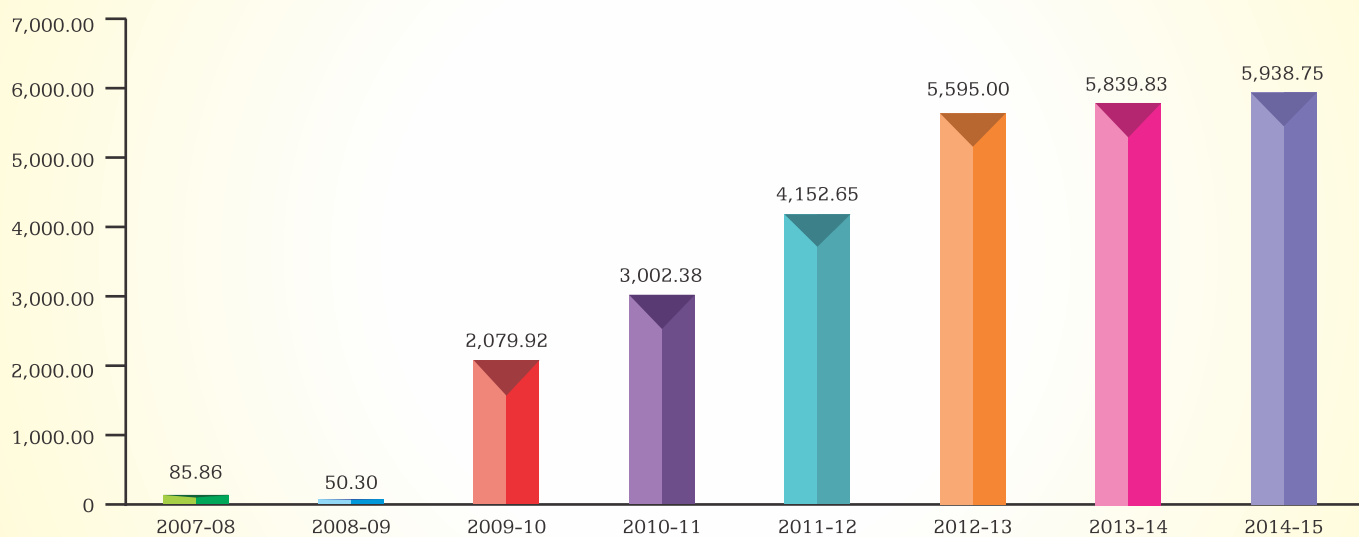




### Government Subsidy Amount (INR In Lakhs)

Year	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-14	2014-15
Government Grant & Reimbursement of cooking charges	85.86	50.30	2,079.92	3,002.38	4,152.66	5,595.00	5,839.83	5,938.75

### Govt. Grant & Other Income (INR In Lakhs)



Source: Income & Expenditure Account



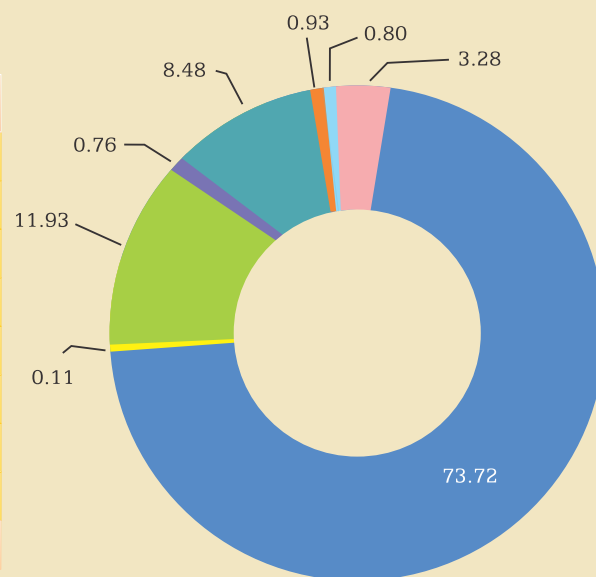


# Revenues



## Statewise Donations (INR in Lakhs)

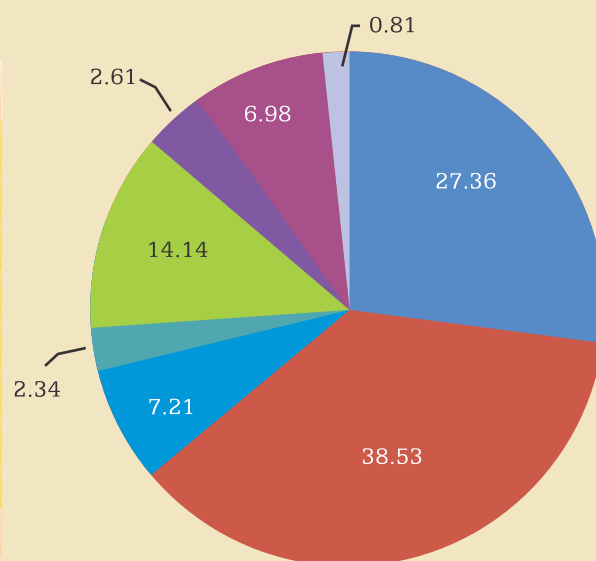
STATES	%	2014-2015	2013-14
MAHARASHTRA	73.72	907.27	1,005.67
HARYANA	0.11	1.31	1.27
DELHI	11.93	146.83	145.64
MADHYA PRADESH	0.76	9.30	13.51
ANDHRA PRADESH	8.48	104.41	74.51
RAJASTHAN	0.93	11.38	10.16
JHARKHAND	0.80	9.81	11.23
WEST BENGAL	3.28	40.34	9.44
<b>TOTAL</b>	<b>100.00</b>	<b>1230.64</b>	<b>1,271.43</b>



