

# ANNUAL REPORT

2018-19



SRI SATHYA SAI  
**ANNAPOORNA**  
LET NO CHILD GO TO SCHOOL HUNGRY EVER



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**BUILDING**  
**THE NATION**  
ONE CHILD AT A TIME

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Sri Sathya Sai Annapoorna Trust

D-305, Sai Sannidhi, Sathya Sai Grama

P.O. Muddenahalli, 562101

Chikkaballapur Taluk and District, Karnataka, India

Phone: 080 – 26765623

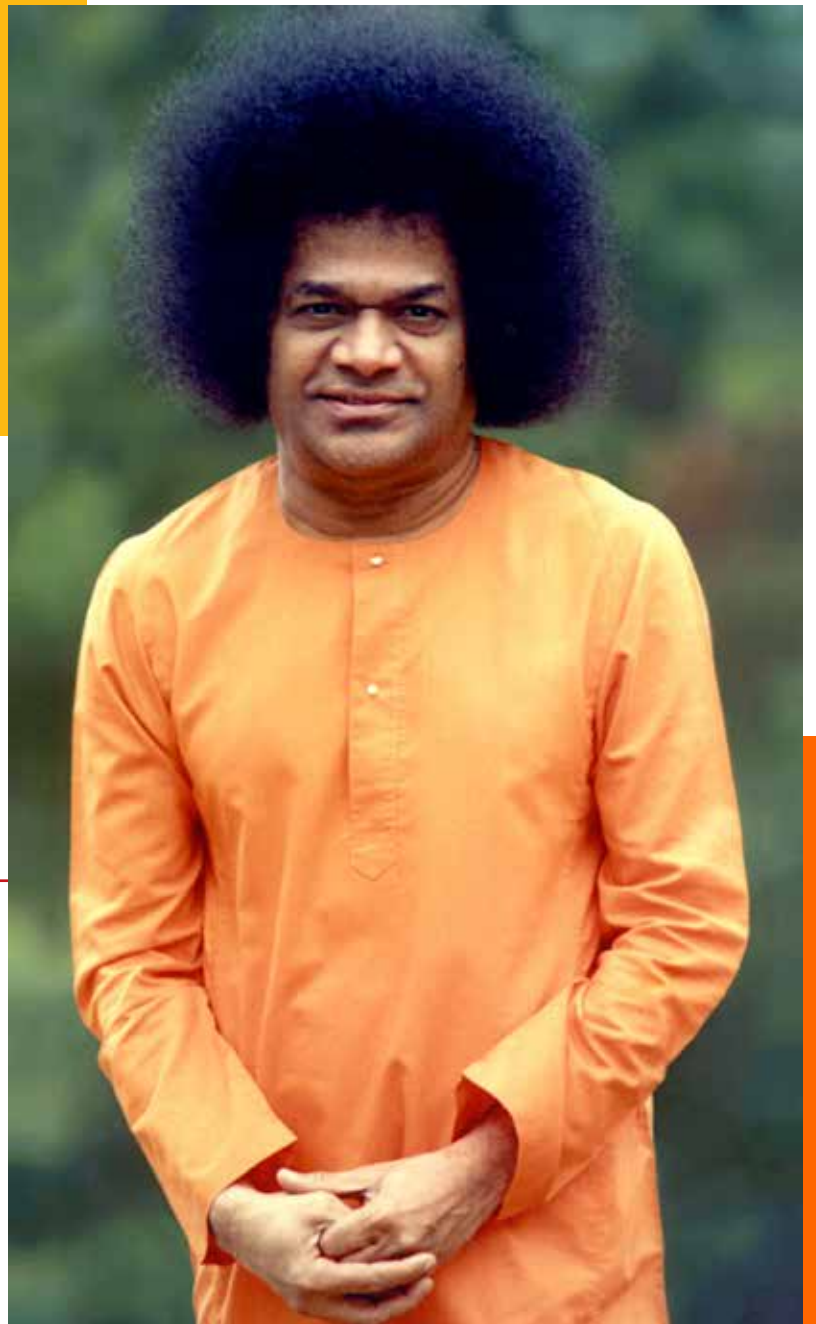
Mobile: +91 98453 51249

Email: [info@annapoorna.org.in](mailto:info@annapoorna.org.in)

## DEDICATED TO

To our Maker, Master and Mentor,  
**Bhagawan Sri Sathya Sai Baba,**  
whose life and message inspires us.

And to the millions of beautiful  
children, who have given us a higher  
purpose in life.



# OUR GUIDING PHILOSOPHY

Love All, Serve All  
— Bhagawan Sri Sathya Sai Baba

Drawing inspiration from this quote, we have modelled our goals and actions to serve the cause of nation-building. All our volunteers, comprising men and women across professions, age groups and religious persuasions, are united in their passion to be the change-agents that herald a healthy future of our country.

