



Food as Pure as Nectar

Index

- A) Shout Out
- B) Events
- C) Tasty Bytes
- D) Donor List
- E) Join Us

# ISKCON Food Relief Foundation NEWSLETTER

## Shout Out

### Samsara Shipping

Samsara Shipping commenced business operations in the year 1996, with the motive of making available to the EXIM fraternity a range of highly professional Shipping Agency services. With smart and timely investments in professional human resources and advanced technology; coupled with an emphasis on a high quality of service, SAMSARA soon evolved to become one of India's respected shipping agency services provider. CEO & President of Samsara Group, Mr. Mukesh Oza and his wife along with Mr. Nagpal visited the Annamrita project at Tardeo.



Impressed by the work, they decided to sponsor meals for over 11,100 underprivileged children in Maharashtra.

We thank Samsara Shipping for their support and look forward to a long and fruitful collaboration with them.

### Kotak Education Foundation

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.

The interventions are designed to empower recipients and provide employable skills which will enable them to lead a dignified life. KEF provides livelihood support to children and youth from Below the Poverty Line (BPL) families in Mumbai, Thane and Raigad regions.

Since 2015, they have partnered with Annamrita to sponsor meals for over 3000 children in non aided schools in Chembur and Govandi areas. These non-government aided school children receive meals thanks to donors like KEF and others.





## Aurangabad Kitchen starts serving fruits

The centralized kitchen facility of the ISKCON Food Relief Foundation set up in Aurangabad's Chikalhana MIDC area in 10,000 sq.ft. serves over 45,000 children nutritious meals as per ISO standards.

As part of the Sneh Bhojan Aahar program fruits are now being included by Aurangabad as part of their menu. Aurangabad started serving fruits to children in Aurangabad city schools. So now totally 45,000 children get avla, orange and sweet lime (mosambi) as part of their diet.

Devyani Dangaonkar - Zilla Parishad Chairman and Mr. Haribhau Bagade – BJP Leader came for the inauguration program. So now along with chikki and rajgira laddoo fruits have also been added to the menu. "Annamrita always endeavors to provide a more rounded, wholesome diet to the children and this is one such a small step in that direction" – Mr. Sudarshan Potbhare, Branch Manager ISKCON Food Relief Foundation, Aurangabad.



# Events

## IMC Ramakrishna Bajaj award 2016-17

For a second year consecutively Annamrita has received the IMC Ramakrishna Bajaj National Quality Award in the NGO sector.

Annamrita has grown from humble beginnings of serving just 900 students in one school, to today serving 1.2 million meals every day of which over 1,00,000 meals are served in Mumbai itself and nearly 3,00,000 meals daily across Maharashtra. The work received recognition and commendation through several awards and citations. For a second year in a row Annamrita applied for the IMC Ramakrishna Bajaj awards. The application consisted of 4 rounds which needed to be cleared; application and interview, documentation submissions and finally NGO site visits - Mira Road and Tardeo centers were both audited by a panel and ISKCON Food Relief Foundation finally won the Certificate of Merit in the NGO category.



The Awards ceremony which was held at Y B Chavan Auditorium Mumbai on 16th March, 2017 saw a gathering of eminent individuals from various sectors like FMCS, Transport, Finance, Healthcare and Social Work. The event was presided over by the esteemed panel consisting of Mr. Deepak Premnarayan – President IMC Chamber of Commerce and Industry, Mr. Niraj Bajaj – Chairman, IMC RBNQ Award Trust, Mr. Suresh Lulla- Chairman IMC RBNQA as well as members of the Managing Committee of the IMC. The Chief Guest for the evening was Dr. R. A. Mashelkar, FRS – National Research Professor & President, Global Research Alliance. Dr. Anil Kakodkar – Chairman, Rajiv Gandhi Science & Technology Commission was honored with the IMC Juran Quality Medal 2016.