Source: Income & Expenditure Account

## State wise Government Grant (INR in Lakhs)

STATES	%	2014-2015	2013-14
MAHARASHTRA	27.36	1,625.11	1,398.15
HARYANA	38.53	2,288.22	2,296.28
DELHI	7.21	428.40	668.03
MADHYA PRADESH	2.34	138.96	155.56
ANDHRA PRADESH	14.14	839.91	755.06
RAJASTHAN	2.61	155.23	75.65
JHARKHAND	6.98	414.55	462.43
WEST BENGAL	0.81	48.37	28.66
<b>TOTAL</b>	<b>100.00</b>	<b>5,938.75</b>	<b>5,839.82</b>



Source: Income & Expenditure Account

Figures entered are against reimbursement of cooking charges

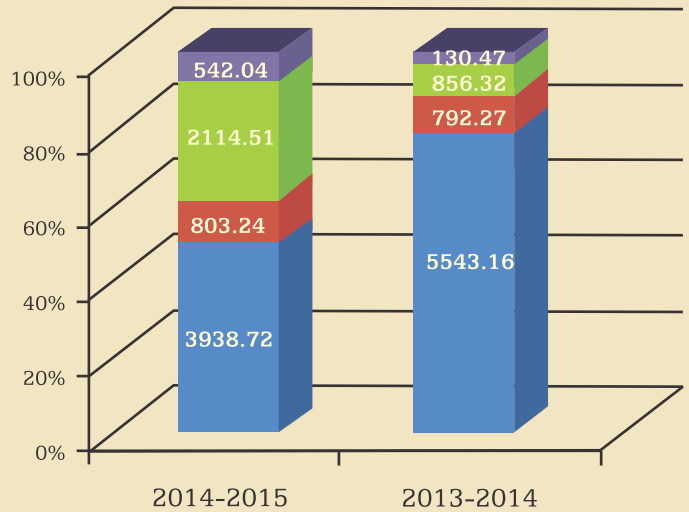


# Revenue Expenditure

## Analysis of Expenditure (INR in Lakhs)

	%	2014-2015	2013-14
Material Consumed and Preparation cost	53.24	3938.72	5543.16
Food Distribution Cost	10.86	803.24	792.27
Kitchen Related Expenses (incl. depreciation)	28.58	2114.51	856.32
Office and Administrative Cost	7.33	542.04	130.47
<b>TOTAL</b>	<b>100.00</b>	<b>7,398.52</b>	<b>7,322.22</b>

- Office and Administrative cost
- Kitchen Related Expenses (incl. depreciation)
- Food Distribution cost
- Material Consumed and Preparation cost

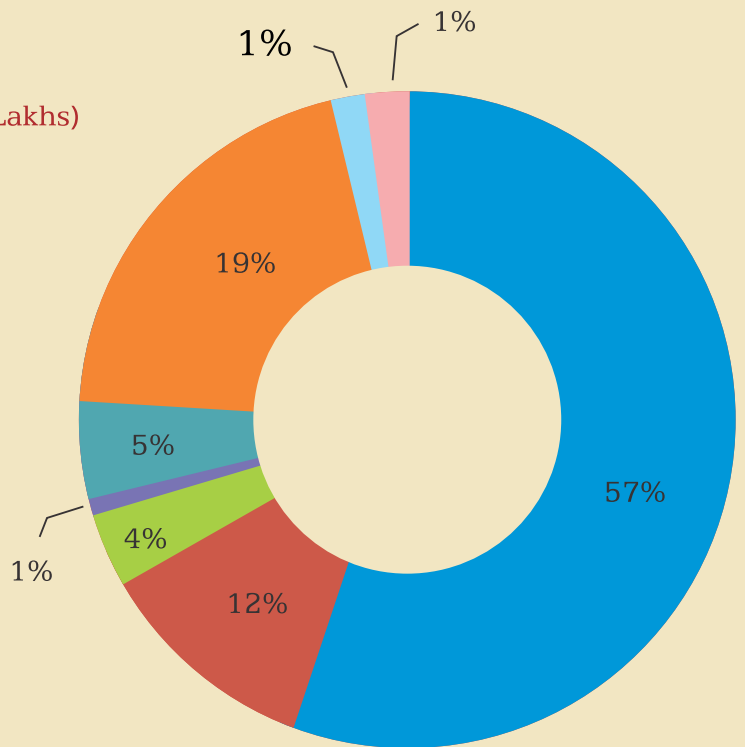


Source: Income & Expenditure Account

# Capital Expenditure

## Statewise Capital Expenditure FY 2014-15 (INR in Lakhs)

STATES	AMOUNT
MAHARASHTRA	311.07
HARYANA	64.56
DELHI	20.66
MADHYA PRADESH	3.94
ANDHRA PRADESH	28.76
RAJASTHAN	106.83
JHARKHAND	4.14
WEST BENGAL	5.46
<b>TOTAL</b>	<b>545.42</b>



- MAHARASHTRA
- HARYANA
- DELHI
- MADHYA PRADESH
- ANDHRA PRADESH
- RAJASTHAN
- JHARKHAND
- WESTBENGAL

# Highlights of Major Additions to Fixed Assets



## **MAHARASHTRA:**

### **Tardeo: Additions to :**

- a) Computers Rs.2.24 lacs
- b) Furniture & Fixture Rs.4.17 lacs
- c) Kitchen Infrastructure Rs. 7.55 lacs
- d) Vehicles Rs. 66.84 lacs

### **Wada: Additions to :**

- a) Vehicles Rs. 11.81 lacs
- b) Kitchen Equipments Rs. 0.93 lacs
- c) Kitchen Construction Rs.1.39 lacs

### **Palghar : Additions to :**

- a) Boilers Rs.17.30 lacs
- b) Furniture & Fixture Rs.1.07 lacs
- c) Kitchen Infrastructure Rs.1.72 lacs
- d) Pressure Reducing Machine Rs.2.41 lacs
- e) Vehicles Rs.98.51 lacs.