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# OPENING NOTE

FROM FOUNDER & TRUSTEE



SADGURU SRI MADHUSUDAN SAI

## **DEAR FRIENDS,**

India has an ambition of becoming a five trillion dollar economy by 2025. A key driver for this growth is the health and education of 250 million children (about one fourth of its population) who are in schools today. However, a large proportion of the 60 percent of these children attending government or aided schools come to school on an empty stomach. For many of the poor students, the first meal of the day is the mid-day meal provided at the schools. To address this national issue, Sri Sathya Sai Annapoorna Trust, since its inception in November 2015, has made significant efforts in providing nutritious breakfast to children in government and aided schools. Currently, the Annapoorna Breakfast Programme has reached 2,50,000 school-going children in 2500 government schools across 17 states and 2 union territories. We hope to expand this service to reach 5,00,000 children by the end of this academic year.

### **INNOVATIVE NUTRITION**

'Sai Sure' a multi-nutrient ready-mix powder has been added to the menu during the year. This innovative and easy-to-prepare nutrition drink needs mixing of two spoons of 'Sai Sure' powder in warm milk or hot water only. It is, however, an answer to the issue of hidden hunger, which is the lack of the most essential micronutrients such as vitamins, minerals, iron, calcium and the likes in growing children. 'Sai Sure' has added value to Annapoorna's efforts to bring nutrition to the doorstep of school-going children and has enabled a far greater reach to the unserved remote geographies of rural India.

### **A PEOPLE'S MOVEMENT**

Annapoorna's partnerships with government and like-minded NGOs in addition to the able support of hundreds of teachers, thousands of volunteers and several corporate houses is what has made it all possible. Annapoorna is truly becoming a 'people's movement' as it was envisaged to be. While we work towards our motto 'Let no child go to school hungry, ever!', we are more than aware that we still have miles to go. And we need all of you to be involved to achieve it.

### **THAT EXTRA MILE**

Is malnutrition only at the level of school-going children? Not at all. Sadly, lack of nutrition in children under the age of five is even more alarming. The Global Hunger Index 2019 ranks India at 102, out of 117 countries, with some of our poorer neighbours faring better. GHI is the reflection of the share of a country's undernourished population; proportion of children under five years who are 'wasted'; the number of stunted children under the age of five, and child mortality, that is, mortality rate of children below five years, which is indicative of a mix of inadequate nutrition and unhealthy environment. To address this serious issue, alongside the breakfast programme, 'Sai Sure' has been remodelled to serve children under the age of five with products such as 'Sai Sure For Toddlers' – for age 1 to 6, in association with the Divine Mother and Child Health programme of Sri Sathya Sai Health and Education Trust. Sai Sure for Toddlers would be provided to Anganwadis and preschools absolutely free. After all, don't we need better-nourished children to join our schools?

### **THE MULTIPLIER EFFECT**

Annapoorna's multiplier effect is already being felt, as it is enhancing the education of children with improved attendance, greater energy and better attention – all resulting in effective learning. Every rupee spent by the government for the education of the children is now delivering more. While that's on the education side, the significant improvement of health in children is reflected in the growth parameters of height and weight, and haemoglobin count in their blood, all scientifically established. Therefore, now there is more bang for every buck spent by the government in improving the healthcare scenarios of the nation's children.

### **OUR GRATITUDE**

As we look forward to celebrating the 4th anniversary of the Sri Sathya Sai Annapoorna Trust, it is not the numerous awards and recognitions that have come our way that matter us much. It is the heartfelt smiles of the children with full stomachs, and the irrepressible belch that escapes their stomachs through those smiles!

And we thank you all for letting us experience that unsullied joy!

Ever in the service of our children,

**SADGURU SRI MADHUSUDAN SAI**

## MISSION

To nurture school-going children in rural India and disadvantaged sections of the society with nutritious breakfast while also catering to their overall well-being.

To expand presence and reach all government and government-aided schools in the country.

To enable rural uplift and transformation, helping make Indian villages ideal in terms of sustainable growth and development.

## VISION

Let no child go to school hungry, ever!

## VALUES

Serve every child from the goodness of our hearts.

# ABOUT SRI SATHYA SAI ANNAPOORNA TRUST

The Sri Sathya Sai Annapoorna Trust is a charitable trust headquartered in Muddenahalli, Chikkaballapur District of Karnataka, India. The Trust, set up in November 2015, primarily strives to feed nutritious, well-balanced breakfast to all school-going children in rural India and disadvantaged sections of the society. It also seeks to enable development of children by actively engaging with the school authorities and helping them integrate an ethos of academic as well as human excellence.

The Trust endeavours to enable rural uplift and transformation by working at the grassroots level and focusing its activities on the five pillars of nutrition, health, education, water and sanitation, leading to the development of India's villages as ideal and sustainable.

## CHAIRPERSON AND TRUSTEES

The Trust comprises of Nine Trustees and is currently headed by Chairman, Sri Narasimhachari Sampath. Sri Sampath is a retired Indian Government official from the Indira Gandhi Centre for Atomic Research (IGCAR) and is now fully involved in running the everyday affairs of the Annapoorna Trust.

