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Issue 24 • February 2015

Annamrita -
Food as Pure as Nectar

ISKCON Food Relief Foundation NEWSLETTER

Shout Out

Rotary Club of Australia visits Annamrita

Susanne Rea, Project Partner & Global Team Co-ordinator Rotary Club of Cairns Sunrise, Australia visited our Tardeo kitchen. She along with Mr. Pankaj Vora of Rotary Club of Bombay Peninsula visited the Yusuf Meherally Vidyalaya and interacted with the children. Susanne is active member of her Rotary Club and has been raising funds for various projects including polio through this platform. Susanne was very interested in the manner in which Indian Mid Day meals operate and was amazed by the work Annamrita is doing for the children in the municipality and slum schools.



Successful completion of the Groupon Campaign

We are very glad to report that Annamrita completed a successful campaign in partnership with e-commerce platform Groupon. Groupon is a website that features discounted gift certificates usable at local or national companies. We had customers logging in to purchase charity vouchers to sponsor meals for underprivileged children. Customers zealously logged in to purchase meals for children. Nearly a 1000 meals were sponsored for our underprivileged children through Groupon. Just goes to show that shopping and giving back can go hand in hand. Thank you Groupon, we hope to partner with you again very soon.



Platinum Certification for Annamrita

This month marked the accomplishment of another milestone for Annamrita. We received our Platinum certification from GuideStar.

The GuideStar India Platinum award is a Seal issued after thorough due diligence of an organization for legal & financial compliances and a certification that the organization is transparent and holds itself accountable to not just its stakeholders but also to the general public. It is a review based on facts presented by the NGO and verified against documents issued by regulatory authorities, statutory auditors, past donors and key visitors or memberships/accreditations with philanthropic intermediaries. It is additionally based on the organization making detailed disclosures in the GuideStar India template for disclosures in the public domain based on Credibility Alliance norms.



Annamrita is very proud to have received this certification; it just gives us bigger boost to continue what we are doing and to do it even better.

Workshops & Events

Annamrita at World CSR congress

Annamrita participated in the World CSR Congress held at Taj Lands End, Bandra. 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.

Annamrita participates in the Jagannath Rath Yatra, Colaba

An ocean of devotees gathered to celebrate the annual Jagannath Rath Yatra Festival at Colaba. A Ratha-Yatra or Chariot Festival is a Hindu festival that involves transporting deities on a chariot (called a ratha). The festival thus refers to the annual journey of the divinity in the form of Lord Jagannath, Lord Balabhadra, and their sister Subhadra to their aunt's temple. This was the 5th annual Ratha-yatra festival in the heart of Mumbai. There was a religious discourse on the Bhagwad Gita by Gaur Gopal Prabhu and Radha Gopinath Prabhu. This unique festival launches with a dynamic, fun-filled parade beginning at Varuna Gardens down the streets of Cuffe Parade with a gathering of close to 2500 people. Annamrita also participated in the event. We served hundreds of visitors and devotees khichdi during the event. It was a fun filled event.



Khichdi Drive at DSM office !!!

DSM is a global science-based company active in health, nutrition and materials. DSM delivers innovative solutions that nourish protect and improve performance in global markets such as food & dietary supplements, personal care, medical devices, automotive, alternative energy and bio-based materials.



Annamrita had a khichdi drive at the DSM Mumbai office. Employees gave up their tiffin boxes for the day to instead feast on Annamrita's khichdi for lunch. The gracious employees appreciated our work and were very impressed with the quality and scale of our program. DSM has been supporting Annamrita in their work and sponsoring meals for underprivileged children, we look forward to yet another year of fruitful collaboration with them. Thanks – DSM!!!

ISKCON Food Relief Foundation, Aurangabad celebrates its 3rd Anniversary

ISKCON Food Relief Foundation, Aurangabad kitchen started operations on 15th January 2012 on the auspicious occasion of Makar Sankranti. To celebrate their 3rd Anniversary, the Aurangabad kitchen had a celebratory program.



The day started with Pushpa Abhishek for the deities by guests and staff. Guests included Mr Arvind Somany (CEO Auto Cars, Videocon Group), Shree Vinod Bagadia (CMD Bagadia Oil Mills), Shree Deepak Zunzunwala (CMD Raj Auto), Dr Susheel Bharuka (CMD Arch Developer), Rajesh Gupta (Rainbow Sales), Shree Rajesh Bharuka, Dr. Ramesh Ladhha, Dr. Santosh Madrewar, Shree Rameshwar Totala (Senior Advocate High Court) among many others.



Tilgul ladoos were served to all 45,000 children in schools on Makar Sankranti day and classroom games were conducted for parents and staff. Kites were flown and sweetmeats were exchanged. Aurangabad kitchen promises to gear up and include even more children in their fourth year of operations.

GNIMS - Virsa Festival

Guru Nanak Institute of Management Studies (GNIMS) celebrated their annual festival VIRSA, at the beginning of February. It was a 5 day long event packed with plays, dances, sports and literary contests. Annamrita was the charity partner for the event. 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.

A special mention goes out to volunteers from Sophia College Polytechnic who joined Annamrita for this event and were there with us in the field for all the days. Most of them who had just completed their exams and joined us, thoroughly enjoyed interacting with other college students. We always appreciate college kids taking an active interest in our cause and lending their support.

We thank GNIMS for including us in their celebrations.



Rotary Clubs from District 3140 have so far sponsored 5969 children with Mid-Day Meals for the Rotary year 2014 – 2015.

Khichdi Kings

Name: Mr Mahendra Subedi

Branch – Branch Manager, Nigdi

How long have you been with Annamrita?

I joined Annamrita in 2006

What were you doing before you joined Annamrita?

I worked in the Pro-life advocacy project for the department of Bio-ethics at Bhakti Vedanta Hospital, Mira Road.

What I like most about my work with Annamrita?

Annamrita is not just about cooking and serving meals, it is also about shaping the future of the unprivileged children. The work that Annamrita does impacts millions of children in even the remotest locations of India and this gives an unparalleled sense of accomplishment.

What I dislike about my work?

Not much really. Every single day at Annamrita is filled with new challenges and situations that force us to be more creative and collaborative. Daily, ensuring cooking preparations start on time by 2:30 am and the routing happens as per schedule without any delays makes it all quite an exciting task!!!



Why Annamrita?

Annamrita is a social enterprise with a perfect blend of corporate passion in its conduct and missionary compassion in its delivery. Although we are employees, the fact that we work for an organization that strives for social betterment is fulfilling and satisfying.

Thank you to our generous Donors

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Join Us

ISKCON Food Relief Foundation is looking out for talented and committed individuals to join our team as interns or full time employees for various vacancies we have at the moment. We also require individuals with strong Sales skills to promote our cause and help us to raise funds. For more information about these profiles or Internships please contact Dilzad on dilzad@annamrita.org



Annamrita, ISKCON Food Relief Foundation

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