



Food as Pure as Nectar

Cheque donations can be made in the name of "Annamrita Foundation"

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ISKCON Food Relief Foundation NEWSLETTER

Events

Children's Christmas Party



Come Christmas season and it is a time for Santa Claus to spread some cheer. For the third year consecutively our Corporate partner - KraftHeinz hosted a Christmas party for the children of Ghanshyamdas Poddar Vidyalaya. Around 400 children and faculty members participated in the celebrations. The children sang and danced with Santa Claus, who distributed goodies and snacks to all of them. Yummy chocolate Complian Health Drink was distributed to all, with the children eagerly asking for second and third helpings!



We thank the KraftHeinz India team for all their efforts and generosity and in helping spread some cheer to the children of Ghanshyamdas Poddar Vidyalaya.



Mumbai Mobile Creches:



Mumbai Mobile Creches(MMC) works to provide migrant children on construction sites a safe, happy and healthy childhood. MMC implements comprehensive programmes for the children of construction workers and other low income communities between the ages 0-14 which focus on their overall education and cognitive, emotional, moral, physical and social development.

Mumbai Mobile Creche's daycare centres are located on construction sites. Nutrition for such children is something that is mostly lacking in the little food they eat. In a unique initiative Annamrita Foundation has tied up with Mumbai Mobile Creches to provide meals to the children of the construction site workers. Around 600 children across construction sites located in Ghodbunder, Mumbai Central, Vikhroli, Virar and Airoli now receive healthy filling Annamrita meals.

Shout Out The Year that Was.....

As another year came to a close Annamrita looks back with a deep sense of satisfaction and gratitude towards everyone who helped make this year so special.

Great things are always enjoyable when they happen for the first time but they are even better if they are repeated.

The start of 2017 saw Annamrita bagging the IMC Ramakrishna Bajaj Quality award for the second year in a row

Annamrita participated in The Flaunt to feed Instagram digital campaign where we had the likes of a Ranveer Brar and Rocky Singh speaking about Annamrita. This campaign was mobilized for us by Godrej Microwave Ovens and helped us sponsor 1672 meals for underprivileged children.

For the Fourth Year in a row Annamrita has been the Charity Partner for Vforum 2017 held at JW Marriott Mumbai, one of the largest tech forums in the country. This year as well their employees and management raised \$10440 which enabled us to sponsor 1508 children with meals for an entire year.

We partnered with Chromozome for an online campaign. Chromozome, an innerwear luxury brand, started the campaign with a goal of 16000 meals but by the time the campaign ended enthusiastic Chromozome-ers helped sponsor 22,810 meals for underprivileged municipality school children. These meals were distributed in schools across Kolkata, Rajasthan and Mumbai by the Chromozome team.

Annamrita partnered with several new industries like Samasara Shipping which sponsored 11,100 underprivileged children in Maharashtra with Mid Day Meals. M*Modal sponsored 3,858 children in the Palghar region with healthy and wholesome Annamrita Meals.

For the fifth year in a row SBI Mutual Funds sponsored Annamrita with delivery vehicles. This year around 10 meal delivery vehicles were sponsored by SBI MF to reach out to those difficult to deliver locations.

Foundations continued their support, with Kotak Education Foundation sponsoring meals for over 3000 needy children in non aided schools in Chembur and Govandi areas for the third year consecutively.

Similarly Ambit Oditi Foundation has been sponsoring Mid Day Meals in the tribal belt of Waki area for approximately 300 children from the surrounding villages

Annamrita is very glad to announce our new partnership with BPCL this year. BPCL has started by sponsoring 4,524 underprivileged students with hot healthy nutritious





meals in the neighboring Ghatkopar, Mankhurd and Sion areas.

External client relationships can only be managed when internal client relationships are strong. ISKCON Food Relief Foundation (IFRF) Wada organised an Eye Check-up Camp in collaboration with Bhaktivedanta Hospital for our employees and staff. More than 100 people comprising of IFRF employees as well as residential people of neighbouring Kalamakhand village availed free eye check ups and treatment at this camp.

Annamrita also organized a Tree Plantation drive in Wada on 8th July, 2017. We conducted this activity in 8 schools of Wada in which we planted 69 trees of different varieties. Children and staff both participated heartily in this activity.

In other events, the annual Shukriya function of Rotary District 3141 was held on 25th June 2017 at St Regis, Lower Parel. Annamrita was called upon to participate in the function where we felicitated our top 3 contributing Rotary Clubs for the year with trophies.

For the 6th year Annamrita participated in the Standard Chartered Mumbai Marathon (SCMM). Runners from Chennai, Pune and Delhi running with our regular runners this year helped sponsor over 500 needy students with meals.

Annamrita Mumbai also participated in its first ever "Indo Torch Run" (ITR). The aim of this run was to create an awareness amongst the citizens about Food Wastage, hence the theme for the run was Zero Food Wastage which is something Annamrita strongly advocates.

Bhamla Foundation along with Poonam Mahajan Foundation felicitated Annamrita Foundation and other Individual organizations of Mumbai who have brought about a noticeable change in society and made a worthy contribution in the social sector.