The Trust works in line with the objectives of **POSHAN ABHIYAN - JAN ANDOLAN** (Flagship Programme of Government of India to improve nutritional outcomes for children, adolescents, pregnant women and lactating mothers)

# WE SEE THE FUTURE.



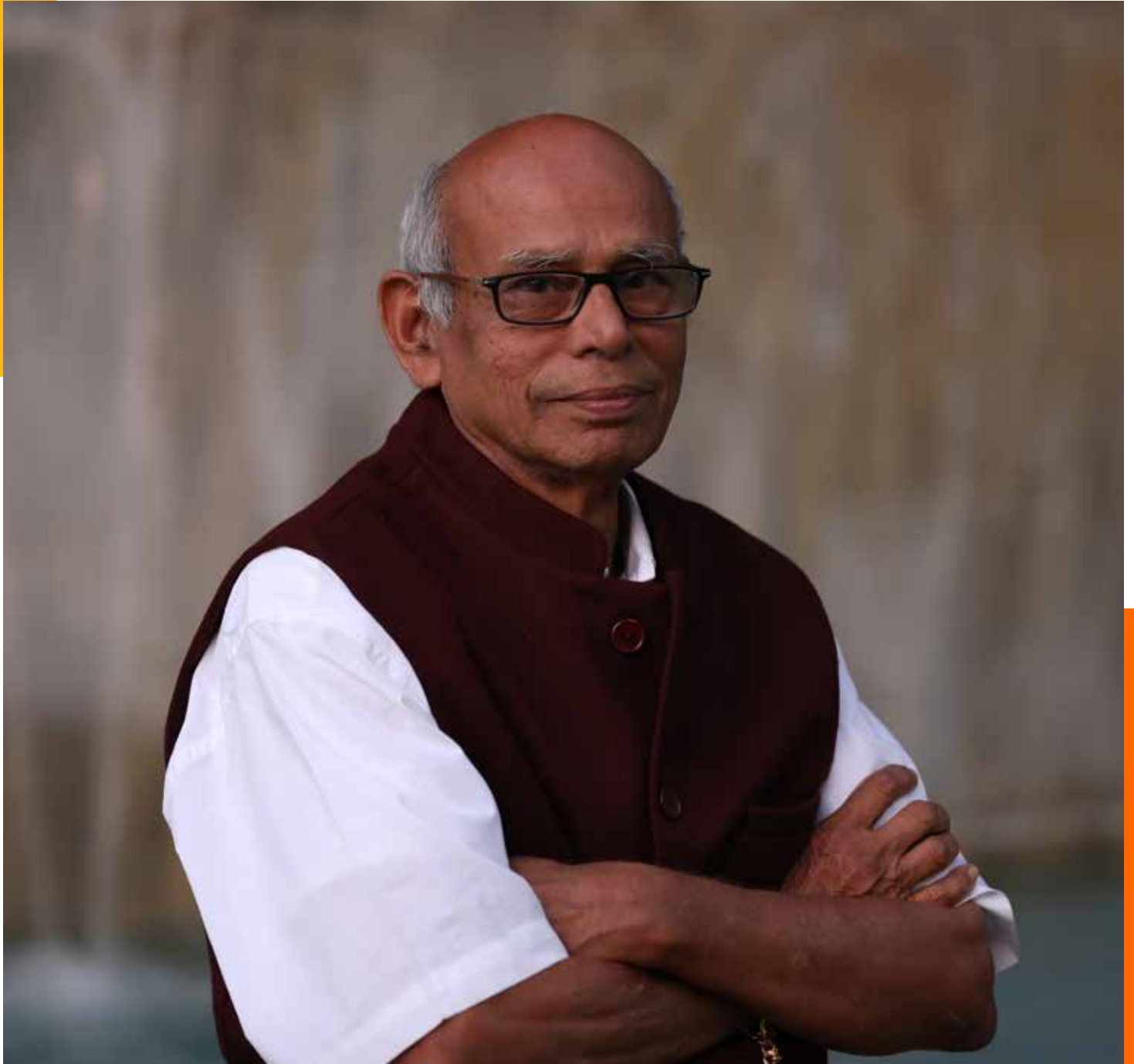
# OURS.



# LETTER

## FROM THE CHAIRPERSON

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**DEAR FRIENDS,**

As one more year draws to a close, I cannot but wonder at how much more there is still to be done! Annapoorna Breakfast Programme will soon complete eight years of service, and in these eight years we have fed more than 50 million healthful breakfast meals to children, a fairly large number you could say, but we cannot rest till the last child goes to school on a full stomach.

India has about 250 million school-going children. Of these, close to 160 million go to the government and government-aided schools. If nutrition intervention can be conducted at the school level itself, it can help improve the health as well as school attendance of children. So, while the government's mid-day meals has done wonders to bring children back to school, through Annapoorna Breakfast Programme, we hope to keep them as well as bring back many more.

The Anapoorna Breakfast Programme serves freshly-prepared breakfast meals at the school premises, milk, bananas and snacks to children every morning across thousands of government and rural schools. And while it is as such a simple concept, we have been a fortunate witness to the transformative power of the ubiquitous breakfast. Higher attendance, lower dropout rates, improved health parameters, marked increase in academic performance and attentiveness – and the list goes on.

