



## Food as Pure as Nectar

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# ISKCON Food Relief Foundation NEWSLETTER

## Shout Out

### Bharat Petroleum Corporation Limited (BPCL) supports Annamrita

Bharat Petroleum Corporation Limited (BPCL) is an Indian state controlled gas and oil company headquartered in Mumbai, Maharashtra. The company is ranked 358th on the Fortune Global 500 list of the world's biggest corporations as of 2016. BPCL has CSR as an intrinsic part of their core values. Their approach to social responsibility and subsequent CSR policy is what has made them an 'innovative, caring and reliable' company. BPCL's involvement in sharing wider responsibility dates way back to 1984, when in pursuance with their philosophy "to give back to the society/community our best", they aimed to help the people enrich their lives, be it employees or their families.

In line with this philosophy BPCL has partnered with Annamrita Foundation to "Promote Education One Meal at a Time" to underprivileged children. BPCL has started with sponsoring 4,524 underprivileged students with hot healthy nutritious meals in the neighboring Ghatkopar, Chembur and Sion areas. Their aim is that by providing one wholesome nutritious meal during the school lunch hours, the project is addressing the issue of malnutrition and poor performance in schools. These meals would reflect a significant improvement in school enrolment and attendance of the children. Healthy meals ensure better attention span, academic progress and reduced dropout rates thereby supporting Education for underprivileged children. One full meal is a great incentive for such families to send their children to school as it is one less mouth for them to feed during the day.

Annamrita met with the Senior Leadership team at BPCL where we kicked off the project this month. We look forward to this partnership and a long collaboration with them.



## Channel News Asia covers malnutrition in Mumbai

It is not everyday that an NGO receives a visit from a leading International news channel, so Annamrita was pleasantly surprised when we were visited by Channel News Asia - Singapore's main news channel. They were doing a feature on malnutrition in Mumbai.

Rebecca Bundhun and Kevin Ozbek came to Annamrita Tardeo kitchen where they saw first hand the entire cooking process and met with our Founder Shri RadhaKrishna Das. They also visited St. Thomas school in Dahisar where they interacted with the children and management. They enjoyed the entire experience. You can watch the video at: <http://bit.ly/2uMKI8u>

# Events

## Shukriya Rotarians

The annual Shukriya function of Rotary District 3141 was held on 25th June 2017 at St Regis, Lower Parel. Rotarians and friends got together for an evening of thanks giving and acknowledgements. District Governor - Rtn. Gopal Mandhania presided over the function. He spoke about how different District clubs could learn from each other to grow better. This was followed by the Awards ceremony, where deserving members were felicitated for their continuous and dedicated efforts towards the District projects.

Annamrita was called upon to participate in the function and we felicitated our top 3 contributing Rotary Clubs for the year with trophies. Rotary Club of Bombay Mid Town

received the Platinum Trophy for sponsoring the highest number of Mid Day meals for the Annamrita project, they were followed by - Rotary Club of Mumbai Queen's Necklace with the Diamond Trophy and then the Rotary Club of Bombay Peninsula with the Gold Trophy. The event was followed by cultural dances and a lavish dinner at the end.

Shukriya funct was held to show gratitude to various Rotary Presidents and Rotarians and clubs who contributed to the good work during the

Rotary year 16-17. Watching Rotarians bond was truly a sight to behold.

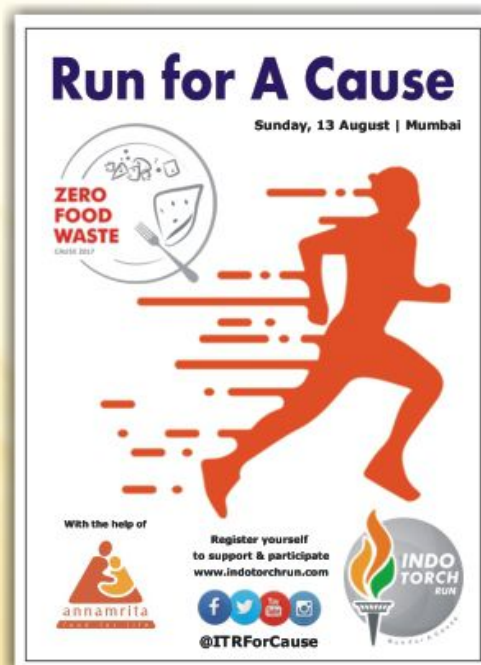


## Indo Torch Run – Run For A Cause

Mumbai based Morpheus Creation India (MCI) is organising its first ever "Indo Torch Run" (ITR) in Mumbai on Sunday, 13th August 2017. The aim of this run is to create an awareness among the citizens about Food Wastage hence the theme for the run was Zero Food Wastage – 2017.