The selection for recognitions was done by a Panel of Judges chaired by Dr. Abhay Bang (Director, SEARCH). Members of the Jury were Mr. Brotin

Banerjee (Managing Director & CEO, Tata Housing Development Company Ltd), Mr. Anil Sardana (CEO & Managing Director, The Tata Power Company Ltd), Dr. Ram Narain (Executive Director, Kokilaben Dhirubhai Ambani Hospital & Medical Research Institute), Dr. Gustad B. Daver (Medical Director & Consultant, Sir H N Reliance Foundation Hospital & Medical Centre), Mr. Chandrakant Salunkhe (Founder & President, SME Chamber of India), Mr. Nitin Dossa (Executive Chairman, Western India Automobile Association), and Dr. K. B. Kushal (Education Advisor, Reliance Foundation). Other winners in various categories for the evening consisted of names like Aditya Birla Financial Services, Marico Ltd, JSW Steel, Ultra Tech cement, Marathon Group, Castrol India, Essel Propack Reliance Industries to name a few.

These awards give Annamrita the added boost to achieve our goals. We thank IMC Ramakrishna Bajaj Committee for bestowing us with this prestigious honour again.



**Rotary Clubs from District 3140 have sponsored 14036 children with Mid Day Meals for Rotary year 2016-2017.**





# Tasty Bytes

## Musings of a culinary challenged Mom

“Mom not sandwiches again” - is how I get greeted nearly every other day of the week as I send my 7 year old off to school. As I try to console myself that it can be pasta tomorrow, I actually feel a bit guilty for palming off the easy stuff onto my child. But is the easy stuff always the healthiest stuff. A Big NO is what resonates in my head.



So what do we give our children today which can be prepared in under an hour in the morning, is fresh tastes good enough so he doesn't voluntarily pimp his lunch box off to his friends in return for theirs and makes me feel like a health conscious mom. I decide to genuinely tackle this problem head-on today morning.

So I sit down with a pen, paper as well as my laptop and try to search for smart healthy fixes. An hour into the google-sphere, I am lost amongst gorgeous pictures of pastries and ice creams, and drool worthy images of fattening and what possibly couldn't be healthy food. All this surfing has made me hungry, I fix myself a quick smoothie and am back to work in half an hour. So what will Rahul like..... well he loves his palak (and I regularly remember to thank the Gods for that small mercy) and he loves his rice. So after googling exotic versions of palak paneer and palak bhurji, I decide to focus instead on yummy mixture of his favorites Palak Khichdi a sumptuous and nutritious khichdi made with mung lentils, rice, spinach and peanuts.

I instantly went to try it out since I had all the required ingredients. Satisfied with the outcome for a first time attempt I realized how important rice can be in a meal. It is also the ingredient provided by the government for the preparation of Mid Day Meals in Maharashtra. As a cereal grain rice is the most widely consumed staple food for a large part of the world's human population, especially in Asia. Lakhs of children nationwide are consuming rice and its various versions on a daily basis. And when one looks into why NGOs like Annamrita the largest Mid Day Meal provider in Maharashtra provides khichdi to children we should appreciate the importance of its nutritional content rather than its lack of flair.

Nutrition and health should be the focus for helping underprivileged children who otherwise would be struggling with a basic meal and not how attractive the dish looks and how exciting and different it is. It is all about priorities and as a Mother if I find it tough to make sure my child eats his own box and that it gives him the nutritional boost required daily, I think we should all be very thankful to Annamrita for serving children various version of khichdi and rice dishes which safely ensure the children consume their veggies and get the required calories.

Well I am proud with my find for today, I know what I am going to give Rahul in his lunch box tomorrow even if it comes from my sweet and simple kitchen and not a hi-tech ISO certified kitchen like Annamrita's. Tomorrow is another day and I am sure I will find some other variation of khichdi to prepare for him.



## ABOUT THE BLOGGER:

Goolnar K is an urban Mom who loves her food but loves her children even more and is always looking for a way to merge both her worlds. She is a philanthropist and has been associated with Annamrita for the last 5 years.



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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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