### **Mira Road : Additions to :**

- a) Kitchen Equipments Rs.9.76 lacs
- b) Vehicles Rs.21.46 lacs

### **Aurangabad : Additions to :**

- a) Kitchen Infrastructure Rs.0.92 lacs
- b) Water Filtration Plant Rs.1.46 lacs

### **Nigdi : Additions to :**

- a) Furniture & Fixture Rs.0.20 lacs
- b) Laptop Rs.0.25 lacs

## **HARYANA:**

### **Palwal : Additions to :**

- a) Kitchen Building Rs. 0.87 lacs
- b) Kitchen Equipment Rs. 1.81 lacs

### **Kurukshetra : Additions to :**

- a) Addition to Kitchen Equipment Rs. 4.79 lacs
- b) Addition to Kitchen Utensils Rs. 2.15 lacs

### **Gurgaon : Additions to**

- a) Kitchen Appliances - Rs. 10.13 lacs

### **Faridabad : Additions to :**

- a) Kitchen Equipment - Rs. 18.11 lacs
- b) Vehicles - Rs. 23.64 lacs

## **DELHI :**

### **Additions to**

- a) Building Construction Rs. 2.26 lacs
- b) Office Equipment Rs. 1.01 lacs
- c) Vehicles Rs. 15.71 lacs

## **UJJAIN :**

### **Additions to**

- a) Vehicles Rs. 3.58 lacs

## **JAIPUR :**

### **Additions to**

- a) Boilers Rs. 9.98 lacs
- b) Building Construction Rs. 6.28 lacs
- c) Cookers Rs.40 lacs
- d) D.G.Set Rs.5 lacs
- e) Rice Sorting Machine Rs.8.18 lacs
- f) Plant & Machinery Rs.3.62 lacs
- g) Vehicles Rs.33.50 lacs

## **JAMSHEDPUR :**

### **Additions to**

- a) Vehicles Rs. 4.00 lacs

## **TIRUPATI :**

### **Additions to**

- a) Boilers Rs.18.40 lacs
- b) Rice Cleaning Machine Rs. 1.78 lacs

## **KADAPPA :**

### **Additions to**

- a) Vehicles Rs. 3.24 lacs

## **KOLKATA :**

### **Additions to**

- a) Vehicles Rs. 4.10 lacs



# Board of Trustees

The Foundation's Trustees are pleased to present the Annual Report for the 11th year of the Foundation along with audited accounts for the financial year ended 31st March 2015

NAME	Work Experience/ Background
H.H. Bhakti Charu Swami	He is the Chairman of the Trust. He is a graduate in Chemistry. He has served in various managerial capacities and has undertaken many social activities for the last 30 years. He is a member of the Governing Body Commission of ISKCON Worldwide. He is currently heading the ISKCON Ujjain Center.
H.H. GopalKrsna Goswami	He is the Co-Chairman of the Trust. He has completed his Masters in Business Administration from McGill University at Montreal and worked as the Senior Marketing Executive for Pepsico Inc. in Canada for several years. He is a member of the Governing Body Commission of ISKCON Worldwide. He is also the Trustee of Bhaktivedanta Book Trust. He is at present heading ISKCON Delhi.
H.G. Devakinandan Das	He is responsible for the Fund Raising activities of the Trust. He has served as the Chairman of the Fund Raising Committee for ISKCON Juhu since 1998. He is responsible for the activities of ISKCON in Mumbai, Lucknow and Allahabad.
H.G. Revati Raman Das	He has a Diploma in Mechanical Engineering from Bangalore. Worked as a superintendent in a multi-national company "BOSCH". He served in the Bangalore temple till 1996 and then continued serving as the Temple President in ISKCON Tirupati. Recently he has been appointed as the ISKCON Governing Body Commission member.

## Amount gross remuneration paid to members of Statutory Governing Body by the organisation

Name	Date this Member was first elected to the Board (DD/MM/YYYY)	Gender (Male/ Female)	Country of Birth	Position on Board	Gross Remuneration per annum (Rs)
H.H. Bhakti Charu Swami	07/04/2004	Male	India	Chairman	0
H.H. GopalKrsnaGoswami	14/09/2004	Male	India	Trustee	0
H.G. Devakinandan Das	07/04/2004	Male	India	Trustee	0
H.G. RevatiRaman Das	21/05/2014	Male	India	Trustee	0

## Amount gross remuneration paid to members of Statutory Governing Body by the organisation

1	International Travel	Rs. 0
2	Domestic Travel	Rs. 0
3	Local Conveyance	Rs. 0
4	Entertainment Expenses	Rs. 0
5	Others	Rs. 0

Total Cost of National Travel by all personnel (including volunteers) and Board members: **Rs 16,67,131/-**

Total cost of International travel by all personnel (including volunteers) and Board members: Nil

# Staff Details – Pan India



## Staff Remuneration(Gross yearly + Benefits) in Rs. 2014-2015

PARTICULARS	NAME	DESIGNATION	REMUNERATION (IN RS.) [GROSS YEARLY + BENEFITS]
Operational Head of the organisation:	Mr. Prakash Nanjundiah	Manager Operations	8,45,000
Highest paid person in the organisation	Mrs. JayanthiSundararaman	Consultant	32,68,756
Lowest paid person in the organisation	Mr. Ram Marale	Supervisor	1,14,023

No of persons	Pan India
Regular Full Time	347
Regular Part Time	43

## Employees as per salary slab tables below (for all full time/part time/contract/consultant/other staff) as of 31st March 2015:

