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Annamrita -  
Food as Pure as Nectar

# ISKCON Food Relief Foundation NEWSLETTER

## Daan Utsav



**Daan Utsav- launched in 2009 is a festival created to spread the message of "Giving".**

From auto drivers to CEOs, school children to celebrities, homemakers to NGOs, millions of people give their time, money, resources or skills back to society- by creating or participating in "events" of their choice.

Annamrita has been participating in Daan Utsav for the last 4 years. This year we decided to "Pay it Forward" with our Meals. We had "Pay it Forward Khichdi Drives" across the city at various

### Snapshot of Annamrita - Daan Utsav celebrations



corporate offices. Individuals enjoyed the free meal and paid for a child's meal in return. The thought behind serving khichdi is to let people know the type of meals the children are being served and for them to have a deeper understanding of how exactly their money is being utilized.

### Concast offices

Over 200 employees from both the Nariman Point and Andheri offices enjoyed the khichdi and sponsored 24000 meals collectively for children.

### SBI Mutual Funds

SBI Mutual Funds have been associated with Annamrita for a while now, they have especially helped with delivery vehicle sponsorship. During this Daan Utsav they sponsored 24200 Mid Day meals

### Mahindra & Mahindra

This was the second year in a row that Mahindra & Mahindra hosted Annamrita's khichdi drive as part of their Daan Utsav activities. They sponsored 14,801 meals.

### JSW

JSW has been supporting our project since the start. We had a Khichdi drive at Jindal Mansion and were able to sponsor 2500 meals through this drive.

### Quantum Mutual Funds

Quantum Mutual Funds always enjoys the Annamrita khichdi and this time during DaanUtsav they sponsored 21,000 meals through both their locations.

### Equity Master

Equity Master, an equity research initiative, sponsored 2200 meals through their khichdi drive

### Piramal Group

The Piramal team celebrated Daan Utsav with Annamrita at 3 of their locations in Mumbai. We were able to sponsor 60,000 meals through this activity.

Annamrita thanks all the individuals and organizations who had helped us create awareness about our project through the Khichdi Drive thus making Daan Utsav a grand success. For us spreading the joy does not end with Daan Utsav we are happy to host a Pay It Forward Drive at your office premises as well. So do get in touch with Dilzad on dilzad@annamrita.org.

All donations Annamrita receives though the Khichdi Drives will go towards Feeding and Educating underprivileged children across the city.

## Workshop & Events

### VMware 2015

The industry's largest event for virtualization, cloud management and business mobility in the country, VForum India, offers a unique setting to engage with IT experts and find the latest information on VMware.

For the second year consecutively VMware chose to partner with Annamrita for vForum which was held in Mumbai at JW Marriott this year. At this event Annamrita got a chance to set up a stall and interact with various IT professionals. The event brought together a host of subject matter experts, and IT professionals. At a mega tech event organized in Mumbai by VMware, on the theme, 'Ready For Any...!', Sourav Ganguly, ex captain of the Indian Cricket team, threw light on leadership and team management.

"For any leader, the biggest challenge is to identify the right talent. One has to be very clear about the kind of team he wants. He should analyze the candidates carefully before bringing the candidates on-board. Once taken, he needs to give them the opportunity to prove their talent," Ganguly says adding that this rule of cricket applies to any business, even in the corporate world.

VMware pledged to raise funds for Annamrita through the event and true to their word at the end of the event, Annamrita was felicitated with a cheque. VMware sponsored more than 4,50,000 meals through the event for needy children. Annamrita is very grateful to Mr. B. S. Nagrajan and his entire team for their support towards our project



# Shout Out

## Shoppers Stop visits Annamrita

Shoppers Stop is an Indian retailing company promoted by the K Raheja Corp Group, started in the year 1991. Shoppers Stop began by operating a chain of department stores under the name Shoppers Stop in India.

The belief and vision of Shoppers Stop is to create an environment which is unique and enjoyable for the customer and employee. As part of their CSR activity, a team of employees from Shopper's Stop visited Annamrita centers in Jaipur, Pune, Delhi, Kolkata and Mumbai. They visited the schools in the surrounding areas, served the children meals and interacted with the children. The initiative left the employees with an overwhelming feeling of involvement and satisfaction for the work being done by Annamrita.

They sponsored 1 lakh meals for Annamrita students on their Foundation Day.

We are grateful to Shoppers Stop for their support.



## Kotak Education Foundation partners with Annamrita

Kotak Education Foundation (KEF) was set up in FY 2006-07 with a purpose to support children and youth from underprivileged families through different education based interventions on a sustainable basis. Kotak Education Foundation visited the Annamrita kitchen to understand better how they could partner with our project.

Shivaji Dam, Managing Trustee who spearheads the Foundation along with his colleagues visited the Tardeo center and met with Shri Radha Krishna Das our Administrative Advisor.

Looking at our level of commitment Kotak Education Foundation has decided to sponsor Mid Day Meals for 5000 children daily.



## Food Hall



Launched in May 2011, the Foodhall format from Future Group is a premium lifestyle food destination that targets the well-travelled urban Indian consumers who love to experiment with global cuisine and promises to expose customers to the next level of food retailing. Currently Foodhall is present in Mumbai, Bengaluru, New Delhi, Pune and Gurgaon. This store designed for "foodies" is a one – stop shop for

food lovers and offers everything under one roof, right from daily essentials, exotic flavours, secret ingredients to premium kitchen accessories.

Food hall – High Street Phoenix, Palladium mall has tied up this festive season with Annamrita for our Pay it Forward campaign. Customers at billing time can contribute towards Annamrita. It takes just Rs 2/- to help sponsor a One Time Meal. Every donation will help make this New Year more festive and healthy for our little beneficiaries, so next time you are shopping at Food Hall – Palladium, please do not forget to look out for Annamrita and make sure that loose change of yours is put to good use.



**Rotary Clubs from District 3140 have sponsored 6526 children with Mid Day Meals for Rotary year 2015-2016.**

# Thank you to our generous Donors

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*Annamitra 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](mailto:dilzad@annamrita.org)*



# annamitra

19, Jaywant Industrial Estate, 63, Tardeo Road, Tardeo, Mumbai - 400 034.  
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