Annamrita also participated in the Rotary World Fest held at the Mahalaxmi Racecourse. We had a stall at the event where we served delicious ISKCON khichdi to all.



Run for A Cause

Sunday, 12 August | Mumbai



We were also very honoured this year by famed actress Aishwarya Rai Bachchan who sponsored Mid Day Meals for 2000 children on the occasion of her 44th Birthday through Annamrita.

This year DaanUtsav was also celebrated on a larger scale with Annamrita typing up with the Mumbai Metro to spread the message of Giving to All. From 1st Oct to 7th Oct Annamrita served hungry metro travellers free hot delicious, unlimited khichdi. We had our food stalls at Andheri, Chakala and Sakinaka metro stations.

Indian Hotels & Restaurants Association, also tied up with Annamrita to raise funds this DaanUtsav through their various restaurants. Around 60 restaurants across 10 zones of Mumbai joined in and put up banners and posters advising diners about the Annamrita Mid Day Meal project.

We ofcourse had our trademark Khichdi Drives at various corporate offices like SBI Mutual Funds office, Edelweiss offices, Bank of America, Piramal, Smith and Nephew, MotilalOswal Securities Ltd, Novartis, Abbott, Mahindra, HPCL etc. With Corporates pooling in through various activities and events to show their support towards our cause.

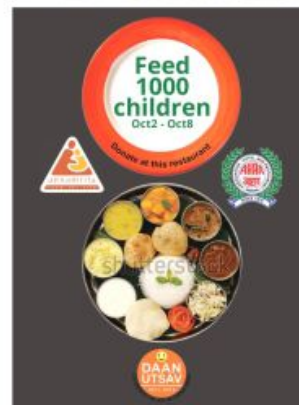
Annamrita was also glad to add to its list of beneficiaries, we especially feel privileged to be able to work with other organisations/individuals doing amazing work for society.

Annamrita started providing meals to The Education Audiology And Research Society at Nanachowk for specially abled children as well as the Cuddles Foundation working with Cancer afflicted children. Annamrita Foundation has provided over 2740 meals to cancer affected children and 1330 meals to parents/guardians of the patients.

Annamrita also partnered with Robin Hood Army Mumbai who had taken it upon themselves to feed 1 million needy people across India and Pakistan this Independence Day - #Mission1Million. They also propagated the message of clean hygiene and body awareness in rural areas like Shahpur and the neighboring villages. For the event Annamrita supported them with delicious khichdi and sheera to serve.

In a landmark event Annamrita started providing Mid Day Meals to Navi Mumbai Municipal Corporation (NMMC). Till now Mid Day meals were restricted till the VIII STD but now 5,099 students of classes 9 and 10 in 17 civic-run schools are being served nutritious hot Annamrita meals as well.

Annamrita has had an eventful and exciting year and we couldn't have done it without the support of each and everyone of you'll who made this possible for us.



Rotary Clubs from District 3141 have sponsored 9221 children with Mid Day Meals for Rotary Year 2017-2018

Thank you to our generous Dec. Donors

1	A V Srikanth	52	Joy Debnath	100	Rotary Club of Bombay Central Charitable Trust
2	Aakanksha Ashok Navle	53	Kailash Pravin Ubryani	101	Rotary Club of Bombay North Charity Trust
3	AarchaMahendran	54	Kantilal P. Kamdar	102	Rotary Club of Borivali Charitable Trust
4	Advance INDL Engineers	55	Kavitha Gudla	103	Rupali Neve
5	Alpana Verma	56	Kaymo Fastener Company	104	S. A. Makhija
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22	Chaitanya Kamdar	73	Nithin John Mathews	121	Smt Jayalaxmi Vasantraai Doshi Charitable Trust
23	Charities Aid Foundation India	74	Nitin Gajanan Trivedi	122	Sneha Gupta
24	Damodar Bindal Associates	75	Niva Gaikwad	123	Social Service League Bombay
25	Deepak Ramakant Temkar	76	Parag Rajda	124	Somaiya Colleague
26	Dhirajlal M Shah	77	Payal Jhaveri	125	Srinivasan Aruchamy
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28	Feminine And Infant Healthcare Pvt. Ltd.	79	Pradeep Kumar Sharma	127	Swati Jaiswal
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30	Four Seasons Hotel	81	Prince Rana	129	The Bombay Seacoast Rotary Foundation
31	G Anand	82	Pushti S Agarwal	130	Tulsidas Ramdas Shirsekar
32	Ganesh Ramakrishnan	83	R Hariharan	131	United Way of Mumbai
33	Gerad Financial Services Pvt Ltd	84	R. Venkataraman	132	Vanmala Bahadurlal Education & Medical Foundation
34	Give India	85	Rahul Bargaje	133	Varun Krishnan
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48	Jayshree J Oza	99	Roshni Foundation And Charitable trust		
49	Jeannette Lobo				
50	Jeevan Bhojane				
51	Joshi Management Consultancy				

Join Us

Annamrita is looking out for talented and committed individuals to join us as volunteers 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

19, Jaywant Industrial Estate, 63, Tardeo Road, Tardeo,
Mumbai - 400 034. Tel.: 022 - 2353 1530

Email : info@annamrita.org • Web : www.annamrita.org
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