Slab of gross salary (in Rs) plus benefits paid to staff (per month)	Male staff	Female staff	Total staff
Less than 5000	169	109	278
5,000 – 10,000	1079	145	1224
10,000 – 25,000	188	4	192
25,000 – 50,000	12	1	13
50,000 – 1,00,000	5	2	7
Greater than 1,00,000	0	0	0

Total annual payments made to consultants (In Rs)	Number of Consultants
Less than 5000	1
5,000 – 10,000	1
10,000 – 25,000	3
25,000 – 50,000	2
50,000 – 1,00,000	1



# Auditor's Report

We have audited attached Balance Sheet of **ISKCON FOOD RELIEF FOUNDATION** as at **31st March 2015** 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 **31st March 2015**;

AND

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

Place: Mumbai

Date: 29-09-2015

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

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

# BALANCE SHEET

## All India consolidated Balance sheet as on 31/03/15



31/03/2014	LIABILITIES	SCH.	31/03/2015	31/03/2015	31/03/2014	ASSETS	SCH.	31/03/2015
	<b>Trust Corpus</b>				21,41,17,371	<b>Fixed Assets (WDV)</b>	<b>L</b>	22,19,22,983
46,32,34,772	Balance b/d	<b>A</b>	46,32,34,773					
	Additions:		6,16,97,382	52,49,32,155	3,29,87,441	<b>Investments</b>	<b>M</b>	6,74,00,542
	<b>Loans Liability</b>					<b>Current Assets, Loans &amp; Advances:</b>	<b>N</b>	13,78,82,642
4,32,74,569	Other Current Liabilities	<b>I</b>		3,55,31,645	11,37,38,269			
1,22,94,340	<b>Current Liabilities</b>	<b>J</b>		2,07,34,927	1,99,699	<b>Inter Branch Transfer</b>	<b>K</b>	
(14,66,37,789)	<b>Income &amp; Expen. A/c</b>			(14,52,71,228)	1,11,23,114	<b>Stock in Hand</b>		87,21,331
<b>37,21,65,891</b>	<b>TOTAL</b>			<b>43,59,27,499</b>	<b>37,21,65,891</b>	<b>TOTAL</b>		<b>43,59,27,499</b>

For Girish S. Watwe & Associates  
Chartered Accountants

**Girish S. Watwe**  
Proprietor  
Membership No. 041757  
Place : Mumbai  
Date : 22/09/2015

**For ISKCON Food Relief Foundation**

**Dr. Ravindra Khatanhar**  
Administrative Advisor



## Income & Expenditure Account For The Year Ended 31/03/2015

PARTICULARS	SCH	31/03/2015	31/03/2014
<b>INCOME:</b>			
DONATIONS	B	12,30,64,172	12,71,43,455
REIMBURSEMENT OF COOKING CHARGES	C	59,38,75,437	58,39,83,735
GOVT ASSISTANCE & OTHER INCOME	D	1,56,28,370	1,32,71,421
CLOSING STOCK - RAW MATERIALS		87,21,331	1,11,23,114
<b>TOTAL</b>		<b>74,12,89,311</b>	<b>73,55,21,726</b>
<b>EXPENDITURE:</b>			
OPENING STOCK -RAW MATERIALS		1,11,23,114	1,15,02,473
DONATION		1,03,000	—
FOOD PURCHASING & PREPARATION COST	E	38,26,45,866	38,78,95,703
FOOD DISTRIBUTION COST	F	8,03,24,333	8,07,21,834
KITCHEN RELATED EXPENSES	G	17,53,49,279	16,50,16,327
OFFICE & ADMIN COST	H	5,42,04,466	5,33,93,133
NON-CASH EXPENSE (Depreciation)		3,61,01,718	3,36,92,749
<b>TOTAL</b>		<b>73,98,51,775</b>	<b>73,22,22,219</b>
<b>SURPLUS/DEFICIT</b>		<b>14,37,536</b>	<b>32,99,508</b>

As per our report of even date  
For Girish S Watwe & Associates  
Chartered Accountant

**Girish S Watwe**

Proprietor

Membership No. 041757

Place : Mumbai

Date : 22/09/2015

**For ISKCON Food Relief Foundation**



# SCHEDULES TO CONSOLIDATED BALANCE SHEET & PROFIT & LOSS ACCOUNT



## Schedule A :- Corpus Donations

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
<b>In CASH/BANK:</b>		
Opening Balance	45,18,10,176	46,25,07,073
Add: Received during the year	1,08,82,810	6,16,97,382
<b>In Kind:</b>	—	—
Opening Balance	7,27,700	7,27,700
Add: Received during the year	—	—
Less : Deductions during the year	1,85,914	—
<b>TOTAL</b>	<b>46,32,34,772</b>	<b>52,49,32,155</b>



Schedule B: Voluntary Donations:-

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
U/S 35AC	8,17,92,250	6,72,46,494
u/s 80G	2,53,00,582	2,66,53,347
under FCRA	79,27,523	39,32,852
Other Donations	15,77,583	40,000
Donation in Kind	—	—
General Donation	1,05,45,518	2,51,91,479
<b>TOTAL</b>	<b>12,71,43,456</b>	<b>12,30,64,172</b>

Schedule C:- Reimbursement of Cooking Charges

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Reimbursement of Cooking Charges	58,39,83,736	59,38,75,437

Schedule D:- Other Income

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Bank Interest	50,24,991	69,06,391
I.T Refund Incl. Interest	2,49,070	3,87,410
Interest on Electricity	14,669	5,229
Profit on Redemption	—	—
Misc. Balances(Return -Food Sale)	3,66,913	2
Interest on Security Deposit	—	4,599
Interest on FDR	34,29,036	52,18,718
Insurance Claim	2,29,749	99,600
Dividend - Jalgaon Janata Sahakari Bank	1,260	1,050
Donation Box	—	—
Misc. Income	7,716	69,270
Profit on sale of asset	—	5,45,964



