



# Food as Pure as Nectar

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# ISKCON Food Relief Foundation NEWSLETTER

## Shout Out

### The Education Audiology And Research Society (EARS)

For years deaf children were pushed into a separate world where communication was restricted to manual signs and unnatural sounds. Today a whole new world has opened up for the deaf and hearing impaired child. At E.A.R., the deaf child has a lot to look forward to: with early diagnosis, high quality hearing aids, cochlear implants and good teaching, a child can learn intelligible and effective language and speech.

The Education Audiology and Research Society's universal newborn hearing screening tests detect deafness at birth. The hearing impaired baby is then referred to EAR's on-site audiological management team and early intervention centre for appropriate amplification (Hearing Aids and Cochlear Implants). Here infants and children receive individualised attention in Auditory Verbal/ Auditory/ Oral therapy sessions.

Trained Professional therapists guide parents to develop audition, natural language and speech so that these children may communicate and be intergrated happily in mainstream schools with EAR's support teaching.

The aim of EARs is to enable deaf and hearing impaired children to communicate orally and function effectively and happily in a hearing world.

Annamrita is glad to be able to provide meals to the 35 special children at The Education Audiology And Research Society at Nanachowk. Nutritious meals are of prime importance for these children and Annamrita is making sure they get it.





## Chef Farrokh Khambata visits Annamrita kitchen

Farrokh Khambata is an Indian entrepreneur, restaurateur, chef and caterer. He is the founder and CEO of "Catering & Allied", the company which owns and operates five fine dine restaurants in Mumbai and Dubai: Joss, Umame, Amadeus, Café at the NCPA and Jaan at the Penthouse. He also runs a very successful, elite, high end catering business which specializes in celebrity catering and in April 2015, catered to the Prime Minister of India, Hon. Shri Narendra Modi.



Chef Farrokh Khambata visited the Annamrita Tardeo kitchen with his staff. He had a close look at the cooking preparation and the entire logistics that go into the meal.

“Super Job. Shocking to see that something of this scale and magnitude exists in the heart of our city. Authentic and genuine. Keep Going”– Chef Farrokh Khambata.

We thank him for his time and hope to hope to soon collaborate with his team on various activities.

# Events

## IACC 4<sup>th</sup> Annual Conference on CSR

The 4<sup>th</sup> Annual CSR Conference organized by the Indo-American Chambers of Commerce (IACC) was held at The Taj Mahal Palace Hotel, Mumbai on July 10, 2017. The spotlight of the event was on two of the most important issues currently in focus with regard to social initiatives by corporates – the significance of collaboration & teamwork, and the role that technology can play in the process.

The Conference, attended by the Annamrita team also saw a cross section of representatives from industry, government, non-profit organizations in the social sector and social enterprises, researchers, educationists and others was based on the theme “Partners for Change: Leveraging Leadership, Teamwork and Technology for Effective CSR”.

Two key presentations at the Conference were the Inaugural Address by Chief Guest Shri Rajeev Ambrish Rao, Honorable Minister of State, Department of Tribal Development & Forest Development, Government of Maharashtra, and the Keynote Address delivered by Reema Nanavaty, Director, SEWA.

Speaking at the inauguration, Chief Guest Shri Rajeev Ambrish Rao said that there was “tremendous scope for the government, industry and social organizations to work together”, especially in “rural India where 70% of the population lives”.



The Conference concluded with a fairly wide consensus that the corporate sector, government and social sector needed to work together, using various levels of tripartite collaboration to address the social needs of the underprivileged sections of society. While new technology, particularly the use of mobile based internet systems, have opened up many new avenues for identifying problems, creating delivery mechanisms and tracking and analyzing effectiveness of implementation, the methodology of assessment should consider not just immediate success, but also the less 'measurable' long term social impact.





# Tasty Bytes

## Ayurveda & Food

Food and health are almost very touchy topics these days, with each person having their own mantra on health and food. And why not, with access to so much information on the internet we all seem to know just what's best for us. If so then why are we not FEELING healthy? Why don't we feel energetic? Why do we have the ailments that we do and why is it that whatever we seem to do correctly isn't showing desired results? Well, the answer to many such questions lies with an age old science called *Ayurveda*. It literally means Science of life. Ayur = Life and Veda = Science.

It is a science rooted more than 5000 years ago. Its like a manual of instruction made by the creator of the Universe to tell us how to live life, what to eat, when to eat, what not to eat, when to sleep, wake up, what kind of behaviours will affect us in positive or negative ways. If most of us don't read manual of instruction booklets that come with any gadget we buy its very likely we wouldn't have read this manual either.

I came in touch with this great science in the USA three years ago. My teachers Vaidya Mishra ji, Dr, Marianne Teitalbaum and Divya Alter showed me a complete new perspective on food and lifestyle that changed my outlook towards food. I studied this science for almost two years under them and have been practising and sharing this knowledge with others since three years now.

The one basic principle that was taught to me was that real food has to have 'prana'. Prana is the Universal Energy that we all need to survive. It is subtle, powerful and it enters our body through the environment, food and water. So getting prana through food is the rule of thumb while we consume anything. And what are the foods that have the highest levels of prana? Foods that are freshly prepared and consumed within three hours, food made with real ingredients, using seasonal vegetables, prepared in the correct manner, combined with the other correct ingredients, without chemicals/flavourings/colour/additives/preservatives and not processed/packaged. Phew! Its a tall order for sure! When you start listing the things you eat you'll know what I'm saying!

According to Ayurveda, one of the best foods that nourishes the body holistically is a dish made with rice, lentils, vegetables and spices! Guess what that is? Its our KHICHADI! Being easy to digest the Khichadi when prepared well, is the most satisfying meal and has a lot of prana to give to our body. The children who receive Annamrita khichadi and meals not only get a freshly prepared meal but also a lot of prana through this meal which is cooked with love and attention just for them!

*Ann-amrita* meaning food as pure as nectar propagates the same message, that food prepared in ISO certified hygienic kitchens using fresh and raw ingredients with love and devotion not only nourishes the body but also nurtures the mind.

## ABOUT THE BLOGGER :

**Madhurya Shroff**, born and brought up in India, later moved to the United States for 10 years. There she learnt the science of Ayurveda which she has been teaching and sharing with all, since she returned to Mumbai last year. To make food your medicine and medicine your food, is what this ancient science speaks of. Madhurya has been closely associated with the Annamrita project and has been integral part of the project since its inception.



**Rotary Clubs from District 3141 have sponsored 4110 children with Mid Day Meals for Rotary Year 2017-2018**



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*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](mailto:dilzad@annamrita.org)





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

Email : [info@annamrita.org](mailto:info@annamrita.org) • Web : [www.annamrita.org](http://www.annamrita.org)



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