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Issue 23 • January 2015

*Annamrita -
Food as Pure as Nectar*

ISKCON Food Relief Foundation NEWSLETTER

Aspirations

With the onset of the New Year, come new aspirations and new dreams. Tens of thousands of new mouths to feed and millions of hearts to conquer. The New Year promises us new avenues for collaborations. With institutions and individuals alike continuing to support our program we hope to soon expand in the next 5 years to 20 lakh children across India.

We let our action speak louder than words. Our expansion in a period of over 10 years, with the support of ISKCON and generous hearted individuals has fueled our dreams for a bigger and brighter tomorrow. Annamrita aims to set up kitchens in new states and more locations so that we can ensure that our healthy meals reach out to all the nooks and crannies of the country.

Government hospitals, the lifeline for many, have come under fire in the recent past for the quality of meals being provided to patients and their relatives. Keeping in mind that patients need wholesome meals to improve their health, Municipal Corporation of Greater Mumbai (MCGM) has asked ISKCON to set up a kitchen in some of our leading government hospitals like Sewree, TB Hospital and Cooper Hospital. Our aim will be to provide these patients with a high protein diet rich in fiber and other nutrients as are required for them to get better and healthy. This is yet another domain ISKCON Food Relief Foundation hopes to make a positive impact in.

Shout Out

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. Every business transaction can impact lives. B1G1 has been a supporter of Annamrita for a while now. They even visited our Tardeo center this month. The groups of enthusiastic visitors had a lot of questions and were moved to see the impact of their contributions. They also visited K.M.S. Dr. Shirodkar High School and B. P. K. Sahkari Vidyamandir and zealously 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 a ISUZU vehicle donated by IIFL this month. The inauguration was attended by the Founder Mr Nirmal Jain and his wife Madhu Jain along with their CEO, Dr. Sarika Kulkarni. The auspicious inauguration at the Sri Sri Radha Rasabihari Mandir Juhu, promises the start of a long and fruitful collaboration. We thank IIFL for their benevolence and look forward to their continued support.



Sophia college students visits Annamrita

Sophia Polytechnic, founded in 1941, is affiliated to the University of Mumbai. The Governing Body of the Society for the Higher Education of Women in India runs the College.



Young enthusiastic students from the college wanted to visit our project and experience the work first hand. The students came to our facility early and bright-eyed and watched the entire cooking process. 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 the level of efficiency maintained. We look forward to having them intern at our facility very soon.

Rotary Club of Bombay Mid City visited Annamrita

Members of Rotary Club of Bombay Mid City personally came to show their support for the Annamrita project. After visiting our kitchen they handed over a cheque to our Administrative Advisor Sri Radha Krishna Das. Rotary Club of Bombay Mid City has been supporting Annamrita for the last couple of years, we thank them and sincerely hope for their continued support in the future as well.



Workshops & Events

Standard Chartered Mumbai Marathon

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 especially want to thank our regular runners like Mrs Noopur and Gaurangi Desai, Kallolini and Kunjan Gandhi and Abhishek Karnani amongst many others. They are always there leading from the front.

Thank you again and hope to see you all next year, same time.



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 also participated in the India Rising Fest 2015 which was held in Ghatkopar. It was a 5 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 visiting the stall like Poonam Mahajan, Juhi Chawla, Himesh Reshammiya, Mukesh Khanna, CM of Maharashtra Shri Devendra Fadnavis and H.H Radhanath Swami. It was a fun filled event. Thank you-India Rising for giving us this opportunity.



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.



Good to Great workshop

Employee welfare and enhancement programs are conducted periodically by Annamrita for all its employees and staff. This month we had the “Good to Great” workshop for our employee's by Mr. Shiv Kumar. It was one day workshop attended by all branch managers across Maharashtra.

It was an interesting and interactive workshop with a lot of learnings and take aways. The workshop covered topics like Effective communication, prioritizing tasks, multitasking, donor relationship management etc. The workshop saw a lot of our queries being aired out and a lot of important questions being answered.



Khichdi Kings

Name: Mr. Raju Nair

Branch – Palghar / Wada, Branch Manager

How long have you been with Annamrita?

I have been associated with the ISKCON Food Relief Foundation - Annamrita project right from the start – 11 years.

What were you doing before you joined Annamrita?

Before joining Annamrita I used to make Ayurvedic medicines. I also handled the complete management of panchkarma & pharmacy at Bhaktivedant Hospital Mira Road.

What I like most about my work with Annamrita?

Good team work, proper guidelines and directions from management, great opportunities for self-improvement and all

round growth. Thanks to ISKCON Food Relief Foundation, I get a chance to make a significant contribution to the lives of millions of underprivileged children.

What I dislike about my work?

Like any other job we face our share of challenges, like uncertain schedules, at times financial constraints.

Why Annamrita?

Annamrita provides satvik, nutritious food to millions of hungry children daily. To be a part of such a project which brings smiles to so many underprivileged children gives an unparalleled sense of joy. I joined this project to further Srila Prabhupada's dream of serving hungry and needy children and today our project serves over 1.2 million children India wide.



Rotary Clubs from District 3140 have so far sponsored 5806 children with Mid-Day Meals for the Rotary year 2014 – 2015.

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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