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*Annamrita -
Food as Pure as Nectar*

ISKCON Food Relief Foundation NEWSLETTER

Shout Out

JSW visits Annamrita Palghar branch



Shri O.P. Jindal believed in building a self-reliant India and it is his vision that continues to drive and inspire JSW. Over the last decade, JSW Steel has grown from a

0.8 million ton steel mill to India's largest integrated private steel manufacturer. JSW Foundation, an integral part of the Group, is the social development division of the Group. It is an independent institution and is governed by a Board of Trustees who is drawn from the senior management of the Group. Its theme "Janam Se Janani Tak – JSW AapKeSaath", a long term commitment extending services to meet the pressing needs towards empowering women and children. The Foundation is chaired by Mrs. Sangita Jindal. JSW Foundation is working towards eradicating poverty & hunger, tackling malnutrition, promoting social development, addressing social inequalities by empowering the vulnerable section of society, addressing environmental issues, preserving national heritage and promoting sports training.

The JSW Group has been supporting ISKCON Food Relief Foundation over 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 visited the Annamrita – Palghar kitchen. The team consisting of Mr Mohan Ghadge- CSR Head, Mr Vijay Kamble - Asst. Manager CSR and Mr. Kiran Mhatre at JSW Steel Ltd. saw the entire cooking and dispatch process. Their main objective was to understand the overall process and implementation strategy of Midday Meal project.

We look forward to collaborating with them on many more projects in the future.



Bookmycab.com ties up with ISKCON Food Relief Foundation to help quake victims

Man is always helpless in the face of nature's fury. But we can always do our bit to bring about relief to those most affected. The Nepal earthquake also known as “The Gorkha earthquake” killed more than 9,000 people and injured more than 23,000 people.

ISKCON Food Relief Foundation has always been committed towards doing our bit during natural disasters. We joined hands with Bookmycab.com, the Mumbai-based call taxi service to provide swift and adequate relief to thousands of people who have been devastated in the recent earthquake in Nepal. Bookmycab.com has assigned its entire taxi fleet in Mumbai for the next four weeks for raising donations on behalf of the ISKCON Foundation through a special mobile app deployed within its taxis – the '**ISKCON Relief AbhiBhejo' app**. This is easily obtainable from the google play store.

As part of this four-week drive, anyone within the city limits booking a Bookmycab taxi either by dialing the 24-hour call centre number 022-61234567, or logging on to the Bookmycab.com website or even using the Android-based mobile phone app, can pay his contribution for the relief work during the taxi ride. Once on board a Bookmycab

taxi, passengers can scan the QR code available within the taxi. Payment can be done using the QR code through credit cards, debit cards or by net banking. The contribution of every passenger will be used by ISKCON Foundation in providing medicines, clothes, plastic sheets, food and blankets to the earthquake victims in both the countries.

“I appeal to every citizen to donate whole heartedly by using the ISKCON Relief AbhiBhejo app and come together for the aid of people devastated in this tragedy.” -**Mr. Avinash Gupta, CEO, Bookmycab & supporter of the ISKCON Food Relief Foundation project.**

CAF visits Annamrita

Charities Aid Foundation is a leading international not-for-profit organisation, which makes giving more effective and charities more successful. They promote and support strategic giving for a more equitable and sustainable society.

CAF India, with its dedicated team of experts, brings development sector knowledge and experience to take 'Giving' further. For many years CAF is helping Annamrita in raising funds for our cause.

CAF conducts regular due diligence visits on all its NGOs. We were visited by Mr. Madhav Anand who is Project Officer at CAF. He visited our Tardeo kitchen and interacted with the entire team. With all the findings of his visit, he has promised to design and deliver a “Giving' program tailored according to the needs of our cause.



Our Annamrita “Pehelwan”

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. We wish her more success in the future.

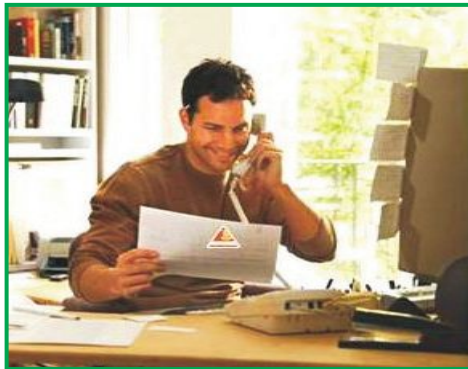
Summer Vacation at the Annamrita Kitchen

We are often asked, what exactly happens to our kitchens during the summer break. Well for our kitchens, just like it is for us, the vacation period is a time to rejuvenate ourselves.