#### Schedule D:- Other Income

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Govt Assistance/Other Grants	—	—
Income Tax Refund	—	—
Transport Charges Reimbursement	14,95,260	—
Written Back	5,65,267	—
Return Wastage Food	1,05,620	5,52,696
Interest on TDS refund	—	—
Rebate & Discount	11,220	2,31,619
Scrap Sale	17,70,651	16,05,823
<b>TOTAL</b>	<b>1,32,71,421</b>	<b>1,56,28,371</b>

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

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Food Purchase and Cooking exp	36,38,32,068	33,32,02,523
Boiler/Generator Expenses	47,65,667	1,46,79,756
Diesel/Wood boiler/Gas Expenses	75,73,406	1,62,36,967
Labour Charges	16,90,588	2,34,436
Uniform Expenses	12,39,548	5,35,632
Water/Food Testing Charges	94,873	2,36,781
Water Tank cleaning Charges	—	35,373
Electricity and Water Charges	75,71,325	73,89,409
Warehousing Charges	9,73,446	13,13,118
ESIC Expenses	1,54,782	87,81,871
<b>TOTAL</b>	<b>38,78,95,703</b>	<b>38,26,45,866</b>



### Schedule F:- Food Distribution Cost

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Vehicle fuel including maintenance	6,04,40,180	5,44,49,755
Transportation & Distribution	1,41,61,568	2,16,77,543
Vehicle registration & other exp	10,700	27,500
Vehicle Insurance	13,16,605	15,23,163
Parking Charges	66,298	1,72,105
Orissa Flood Relief Expenses	3,80,000	—
Volunteer Welfare Expense	14,94,908	17,74,888
Volunteer Exp.	28,51,576	6,99,379
<b>TOTAL</b>	<b>8,07,21,833</b>	<b>8,03,24,333</b>

### Schedule G:- Kitchen Related Expenses

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Kitchen Rep. and Maintenance	50,55,708	66,25,262
Kitchen consumables	1,02,19,582	72,46,390
Rent (Incl' Rent and Taxes for Kitchen)	2,09,67,616	2,08,41,980
RE-imburement of Service Tax on rent	3,15,180	1,66,860
Salary /Bonus	2,23,48,986	2,52,24,219
Toll and freight charges	8,55,848	1,73,204
Laundry Expenses	2,04,819	2,14,602
Kitchen garden	50,429	35,752
House keeping Chargese	15,94,766	5,59,976
Waste water dispatch charges	2,89,691	2,08,900
Washing Allowance to cooks	46,315	57,125
Contract chgs for staff	10,27,52,674	11,34,35,873
Insurance of Employees (Workmen Comp.)	—	31,212
Grinding charges	3,14,713	5,27,924
<b>TOTAL</b>	<b>16,50,16,327</b>	<b>17,53,49,279</b>



## Schedule H:- Office and Admin. Cost

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Advertisement exps	2,56,422	12,75,110
Audit Fees	15,301	11,977
Accounting Charges	—	35,000
Bank charges	1,61,756	2,86,385
BMC Tender Charges	—	—
Brokerage	—	30,000
Books & Periodicals Expenses	—	47,378
Book Distribution - School	—	—
Bad Debts	—	3,200
Cartage expenses	3,930	—
Carriage	18,360	—
Conveyance	13,85,946	13,64,380
Courier & Postage charges	15,18,449	9,72,807
Cont-Employee Expense	—	—
Consultancy Charges	3,94,862	1,61,100
Challan Expenses	—	400
Computer Expenses	2,95,353	3,59,904
Calibration Charges	—	32,236
Donations	—	—
Electrical Exp.	1,54,296	24,00,403
ETP Servicing Charges	—	—
Entertainment Exp	11,657	—
ESIC Assessment Charges	26,65,995	—
Fund Raising Expenses	1,00,000	1,61,551
Festivals & Deity Expenses	2,19,798	2,27,775
Fooding Exp	—	5,000
Gift expenses	2,13,411	1,46,195
Guest welfare	2,16,858	5,13,154
Interest on Loan	3,58,557	2,30,680



## Schedule H:- Office and Admin. Cost

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Interest on TDS/PT	38,156	47,216
Innaugration Expenses	—	17,715
Legal Charges	57,909	30,203
Licence renewal chgs	—	5,040
Loss on Sale of Assets	256	27,25,298
Sundry Balance W/off	13,942	1,00,510
Transaction Charges	—	6,213
Miscellaneous Expense	1,02,992	14,598
Medical Exp.	3,12,065	10,71,092
Office Expenses	2,58,753	11,59,222
Insurance Charges	4,31,084	7,00,808
Packing Material	3,84,421	3,55,281
Printing & Stationery	23,78,983	20,92,803
Professional Charges	1,44,92,226	1,41,51,050
Public Relation Exps.	18,24,600	11,33,055
Provident Fund employee cont	—	51,734
Provident Fund employer cont	5,98,870	9,82,982
Provident Fund admin chgs	—	4,415
Preaching Expenses	—	26,000
Repairs & Maintenance	1,04,45,980	66,31,622
Statutory Payments	—	15,414
Staff Welfare	19,34,890	21,85,546
Security Charges	79,07,391	90,01,176
Telephone/Mobile & Internet charges	18,76,000	18,35,937
Temple maint. & deity expenses	1,41,062	58,462
TDS Demand Paid	11,998	—
Testing charges	1,59,153	70,328
Travelling & Other Incidental Expenses	12,31,312	16,67,131
Training Expenses	8,00,140	—
<b>TOTAL</b>	<b>5,33,93,133</b>	<b>5,42,04,466</b>



