

Holi Celebrations at school

Holi is a spring festival, also known as the festival of colors or the festival of triumph of Good over Evil. Another legend attached to the festival claims that in his youth, Krishna despaired whether fair skinned Radha and other Gopikas (girls) will like him because of his skin color. His mother, tired of the desperation, asks him to approach Radha and color her face in any color he wanted. Playful and mischievous Krishna appreciated the idea and implemented it. This game of applying colors thus gained so much popularity that it became a tradition and later it turned out to be a full-fledged festival. Holi celebrations start with a Holika bonfire on the night before Holi followed the next day by a carnival of colors and water filled balloons.

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. Students and teachers enjoyed the colors and sweets distributed on that day. Annamrita also took this 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

representatives from Lion's Club Aurangabad and doctors from IAP like 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.





Women's Day celebration

International Women's Day (IWD), is celebrated the world over on March 8 every year. Over the years, this day has been a celebration of various achievements by women. Today 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 also 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 staff.



Shout Out

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. Recently we were visited by Isha Koppikar, an acclaimed Indian actress who has worked in Hindi, Marathi, Telugu, Kannada, and Tamil films. She 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.

Dr S Nagraj Rao from Pittsburgh visits Annamrita

Dr S Nagraj Rao from Pittsburgh USA, a former professor having a doctorate specializing in energy efficient power generation visited Annamrita. He was associated with setting up of various thermal power plants in Asia. He visited our Tardeo kitchen and also tasted our delicious khichdi. He was very impressed with the type of equipments we were using and gave several suggestions to help us conserve energy.



Raje Ambrish Rao, State Tribal minister visits Annamrita

Annamrita was visited by Raje Ambrish Rao who is the State Minister of Tribal Development. Ambrishrao Raje Satyavanrao Atram is a member of the 13th Maharashtra Legislative Assembly. 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 his uncle and former minister Dharmaraobaba Atram.

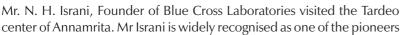
He visited the Annamrita center in Tardeo . He was very impressed with the scale of our work for the children in the municipality and slum schools.



"It was amazing to see the working of this center as until now, I had only heard about how good it was but when I saw it myself, it was kind of unbelievable that we can provide meals to as many as 65,000 children daily from such a small place and I think we should take ISKCON's help and their expertise for our tribal ashram schools in providing our children nutritional food. It was a wonderful experience. Thank you." - Raje Ambrish Rao

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. Its name today is synonymous with top quality healthcare products.





of Indian Pharmaceutical Industry. Mr Israni and Mr Punwani visited the Annamrita kitchen and understood the cooking process in great details. They were very impressed with the level of hygiene and compliance followed in the kitchen. Blue Cross labs has in the past as well helped out projects related to children and nutrition. After their visit they have assured us of support in our future expansion plans.

"Very happy to visit. Great example of teamwork and public service. Keep it up." - Mr Israni, Founder Blue Cross Labs.

Aurangabad kitchen visited by Education Director of Maharashtra with his team

Education Director (Primary) Mr Mahavir Mane, Mr Mahesh Palkar (Deputy Director Mid Day Meal), Mr Sudhakar Banate (Deputy Director for Aurangabad region) 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



etc in our meal. The ISO certified kitchen met all their approvals. The nutrition reports we shared with them of protein and calories included per meal, satisfied them of the prescribed nutrition standards being met. 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 implement this project in other states as well" - Mr Mahesh Palkar, Deputy Director Mid Day Meal.

Workshops & Events

Bhumi-puja of Annamrita Wada kitchen

On the occasion of Ram Navami, a bhumi - puja was conducted for "Annamrita's new Hi-tech Kitchen" in Wada. The new improved kitchen will cater to nearly a lac tribal children in the Wada belt. At present over 27,000 Zilla Parishad students from Tribal areas of Wada are being fed every day through our old kitchen. The new facility we are moving into is 10,000 sqft and should be up and running in few months. The Bhumi Puja was attended by staff members and various benefactors for the kitchen.





Wonder Year's Charity Fun Fair

As all our readers are aware by now, "Khichdi Drive" is one of Annamrita's programs where we go and serve khichdi at events or corporate cafeterias. This month we were invited by Wonder Years, Kindergarten School in Tardeo to participate in their Fun Fair by hosting a khichdi stall.

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. In their annual Fun Fair event they had a variety of game stalls like creative painting, diya making, cookie making, doll making, darts, trains etc to entertain the kids and parents alike. Along with the golgappa, popcorn and dosa stalls Annamrita also had their khichdi stall. 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. Thank—you, Wonder Years for choosing Annamrita as the Charity Partner for their event.

Khichdi Kings

Name: Mr Rajendra Pujari

Designation: Regional Program Director for Maharashtra

How long have you been with Annamrita?

I have completed 9 years with the Annamrita family.

What were you doing before you joined Annamrita?

I have been working for the last 27 years. For the better part of my career (14 years), I have been a Senior Manager with TI-Tube investment for India ltd, Pennar Industries. For over 10 years I have been General Manager for Back To Godhead - a magazine of the Hare Krishna Movement by Bhaktivedanta Book Trust.

What I like most about my work with Annamrita?

The most interesting part of my work is that I get to help expand the project to new locations and set up new centers. More than a job being a part of ISKCON Food Relief Foundation is more of rendering a service to humanity.

What I dislike about my work?

We are not able to expand as fast as we would like to. The delays by the government, delays in getting funds all slows down the process.



Why Annamrita?

Food is the first basic necessity, if it is fulfilled a child can grow in all dimensions which will benefit society at large. This is the vision Annamrita is connected to along with a high degree of nutritious, health conscious food to help the future generation of our country develop.



Rotary Clubs from district 3140 have so far sponsored 7654 children with Mid-day meals for the Rotary year of 2014-2015

Thank you to our generous Donors

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ISKCON Food Relief Foundation is looking out for talented and committed individuals to join us 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





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