Setting a child on a proper course with good daily nutrition and the ability to attend and succeed in school is our collective social responsibility and one which will go a long way in nation-building.

Our dream is to build a nation, where no child goes to school hungry ever. We're here until then.

Warm Regards,

**NARASIMHACHARI SAMPATH**

# LETTER FROM SECRETARY

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## **DEAR FRIENDS,**

India is the second most populated country in the world with nearly a fifth of the world's population. According to the 2017 revision of the World Population Prospects, our population stood at over 130 crores! And of these, a whopping 40 per cent are children, making it the largest child population in the world! While this changing demographic dividend would give India the world's youngest workforce in the coming decade, what's worrisome is that many of our children still go hungry to schools which jeopardizes their health, learning ability and future prospects.

Through Annapoorna, we hope to rescript this narrative and we don't intend to stop till we reach the last hungry child in the world. While it is a tough task, fortunately, we aren't alone in this fight against child hunger. Many NGOs such as Adanya Chetana and Ramakrishna Mission have collaborated with Annapoorna to achieve this tall objective. What's more, even state governments have stepped forward to help. You will be happy to note that we have already forged MoUs with the states of Karnataka, Puducherry, Telangana, Andhra Pradesh and Kerala in this regard and more are in the offing. Talks are ongoing with the state governments of Haryana, Uttarakhand, Rajasthan, Chhattisgarh and Jharkhand to roll out pilot programmes under our flagship breakfast programme. Notably, our scope isn't limited to just India. Annapoorna's breakfast programmes have been initiated in countries such as Nigeria, Australia, Sri Lanka, Indonesia and Thailand as well.

Even as Annapoorna continues to reach more children and make new milestones, I would like to take this opportunity to express my gratitude to the countless volunteers, whose undying support is the sole reason for Annapoorna's success. Comprising men and women across age groups, geographies, professions and belief systems, our volunteers are the backbone of this nutrition movement. If individuals signed up as volunteers to further the cause of child nutrition, Corporate India too wasn't far behind. Many corporates stepped forward to offer their unequivocal and timely support and patronage to Annapoorna.

While Team Annapoorna continues to work towards realising a future where no child goes to school hungry, we also need to make efforts to sensitise and prepare the next generation to accelerate this nutrition movement. Bringing up the next generation imbued in values such as love, peace, nonviolence, righteousness and truth, values that are universal in its appeal and applicability, is perhaps our only chance at upholding the humanness of humanity.

For what we do and don't do now will have an irreversible bearing on not only the unending drama of the human family but also—as far as we know—every other living thing in the universe.

And that's a challenge worth accepting.

In loving service

**ANAND K KADALI**






## FOOD FOR THOUGHT

Even as nutrition deficiencies continue to challenge many countries, it is especially pronounced in India. While our Government does its part in fighting hunger and eliminating malnutrition, it is time we took collective responsibility to nurture our children. It is our duty to intervene and involve ourselves in our nation's growth, particularly our children's.

Children are the future of our world and there possibly is no greater injustice than robbing them of the opportunity to fully grow into healthy and happy adults, wholly developed in body, mind and spirit.

The efforts we put in today will be the down-payments on future prosperity that will benefit millions of children everywhere.


The time to act is NOW. It is time we invest in child nutrition, development and growth as individuals, communities and societies as a part of a one, big world family. The onus is on each one of us to give our children a healthy start in their lives – the only way they can realise their promise and potential.



**NUTRITION**  
Healthy Breakfast served every day for needy school going children



**HEALTH**  
Regular Medical and Dental Camps



**EDUCATION**  
Classes on human values, health and hygiene, English-speaking tutorials, Educational Sponsorship.



**WATER**  
Execution of drinking water projects



**SANITATION**  
Construction of Toilets



# ABOUT ANNAPOORNA

- ❖ Charitable Trust formed in November 2015 working at grassroots level towards the rural uplift and transformation.
- ❖ Vidya (Educare), Vaidya (Healthcare), Vaari (Water) and Vidyuth (Clean Energy), leading to the development of India's villages as ideal and sustainable.
- ❖ Investing in rural India and the disadvantaged sections through Nutrition, Health and Education
- ❖ The trustees and volunteers are corporate professionals, doctors and entrepreneurs
- ❖ 80G / 12A / FCRA / Darpan ID: KA/2018/0188406

# BLUEPRINT FOR AN IDEAL VILLAGE

## OUR HOLISTIC APPROACH TO VILLAGE UPLIFT AND TRANSFORMATION



Providing breakfast may be a simple concept but it has a far-reaching impact. The most gratifying impact of the breakfast initiative has been the transformation it kindled in these children. Inspired by the volunteers and their dedication, the children have on multiple occasions expressed their desire to pay it forward to the society when they grow up. While Annapoorna's reach has grown tremendously over the years, it is the inner transformation, in both the children and us, that's our biggest achievement.

## WHAT'S UNIQUE ABOUT US?

Our greatest strength is our volunteers. From identifying needy schools and centres, to negotiating the best compensation for vendors and working tirelessly to reach nourishing breakfast to children on time, they lead the way.