Every school working day Annamrita kitchens across the country prepare and provide over 1.2 million meals to the underprivileged children in municipality and zilla parishad schools. All the kitchens across every location operate tirelessly from 2:30 am till 12 pm to ensure that mid-day meals are prepared hygienically keeping the nutritious elements intact. Cooking millions of meals daily is no small feat.

So during the vacation time, the Annamrita kitchens get a maintenance overhaul. Maintenance of kitchens is a huge task and hence it is taken care of without interruption during the vacation time of the schools. All kitchens undergo overhauling of machineries, regular maintenance and repair work, water proofing and taking up projects to increase cooking capacity. Pest control, remodeling, updation of latest machinery, polishing, all this is taken care of during this monthly break.

So by the time the holidays are up, the Annamrita kitchens are roaring and ready to carry out their duties in a seamless fashion.



Looking for a way to
earn additional income

Join our Work from Home team
Enjoy the freedom to set your own
hours
Part time as well as full time
vacancies

contact: dilzad@annamrita.org



Khichdi Kings

Name: Mr. Sanjeet Sharma

Designation: Branch Manager - Jaipur

How long have you been with Annamrita?

For the last 5 years

What were you doing before you joined Annamrita?

Prior to joining Annamrita I was working in the back office with EXL group.

What I like most about my work with Annamrita?

It has been a great learning of sorts. I constantly look for new ways to challenge myself and newer ways to enhance the process. With Annamrita I get an opportunity to do exactly this. Streamlining the process, reinventing and innovating are the most exciting part of my profile.

What I dislike about my work?

I do not like wastage of any kind especially of food. My belief is that food is a precious commodity and should never be wasted. So at Annamrita we are always careful to prepare meals in accordance with the school's request and headcount calculations to ensure that nothing goes to waste.

Why Annamrita?

Working with Annamrita one learns how to push their own limits. Our work is a service of compassion and dedication - 365 days of the year, 24 hours of the day. From our new kitchen in Jaipur we serve Mid Day meals to nearly 450 schools in Rajasthan. It is a job of great satisfaction.



Rotary Clubs from district 3140 have so far sponsored 8034 children with Mid-day meals for the Rotary year of 2014-2015

Thank you to our generous Donors

- 1 Abhay Kenjale
- 2 Achyuth Naranayan
- 3 Amit Chaurasia
- 4 Amit Ingole
- 5 Amit Kothare
- 6 Amit Moona
- 7 Amit Sudhir Desai
- 8 Anand Jayram
- 9 Anand Vijayaragavan
- 10 Anjali V. Gangolli
- 11 Annapaneni Choudhary
- 12 Archana Agrawal
- 13 Arham YuvaSeva Group
- 14 Arjun Mehra
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- 65 Mr. Rashmin D. Shah
- 66 Mr. Sandeep Shah
- 67 Mrs. Bina Rashmin Shah
- 68 Ms. Mittal Modi
- 69 Ms. Tejal Nadkarni
- 70 N. K. Kumar
- 71 Navneet Singh
- 72 Nayana Parekh
- 73 Neela Satish Anand
- 74 Nikhil Johri
- 75 Nishit Desai
- 76 Nitesh Bhati
- 77 Nitesh Toshniwal
- 78 Nitin Bagadia
- 79 Nitish Alok
- 80 Okara Roadways (Regd)
- 81 Onkarmal Sajankumar Shroff Charitable Trust
- 82 Pankaj Luthra

Thank you to our generous Donors

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110	Rotary Club Of Mumbai BKC	143	Vinod Kumar Mehra
111	Russell Pet	144	Vishesh Jain
112	S. M. Rana	145	Yamuna Soundararajan
113	S. S. Rattan	146	Yogish Kamath
114	Samir M. Shah		
115	Sandra R. Noronha		

Join Us

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



Annamrita, ISKCON Food Relief Foundation

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