



Issue 33 • November 2015

Annamrita -
 Food as Pure as Nectar

ISKCON Food Relief Foundation NEWSLETTER

AWARDS & RECOGNITION

Certificate of Appreciation

On 24th November, 2015 Shree Swaminarayan Temple, Mahalaxmi had organized an event. At this event Shri Radha Krishna Das, Administrative Advisor of Annamrita, ISKCON Food Relief Foundation was awarded **Certificate of Appreciation** for his exemplary work, by Acharya Swamishree Maharaj.



Inspired by Srila Prabhupada – Founder Acarya of ISKCON, Shri Radha Krishna Das started Annamrita – ISKCON Food Relief Foundation. “We started with just 900 children and limited resources, but with support from well wishers and a lot of hard work, today Annamrita serves 1.2 million Mid Day Meals daily across 8 states of India. Annamrita is the largest Mid Day Meal program in Maharashtra”.

Shri Radha Krishna Das hopes that the project reaches far and wide and can benefit the maximum number of children and needy. It was in appreciation of this work and commitment that he was bestowed this **Certificate of Appreciation** by Shree Swaminarayan Temple.

Certificate of Merit for Social Cause and Empowerment

Annamrita was conferred the 'Certificate of Merit' for Social Cause and Empowerment by India's Most Ethical Companies Group at Taj Lands End, Bandra this month.

The India's Most Ethical Companies Conference brought together top executives in Corporate



Responsibility/Governance Executives, Corporate Communications, Environmental Compliance Executives, Government/Public Affairs Executives & prominent Leadership Experts from around the country.

The India's Most Ethical Companies Conference is a humble initiative, at recognizing Companies and people whose behavior in a socially responsible manner is much more likely to enjoy ultimate success than those whose actions are motivated solely by profits. Knowing the difference between right and wrong and choosing what is right is the foundation for ethical decision making. It is for this reason that Annamrita is especially honored to have received this award.

Irrespective of the growing size of the project Annamrita will continue with the same spirit as we started with in 2004; keeping the focus on quality and nutritious meals.

Workshop & Events

World Mid-Day Meal Day Celebrations

On 28th November 2001, the Supreme Court directed state governments to introduce cooked Mid-Day meals in all government and government-assisted primary schools within six months. Today, with more than 100 million children covered, India's Mid-Day meal program is by far the largest nutrition program in the world.

To commemorate this day, Mid-Day Meal Day is celebrated on 28th November. Annamrita Aurangabad celebrated this joyous day by preparing and distributing 51,000 boondi laddoos to all school children and teachers across Aurangabad city. Preparation of the laddoos started 2 days in advance, the staff were equally excited at the prospect of preparing this treat for the children. As the laddoos were distributed along with the meals the kids were overjoyed by the surprise.

To mark the onset of this laddoo distribution in schools Shree Dilip Thorat - Chairman Standing Committee AMC Aurangabad, Shree Shivaji Dandge - Chairman Education Committee AMC Aurangabad, Shree Ramesh Pawar - Add. Commissioner AMC Aurangabad were present for this स्नेह

भोजन with children to share their joy. The dignitaries present acknowledged the efforts of Annamrita and wished us the best for the future. This event was also covered by several local publications.



Conscious Leadership – Passion, Purpose and Profit



On November 21, 2015, over 400 industrialists, SME entrepreneurs, investors, corporate leaders and budding youth converged at the International Convention Centre of the Bombay Stock Exchange in Mumbai for a conference on “Conscious Leadership” organized by the Artha Forum, (a community dedicated to providing healthy work-life balance and holistic world view to entrepreneurs, business and thought leaders) in partnership with the BSE, TiE Mumbai & the Indo American Chamber of Commerce. Annamrita was the honored NGO partner for this event.

HH Radhanath Swami was invited to give the keynote speech.

Eminent figures from corporate India, government officials and industry regulators shared the dias including Mr. Ronnie Screwvala, Founder – UTV & Swades Foundation, Mr. N. N. Kumar, Chief Commissioner of Income Tax, Mr. Ashishkumar Chauhan, MD & CEO – BSE, Mr. Sunil Shanghai, MD & Head of Banking – HSBC India, Dr. N. D. Desai, Chairman – Apar Group & Mr. Hrishikesh Mafatlal, Chairman – Arvind Mafatlal Group.

Mr. Ashishkumar Chauhan shared his experience of legal vs ethical dilemmas. The decision made by an individual is dependent on the choices or consciousness and up bringing. Mr. Ronnie Screwvala spoke about his passion for entrepreneurship and philanthropy. H.H. Radhanath Swami shared the message that it is imperative in business to earn with integrity and spend with compassion. He said “When there is poverty of compassion, poverty in society manifests, and when there is wealth within the hearts of our leaders, there is prosperity emotionally, physically and spiritually,”. Annamrita was honored to be the NGO partner for the event. H.H. Radhanath Swami spoke about various ISKCON projects and mentioned the work Annamrita was doing.

Accenture – Employee Giving Program



Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. As part of their Employee Giving Program Accenture had organized an awareness drive for NGO's to participate in and showcase their work. Accenture has been supporting Annamrita for a while now and we were present at 3 of their locations with stalls. Annamrita team interacted with the employees

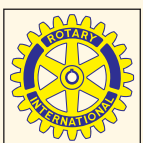
who were very eager to be more actively involved in the project. We are thankful to Accenture for the warm welcome and look forward to a continued relation with them.

GIC Partnership

As of 2012 GIC Re ranked 14th largest Reinsurer and 5th largest Aviation Reinsurer in the world (S&P Ratings). GIC Re has a rating of A- (Excellent) from A. M. Best for its financial strength. As of 2014 GIC Re has been assigned National Scale 'AAA' Reliability Rating And Global Scale 'A-' Credit Rating by Russian National Rating Agency (NRA).

GIC Re has diversified its operations and is now emerging as an important Re-Insurer in SAARC countries, Southeast Asia, Middle East, Africa, Europe and America. GIC Re has also expanded its international operations through branches in London, Moscow, Dubai and Kuala Lumpur and is further planning to establish offices in key regions.

The GIC team, Ms. Jayshri Prabhu, Chief Manager Training & CSR, Ms. Anjana and others had visited the Annamrita - Tardeo kitchen and as of Jan 2016, Mr. Akhilesh Kumar Agarwal, Deputy General Manager – GIC has committed to supporting Annamrita by sponsoring approximately 5500 children at each of our branches namely Mira Road, Jamshedpur and Kolkata. We thank GIC Re for their generous support.



Rotary Clubs from District 3140 have sponsored 8627 children with Mid Day Meals for Rotary year 2015-2016.

Thank you to our generous Donors

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Join Us

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



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