Comprising of men and women across professions and age groups, our volunteers are united in their passion to participate in the cause of nation-building. We have a decentralised model of operations, as local vendors and suppliers are leveraged for the raw materials. This empowers the villagers economically, while making them willing partners of growth in their children's lives.

We operate at very low administrative costs which helps in directing the majority of our financial resources to our core operation of providing breakfast to children.

## OUR HOLISTIC APPROACH TO CHILD WELFARE AND NUTRITION

It is said it takes a village to raise a child.

To ensure that children continue to reap the benefits of healthful breakfast and values-based sessions, we aim to reach out to their village as a community.

Towards this, we have adopted a four-pronged inclusive approach, modelled on the 4Vs of Vidya (Educare), Vaidya (Healthcare), Vaari (Water) and Vidyuth (Energy).

- ❖ Reach out and partner with children, their parents, teachers and village elders through breakfast programme and allied offerings.
- ❖ Conduct regular health screening and ensure good health and well-being.
- ❖ Involve villagers and work with them to improve infrastructure.
- ❖ Achieve rural uplift and transformation to make the villages ideal, as models worthy of emulation.

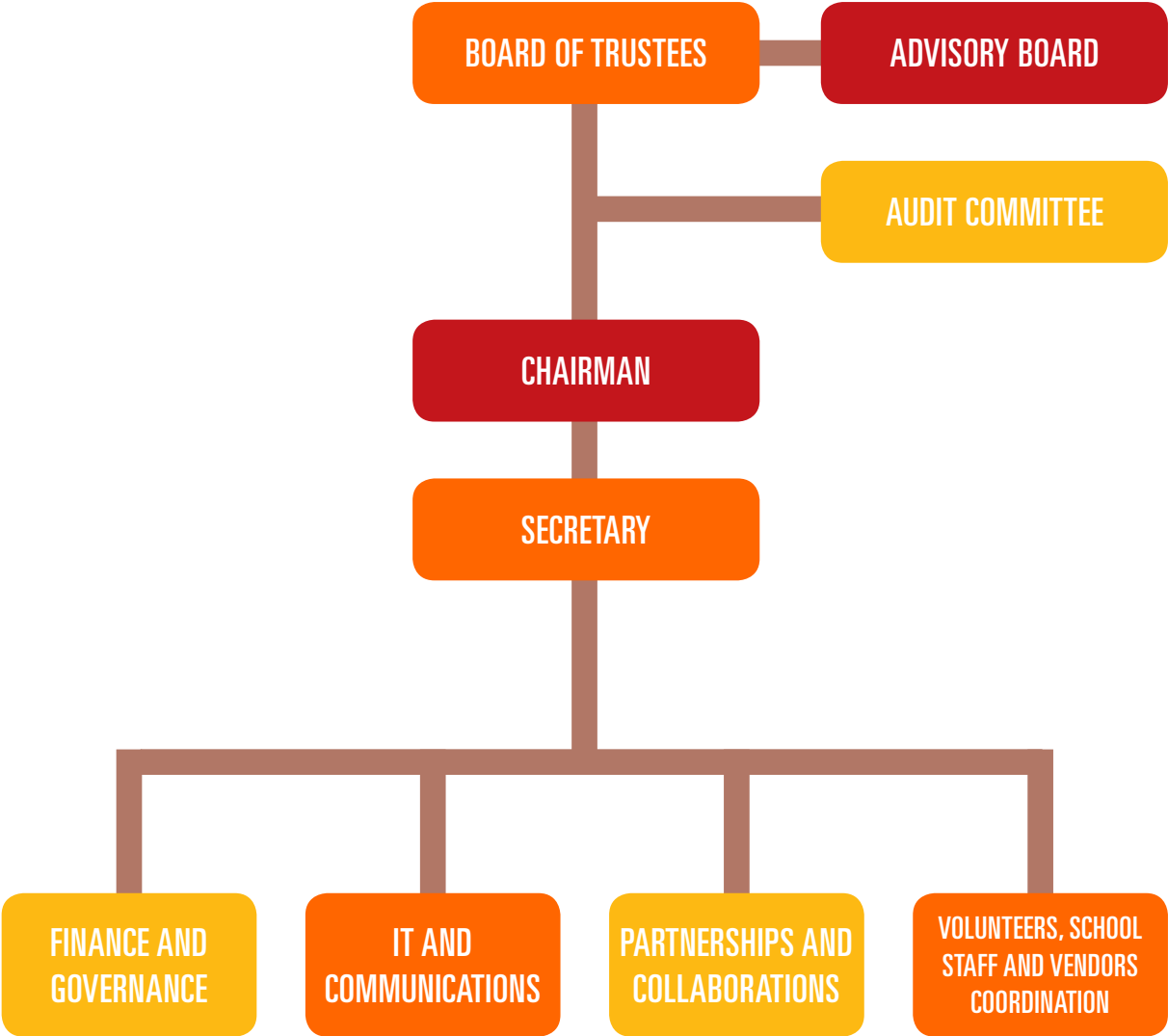
# PROCESS MANAGEMENT

## ORGANISATION STRUCTURE

The core charter for Annapoorna Trust has been inspired by the life and times of **Bhagawan Sri Sathya Sai Baba**, who preached and practiced the dictum 'Love All, Serve All'. The Annapoorna Charter has been planned by the Board of Trustees of Sri Sathya Sai Annapoorna Trust, in line with this spirit.