### Schedule I:- Loans (Liability)

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Advance from DPEO(Gurgaon)	1,00,00,000	—
Advance from DPEO(Kurukshetra)	51,12,000	—
Goyal Mg Gases(Interest free)	8,00,000	8,00,000
ICICI Bank - OD (Jamshedpur)	—	20,14,467
IKF Finance Ltd	—	—
ISCKON Temple Tirupati	1,09,54,863	1,19,09,118
ISCKON Temple-Jaipur	6,26,171	4,81,000
ISCKON Temple Nellore	35,78,625	35,78,625
ISCKON Temple-Delhi	42,95,348	42,95,348
ISCKON Temple - Kolkata	18,53,104	20,53,104
ISCKON Temple - Rajahmundry	—	85,31,750
Kolkatta Municipal Corporation	20,09,160	—
Loan from A.P. Government Grants	—	—
Loan From Dhanlakshmi Bank	2,58,878	1,29,958
Loan from Dr Sukhadev Swamy	2,00,000	—
Loan from PKD Chits Pvt Ltd	2,60,000	—
Loan from S. V. Kumar	16,00,000	—
Loan from TATA for Vehicle	2,41,109	—
Loan from TML Financial Services	76,466	—
Loan from TATA for Vehicle - Ujjain	—	2,13,099
Loan from Mahindra Finance - Tirupati	9,08,845	4,46,783
Loan taken from ST - Delhi	5,00,000	—
Loan for Vehicle - Delhi	—	7,57,050
Loan from South Indian Bank - (Car) Kolkata	—	3,21,343
<b>TOTAL</b>	<b>4,32,74,569</b>	<b>3,55,31,645</b>



### Schedule J: - Other Current Liabilities

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Other Liabilities	1,22,94,340	2,07,34,927
<b>TOTAL</b>	<b>1,22,94,340</b>	<b>2,07,34,927</b>

### Schedule K :- Branch Transfers

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Branch division	1,99,699	1,99,700
<b>TOTAL</b>	<b>1,99,699</b>	<b>1,99,700</b>

### Schedule M: Investments

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
FD with DCB	—	41,570
F D with HDFC Bank	89,61,175	1,74,18,864
F D with HDFC Finance Ltd	—	4,50,00,000
FD with Kotak Bank	—	11,00,000
FD with IDBI - Delhi	18,27,570	25,00,085
FD with Yes Bank - Delhi	10,27,915	11,14,509
FD with Syndicate	2,10,01,000	—
FD Vehicle Security Deposit	36,000	—
Investment in Fixed Deposit - Ujjain	1,20,280	2,12,014
Shares in Jalgaon Janta Sahakari Bank	13,500	13,500
<b>TOTAL</b>	<b>3,29,87,440</b>	<b>6,74,00,542</b>





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

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Security Deposits	1,31,23,154	1,34,62,899
Bank Guarantee - AMC - FD	7,80,000	9,79,211
Central Work Shop	8,32,061	19,50,779
T.D.S receivable	12,11,126	12,52,976
Other Loans and Advances	46,22,633	37,49,427
Cash Balances	10,96,213	13,15,742
Axis Bank A/c No. 07041 (Rajamundhry)	8,15,162	5,84,633
Axis Bank-0788 (Tirupati)	1,066	2,27,548
Axis-Maharashtra	30,26,991	17,944
Axis A/c No. 2312 - Ujjain	15,054	6,372
Axis Bank A/c No. 62112 - Kolkata	51,440	8,35,158
Canara Bank A/c-1413 (Nellore)	49,914	64,087
DCB Bank-Maharashtra	2,43,118	6,071
Dhanlakshmi Bank- Maharashtra	69,944	72,770
HDFC- Maharashtra	1,02,03,840	1,14,72,682
HDFC- Juhu	—	1,02,633
HDFC- 412	—	9,677
HDFC-Fund Raising-Maharashtra	37,292	38,799
HDFC-FCRA-Maharashtra	7,76,479	6,29,468
ICICI - A/c No. 5999 Jaipur Branch	100	100
ICICI - A/c No. 891 Jaipur Branch	12,471	1,09,284
ICICI Bank - 000193 (Gurgaon)	56,06,415	74,34,908
ICICI Bank A/c No. 000300 (Palwal)	43,02,202	—
ICICI BANK - A/c No. 32574 Jamshedpur	1,82,487	—
ICICI BANK- A/C. 00002 Kurukshetra	18,28,293	38,65,915
ICICI A/c No. 5111 - Delhi Branch	1,31,326	—
ICICI A/c No. 9378 - Delhi Branch	41,793	—
ICICI- 6827 Maharashtra	31,666	1,61,834
ICICI- 5734 Maharashtra	1,60,000	1,75,507