One of the key highlights of 'Indo Torch Run' will be its well-trained participants running in pairs with one holding a torch and another holding an Indian flag. Covering 10 important locations across the running route where renowned personalities from various fields will be seated to welcome the participants. The torch will be handed over symbolically to the government representative at the Hutatma Chowk, Fort.

Annamrita who focuses on providing hot nutritious meals to underprivileged children has also partnered with 'Indo Torch Run'. We at Annamrita believe that Food is a precious commodity and should always be valued and believe in the Indo Torch Run's message on Zero Food wastage. Take how much you need and give the rest to those who need it. The Mumbai Dabbawalla are the brand ambassadors of the run. Rowing Champion Dattu Bhokanal, who represented India in Rio Olympics 2016, along with Arjuna & Dronacharya awardee Olympian Sanjeeva Singh, will inaugurate the Torch Run paving way for fellow runners and spread the message to stop 'wastage of food'. Dr. Vikas Baba Amte- popularly known as a Leprosy Rights Activist and a social entrepreneur changing the lives of millions of people with leprosy and other disabilities, will be the chief guest for this event. Supporters at various checkpoints like Nariman Point, Girgaon Chowpatty, Hajiali, Worli Sea Face, Mayor House, Sion Hospital, Dadar TT, Lalbaug, Jijamata Udyan, Hutatma Chowk will be there to encourage runners.





# Tasty Bytes

## TRUST THE PROCESS

Imagine you've made a good healthy dinner.

You serve it to your family, and this happens:

Your kid sighs and pokes at his plate with a fork. He eats a bite, maybe, or eats nothing at all. He whimpers that he doesn't like it, and can he have noodles instead? You're crestfallen, and you silently ask yourself, "Why do I bother making healthy meals if my kid won't even eat?"

Yep, it happens at our house, too. We keep serving healthy meals anyway, and we'll forever encourage you to do the same. (Because your kids WILL eat well in time). But there's something else going on at the table when your kids refuse to eat, and it's actually a form of **progress**.

How? A resolute pout on a little one's face doesn't look like progress. But when it comes to picky eating, not all progress is visible. Sometimes, a step in the right direction looks like your kid letting you put a new food on her plate, even if she doesn't touch it. It might look like your child exploring a food's texture with her hands, while she watches YOU eat. It could look like your kid tolerating two foods touching each other on her plate.

Or It might look like nothing at all.

Even when you can't see the improvements during mealtime, changes are happening in the way our kids think and feel about food. In time, tiny steps turn into big successes: that "he ate his broccoli today!" moment we all crave.

So keep at it, friends! Trust in your kids, and trust in the learning that's taking place out of sight every time you share a meal with your family.

Finally, don't be afraid to challenge their taste buds with foods that are a little outside their comfort zone. The more variety you expose them to, the more likely they are to enjoy something new!

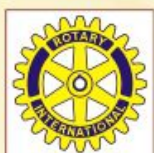
Keep up the good work!

Cheers,

**Terita and the SHK team**

## ABOUT THE BLOGGER :

**Amy & Natalie** started **Super Healthy Kids (SHK)** website out of their common passion of health, fitness and whole food. Their vision is to continue to help both parents and educators make it easier to feed kids nutritious food with a focus on fruits and veggies, that is fun, simple and delicious! **Terita** is a mom, partner, kitchen tinkerer, gardener, and lover of fresh food. Besides writing for Super Healthy Kids, she blogs in the Healthy Living network at Care2.



**Rotary Clubs from District 3141 have sponsored 16610 children with Mid Day Meals for Rotary Year 2017-2018**

## Thank you to our generous Donors

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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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