The Trustees govern all the aspects of the Trust's operations. They meet on a regular basis to propose, approve, and ratify resolutions on the many ongoing projects and future actions.

Establishing policies and its monitoring thereafter is also among the Trustees' many responsibilities. They are supported by employees and Annapoorna volunteers who serve as programme managers and are accountable for implementing the projects, leveraging a group of volunteers, runners and other contractors. The team work closely with the vendors, cooks, beneficiaries and school management.



# PURPOSE AND SCOPE OF THE PROCESS MANAGEMENT

The Trust follows policies and standard operating procedures for the various activities carried out. It explicitly lays out the entire workflow – from conception to completion - of all the Trust’s activities and highlights the roles and responsibilities of the various stakeholders such as donors, volunteers, cooks, vendors, trustees, auditors, supervisors, technical teams, process governors and the beneficiaries.

THE ENTIRE SCOPE OF THE PROCESS HAS BEEN DESCRIBED UNDER THE FOLLOWING HEADERS:



FINANCE MANAGEMENT



IT MANAGEMENT



VENDOR MANAGEMENT



DONOR MANAGEMENT



SCHOOL ENGAGEMENT



VOLUNTEER MANAGEMENT



CLAIM PROCESSING



EVENTS MANAGEMENT



COMPLIANCE MANAGEMENT



RISK MANAGEMENT



TRAINING AND INDUCTION

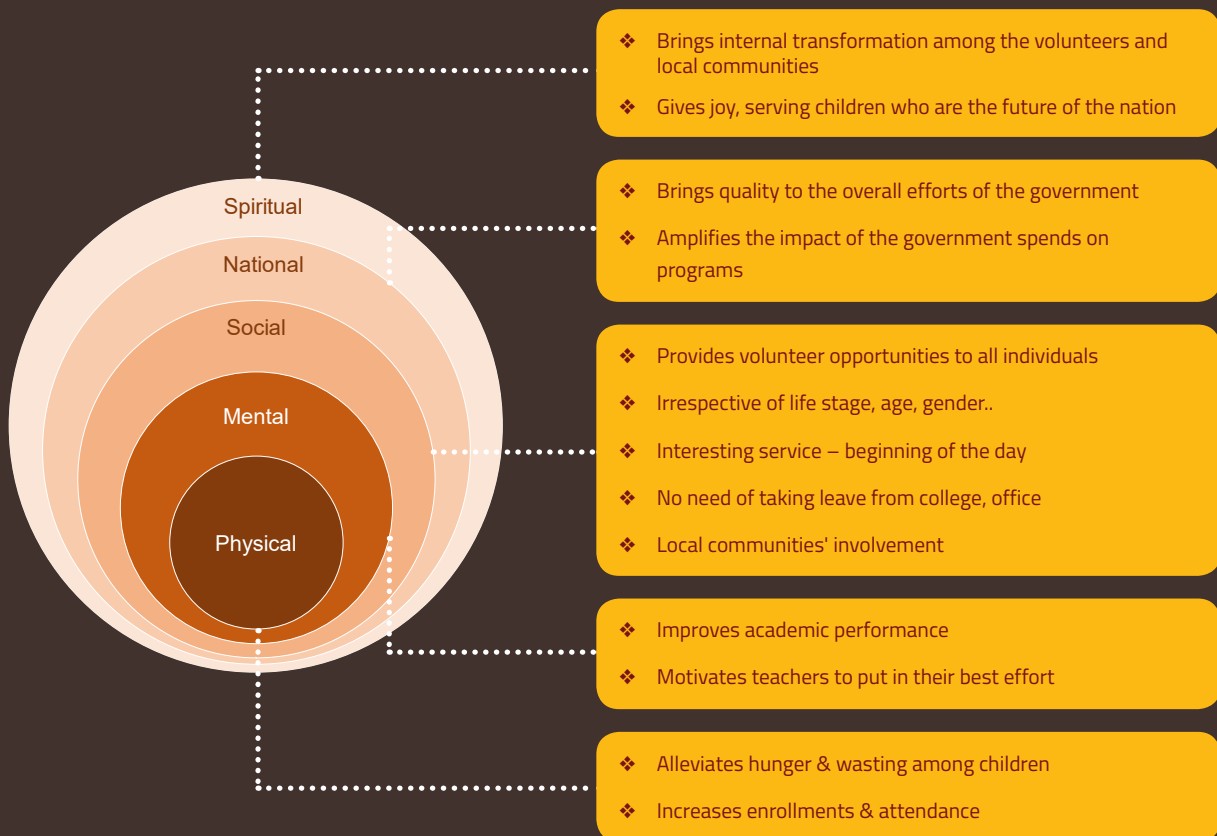


KEY METRICS



# BREAKFAST AS A "MULTIPLIER FACTOR"

## BUILDING NATION THROUGH NUTRITION



- ❖ Brings internal transformation among the volunteers and local communities
- ❖ Gives joy, serving children who are the future of the nation