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

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
ICICI A/c No. 2839 Noida	39,901	41,518
ICICI Bank A/c No. 0253 - Faridabad Branch	54,76,819	96,32,028
ICICI A/c No. 380 - Ujjain Branch	25,892	—
IDBI A/c No. 45008 Delhi Branch	9,37,373	—
IDBI A/c No. 1748 - Ujjain	47,226	22,801
IDBI A/c Maharashtra	2,25,419	9,16,578
Jalgaon Janta Sahakari- Maharashtra	7,374	8,824
Kotak Bank	19,70,095	38,93,834
PNB - 5700 Jaipur	14,343	7,141
PNB A/c No. 4581 - Ujjain	62,133	8,374
RBL - Maharashtra	—	77,961
South Indian Bank - 8644 Kolkata	—	1,22,615
SBBJ - Jaipur Branch	1,26,743	11,71,568
SBI A/c. No. 6723 (Kadapa)	14,403	5,26,549
SBI A/c-3220 (Tirupati)	8,45,551	5,61,405
SBI Bank A/c-9489 (Nellore)	5,36,213	8,81,634
SBI-Maharashtra	3,16,042	6,25,958
SBI - Kolkatta	5,29,070	6,42,065
Yes Bank A/c No. 013 - Delhi Branch	1,50,678	49,19,448
YES Bank - A/c No. 0033 - Faridabad Branch	2,39,03,726	3,03,30,258
Yes Bank A/c No. 0058 - Palwal Branch	1,09,99,056	1,81,37,611
Yes Bank A/c No. 0298 (Central Comm)	—	2,07,622
Yes Bank A/c No. 0274 (Central Comm)	—	25,312
Yes Bank A/c No. 0072 (Gurgaon)	1,09,16,868	1,49,15,051
YES BANK- A/C. 0060 Kurukshetra	1,09,16,014	1,38,62,096
<b>TOTAL</b>	<b>11,37,38,269</b>	<b>13,78,82,643</b>



#### Schedule L :- Fixed Assets

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Opening Balance	22,31,59,923	21,41,17,367
Add: - Addition during the year	2,60,15,912	5,45,41,671
Less:- Deletion during the year	13,65,459	1,06,33,687
Profit/Loss on Sale		652
Less:- Depreciation	3,36,92,749	3,61,01,725
<b>Closing WDV of Fixed Assets</b>	<b>21,41,17,627</b>	<b>22,19,22,974</b>

#### Schedule L :- Stock

PARTICULARS	31/03/2014	31/03/2015
	Rs.	Rs.
Opening Stock		1,11,23,114
Closing Stock	1,11,23,114	87,21,331
<b>Net Increase/Decrease in Stock</b>		<b>1,98,44,445</b>



# Notes to Accounts

Notes forming part of the Accounts (31-3-2015)

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 2015 for the purpose of this Annual Report.
3. Reimbursement of Cooking charges stands for the money received from the various authorities on behalf of the government.
4. Food Preparation & Distribution Expenses stands for expenses related with the direct activity of the trust.
5. Office & Administrative Expenses stands for the expenses which indirectly related with the activity of the trust. The expenses which are incurred on the management and administrative activity.
6. Closing stock of raw materials has been verified by the management as of 31st March 2015 & has been valued at cost.
7. Fixed Assets have been valued at cost less depreciation. Depreciation has been charged on written down value basis.
8. Investments: Excess cash surplus has been invested for the purpose of building up an amount for the purpose of establishing new projects. These are stated at cost.
9. Current Liabilities stands for the payment of statutory compliances for the month of March 2015.
10. 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 2015.
11. Expenses have been re-grouped & re-classified wherever necessary.

# Fund Flow Statement



## Fund Flow Statement for Year Ended 31/03/2015

Sr. No.	Particulars	Amount	Amount
1	<b>Cash &amp; Bank Balance</b>		
	As on 1-4-2014		
	Cash	1,096,213	
	Bank Balance	92,073,082	93,169,295
2	<b>Inflows/Receipts</b>		
	Corpus Donation	61,697,382	
	Donations	123,064,172	
	Reimbursement from Govt <sup>l</sup> Authorities	593,875,437	
	Other Income	15,628,370	
	Other Current Liabilites & Advances	8,440,587	802,705,949
	<b>Total Inflows</b>		<b>895,875,244</b>
3	<b>Outflows/Payments</b>		
	Food Cost & Distributions	462,970,199	
	Kitchen Related Overheads	175,349,279	
	Other Exp. Incl. of Administrative Exp.	54,204,466	
	Donation	103,000	
	Capital Expenditure (Net)	43,907,984	
	Increase in Current Assets(Net)	1,605,785	
	Increase in Investments	34,413,101	
	Liabilities Paid off - Loans	6,834,079	
	<b>Total Out Flows</b>		<b>779,387,892</b>
	<b>CASH &amp; BANK ON 31-3-2015</b>		<b>116,487,351</b>

Cash & Bank Bal



# Auditor's Report

## FCRA

### Auditors Certificate as per Form FC-6 (of the Foreign Contributions Regulation Rules, 2011)

I have audited the Accounts of ISKCON FOOD RELIEF FOUNDATION, 7, K.M. MUNSHI MARG, CHOWPATTY MUMBAI 400 004 (having its Head Office at – 19, Jaywant Industrial Estate, Tardeo Road, Mumbai 400034.) for the year ending the 31st March, 2015 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 31st March, 2015 was Rs. 776479/-
2. Foreign contribution of/worth Rs. 39,32,852/- was received by the Association during the year ended on 31st March, 2015 (excluding Saving bank interest of Rs. 35,893/-and Other Income of Rs. 7,868/-)
3. The balance of unutilised foreign contribution with the Trust as at the end of the year ended on 31st March, 2015 was Rs. 6,29,468/-
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: 23/11/2015

Chartered Accountants

For Girish S Watwe & Associates

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

Regd. No. 41757

# FCRA ACCOUNT



## Receipts & Payments Account for the year ended 31.03.2015

Receipts	Amount	Payment	Amount
Bank Balance as on 01/04/2014	2,51,757	Expenses incurred towards	
		Midday Meal Programme	
Donations Received	39,32,852	Raw Material Purchased (food)	33,74,580
Bank Interest	35,893	Kitchen Consumables	2,00,234
Expenses Recovered	7,868	Repairs & Maintenance - Kitchen	1,913
		Bank Charges & commission	18,129
		Transaction Charges - donation	4,045
		Sub Total (Utilized)	35,98,902
		Bank Balance As On 31/3/2015	6,29,468
<b>TOTAL</b>	<b>42,28,370</b>	<b>TOTAL</b>	<b>42,28,370</b>

## Balance Sheet for FCRA A/c as at 31/3/2015

Liabilities	Amount	Amount	Assets	Amount
Capital A/c				
Balance B/d	40,52,479		Fixed Assets	
Add:- Current Year Deficit	6,38,410	34,14,069	Vehicles	27,84,600.00
			HDFC Bank A/c - 029	6,29,468
<b>TOTAL</b>		<b>34,14,069</b>	<b>TOTAL</b>	<b>34,14,068</b>

Expenditure	Amount	Income	Amount
Raw Material Purchased (food)	38,99,302	Donations Received	39,32,852
Kitchen Consumables	2,00,234	Bank Interest	35,893
Repairs & Maintenance - Kitchen	1,913	Expenses recovered	7,868
Bank Charges & commission	18,129		
Transaction Charges - donation	4,045		
Depreciation	4,91,400		
Current year Deficit	6,38,410		
<b>TOTAL</b>	<b>39,76,613</b>	<b>TOTAL</b>	<b>39,76,613</b>



# Meet the Family

## Central Committee



**Dr. Ravindra Kathanhar**  
Administrative Advisor



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



**H.G. Satya Gopinath Das**  
Program Director,  
Andhra Pradesh



**H.G. Sarvadarshi Das**  
Program Director,  
Delhi, Rajasthan & Jharkhand







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



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

## Branch Managers

Branch Manager	Branch	Branch Location	Contact Details
 Mr. Sunil Perti	Mira Bhayander	Gala No.8, Plot No.203,Opp.Vibha Indl. Estate, Retibunder Road, Ghodbunder Village, Mira - Bhayander( E ), Maharashtra - 401107	9920521876/ 022-28455357
 Mr. Raju Nair	Wada	House No. 275/276, Village Harosale, Kondla - Nasik Road, Wada P.O. Dist. Thane, Maharashtra - 421303	9324548566/ 02525-240774
 Mr. Raju Nair	Palghar	Mahavir Nirman, Kamala Park, Mahim Road, Palghar, Dist: Thane, Maharashtra - 401404	9324548566/ 02525-240774
 Mr. Yashwant Shetty	Tardeo	19, Jayawant Ind. Estate, 63, Tardeo Road, Mumbai, Maharashtra- 400034	9324549353/ 022-23531530





Mr. Mahendra Subedi Nigdi

C/o. Shree Govind Dham,  
Near D.Y .Patil Engg. College &  
Akrudi Rly Station, Revat Haveli,  
Pune, Maharashtra - 412101

9922950823



Mr. Sudarshan Potbhare Aurangabad

Plot No T-8, M.I.D.C, Near  
Garware stadium, Chikalhana,  
Aurangabad, Maharashtra - 431001

9619864055



Mr. Joginder Pradhan Faridabad

Community Centre, Sector 7A,  
Behind St. John Public School,  
Near Satya Cinema, Faridabad - 121006,  
Haryana

9312931093



Mr. Jayant Gulati Palwal

Omaxe City, Palwal, Dist. Palwal,  
Haryana - 121102

9215839802



Mr. Sanjeet Sharma Jaipur

ISKCON Temple Village, Dholai,  
Opp. To Vijaypath, New Sanganer Road,  
Man Sarovar, Jaipur,  
Rajasthan - 302020

9718135232



Mr. Balwan Singh Kurukshetra

Near Primary School, Village Mirzapur,  
P.O. Gurukul, Kurukshetra,  
Haryana - 136118

9215839815



Mr. Vivek Mandloi Ujjain

75 to 80, Devas Road Industrial Area,  
Nagjiri, Ujjain, Madhya Pradesh -  
456010

9425491374



H.G. Vakreshwar  
Govinda Das Tirupati

Tirupati Shi Shri Radha Govinda Mandir,  
Hare Krishna Road, Vinayak Nagar,  
Tirupati - Andhra Pradesh - 517507

7799747518





Mr. S. Ramaraju

Kadapa

ISKCON Food Relief Foundation,  
Industrial Estate, RIMS Road,  
Kadapa, Andhra Pradesh - 516001

9704544467

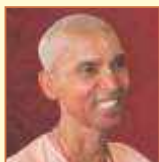


H.G. Satya Gopinath Das

Rajahmundry

C/o ISKCON Hare Krishna Land,  
Gowthami Ghat, Rajahmundry,  
Andhra Pradesh - 533101

9652903161



H.H. Shukadev Goswami

Nellore

C/o ISKCON , ISKCON City,  
Nellore Andhra Pradesh - 524004

9052819090  
(Chandrakeshav Das)



Mr. G. Narsimha Reddy

Ranganarra Gadda

Taluka China Gotti Galu,  
Dist. Chittoor

7799747527



Mr. Narayan Jena

Gurgaon

534, Pace City - II, Sector 37,  
Gurgaon, Haryana - 122001

9467609990



Mr. Murlidhar  
Hemrajani

Delhi

Ali Village Branch, Ali Village,  
Ali Vihar, Near Patankar,  
Mathura Road, Delhi - 110044

9871233026



Mr. Shanto Samir  
Chatterjee

Jamshedpur

Ramdass Bhatta Community Centre,  
Opp Petrol Pump, Bistupur,  
Jamshedpur - 831001

8051195790/  
9873009943



Mr. Mithun Naskar

Kolkata

22 Gurusaday Road,  
Kolkata, West Bengal-  
700019

9831046554



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FOOD RELIEF  
FOUNDATION





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FOUNDATION

annamrita

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Email - [info@annamrita.org](mailto:info@annamrita.org) / Web - [www.annamrita.org](http://www.annamrita.org) / Follow us on AnnamritaISKCON on [f](#) & [t](#)