- ❖ Brings quality to the overall efforts of the government
- ❖ Amplifies the impact of the government spends on programs

- ❖ Provides volunteer opportunities to all individuals
- ❖ Irrespective of life stage, age, gender..
- ❖ Interesting service – beginning of the day
- ❖ No need of taking leave from college, office
- ❖ Local communities' involvement

- ❖ Improves academic performance
- ❖ Motivates teachers to put in their best effort

- ❖ Alleviates hunger & wasting among children
- ❖ Increases enrollments & attendance



# IMPACT

## NUTRITION

**50 MILLION**

Breakfasts Meals  
served till date

**250,000**

Children served across

**3,000+**

Govt Schools

## EDUCATION

**50**

Children gifted with  
education in partnership  
with Each One Educate  
One Foundation

## HEALTHCARE

Through DMCHP Program

**40,000**

Children screened for  
health defects

**5,000**

Pregnant Mothers are  
screened every month

## WATER & SANITATION

**400,000**

Children and Villagers  
benefited by providing  
Clean **Drinking Water**



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“ India is home to the largest children in the world, but not all children have well balanced nutritious breakfast before attending the classes at school.

Annapoorna breakfast program was conceived as a solution to address this child hunger.

Started in 2012 by few volunteers for 50 children in rural school they served this morning breakfast every day.

Over the years this programme added many more schools and children.

It has given improved performance and academics of these school children.

The project now aims at covering 500,000 children.

I invite you to join us in ensuring that we are able to not only reach 500,000 children but even more in the years to come ”

Legendary Cricketer  
Shri. Sunil Manohar Gavaskar

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# INDIA'S CHILDREN — A STORY IN NEED OF A HAPPY ENDING

## GOVERNMENT SCHOOLS MAKE AN IDEAL PLATFORM FOR NUTRITIONAL INTERVENTION

Malnutrition is a multi-causal problem trapped in the cycle of poverty, illiteracy and physical incapacity. As one of the fastest-growing large economies, we cannot anymore be complacent about this state of India's young. Even from an economic standpoint, it doesn't bode well. For India to keep its competitive edge, child nutrition needs to take centre stage now.

India has about 250 million school-going children. Of these, close to 160 million go to government and government-aided schools. If nutrition intervention can be conducted at the school level itself, it can help improve the health as well as school attendance of children. While the government is implementing several schemes and programmes under the Umbrella Integrated Child Development Services Schemes such as Anganwadi Services Scheme and POSHAN Abhiyaan, it is important for citizens also to join forces and save India's children.

## INTRODUCING MORNING NUTRITION AT GOVERNMENT SCHOOLS — A PEOPLE'S MOVEMENT (JAN ANDOLAN)

Healthy children are the building blocks to a healthy future of India. By serving balanced and filling breakfast, we seek to meet the nutrition gap in children from rural India and disadvantaged sections of the society.

### WHY BREAKFAST IS IMPORTANT

Breakfast is a great way to give the body the refuelling it needs after a long overnight fasting period, especially for children as it aids in their physical and mental well-being, academic achievement and cognitive development. But many students in India from rural settings skip this nutritional intake simply because they cannot afford it.

- ❖ Higher presence of essential amino acids and minerals in bodies
- ❖ Better cardiorespiratory fitness level
- ❖ Higher oxygen utilisation and average cerebral blood flow
- ❖ Overall better health, fewer absenteeism from school
- ❖ Improved concentration and performance in the classroom
- ❖ More strength and endurance to engage in physical activity
- ❖ Better problem-solving skills and hand-eye coordination
- ❖ Balance of blood sugars through the day



So, while the government's mid-day meals did wonders to bring children back to school, through Annapoorna Breakfast Programme we hope to keep them as well as bring back many more.

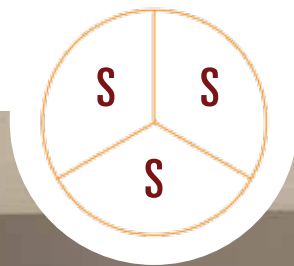
## ANNAPOORNA'S DECENTRALIZED MODEL OF SERVICE

At Annapoorna, we believe that rapid and large scale transformation is possible only when all the stakeholders join hands together and work towards the common cause. Annapoorna's 3S principle advocates the role of Sarkara (Government), Samstha (Good Institutions) and Samaja (Society & Individuals at large) in tackling large scale, and often, vexing problems in the country today.

There are several real instances that illustrate this principle. When free cooked breakfast is served to the children, Annapoorna works together with collaborators to make the programme work. Government provides access and permissions to the kitchen, the cooks in the government school and also few of the large ingredient requirements. Annapoorna provides the other ingredients and covers the remaining costs. Many a times, the village and the elders come forward and provide cooperation to make the arrangement work, by taking care of other incidental expenses. Similarly, SaiSure is an example of Annapoorna adding value to the Ksheera Bhagya Scheme of Karnataka Government, where the government provides milk to the children, while Annapoorna adds the nutritional element in the form of the health mix.

It is the experience of Annapoorna that creative solutions to complex problems are possible when teams work together achieving the Sustainable Development Goals (SDGs). This is really the need of the hour.

### SARKARA ■ SAMSTHA ■ SAMAJA



## AN APPROACH TO RAPIDLY TACKLE LARGE SCALE CHILD MALNUTRITION

Realising the acute malnutrition related problems during the periodic health camps conducted at the Govt Schools by the Annapoorna team of doctors and volunteers, we felt the need to provide simple, effective and highly scalable solution that could complement the national nutrition schemes.

## SAISURE™

SaiSure is the much-needed multi-nutrient supplement programme for expecting mothers, toddlers and growing children in rural India. Easy to implement, economical and effective, this multi-nutrient supplement programme promises to ably support the many nutrition drives run by both the state and central governments. It was launched through Annapoorna Breakfast Programme and Divine Mother and Child Health Programme in schools and primary health care centres.

In Karnataka, SaiSure- For Children complements the existing Ksheerbhagya programme of the Government where close to 1.05 crore children are served 150 ml of milk everyday.

After a successful pilot, Sai Sure was introduced to over one lakh children from October 2018 in Chikkaballapur district after seeking the relevant government approvals. The results were impressive. Easy to use and transport, and scaleable, 'Sai Sure' promises to be the much-needed solution to our children's nutritional needs. It also easily complements many state governments' milk schemes – such as those in Karnataka, Puducherry, Kerala, Haryana and Rajasthan.

Similar pilot programmes have been initiated with the state governments of Uttarakhand, Rajasthan, Chhatisgarh and Jharkhand.

To ensure we can reach this health mix to children in states with no existing milk schemes, Sai Sure's nutrition experts have formulated a variant with milk powder in it. The mix now only needs to be mixed in hot water before consumption.

Sai Sure variants are also available for toddlers as well as pregnant and lactating mothers.



# SAISURE™ - VARIANTS

## SAISURE- FOR PREGNANT WOMEN:

- ❖ Malt based vanilla flavoured,ready to drink product (with milk powder) for expecting mothers
- ❖ Blended with required Macro and Micronutrients including DHA (omega-3 fatty acid, docosahexaenoic acid) essential for healthy pregnancy, foetal growth and development.
- ❖ SaiSure- for Pregnant women will be launched across India through Divine Mother and Child Health Programme with an intention to cover more than 100,000 expecting mothers.

## SAISURE- FOR TODDLER:

- ❖ Malt based product for toddlers in the age group of 6 months- 3 years.
- ❖ SaiSure- for toddlers will come in Rice with Milk flavour
- ❖ Blended with the vital nutrients to ensure optimal growth.
- ❖ SaiSure- for toddlers will be made available at Primary Health Care Centres and Anganwadis across the country through Divine Mother and Child Health Programme.

## SAISURE- FOR CHILDREN:

- ❖ Malt based composition for children and adolescents in the age group of 6-16 years
- ❖ Designed to meet 50% of the recommended daily allowance (RDA) of most of the Micro Nutrients.
- ❖ SaiSure- for Children comes in two flavours- Almond and Chocolate
- ❖ Integrated with Government of Karnataka's Ksheera Bhagya Programme (serving milk to 10 Million government school children)
- ❖ SaiSure- for Children to be launched in 4 districts of Karnataka- Chikkaballapur, Gulbarga, Ramanagar and Tumkur covering more than 500,000 children.



### BENEFITS FOR CHILDREN

AIDS IMMUNITY

MORE BONE AREA

MORE MUSCLES

BETTER CONCENTRATION

HEALTHIER BLOOD

HEALTHY WEIGHT GAIN



### BENEFITS FOR WOMEN

STRONGER BONES

AIDS IN TISSUE GROWTH

REDUCES RISK OF PREGNANCY

IMPROVES ASSIMILATION OF VITAMINS

AIDS IN WEIGHT GAIN

IMPROVES IMMUNITY

# MODELS OF MORNING NUTRITION

## BREAKFAST MENU

### MODEL 1

#### COOKED BREAKFAST

Our breakfast menus have been specifically designed to provide a variety of nutrients that will help keep students energetic and ready to learn until lunchtime. The menu is meticulously planned, making sure that the breakfast is wholesome in its nutrition quotient and meets the quality standards.

Menu for  
**Annapoorna schools:**

<b>MONDAY</b>	Avvallaki Bhaath/ Poha
<b>TUESDAY</b>	Upma
<b>WEDNESDAY</b>	Vegetable Rice Pulav
<b>THURSDAY</b>	Vegetable Upma
<b>FRIDAY</b>	Rice Pongal



### MODEL 2

#### BASIC FOODS SUITABLE WHERE COOKING FOOD IS NOT FEASIBLE

Nutritious cookies or bananas or milk provided to school children through the academic year. Suitable for schools where cooking facilities are not available, but this service keeps away hunger during classes. Government provides transport infrastructure, while Annapoorna delivers the nutritious cookies



Milk



Bananas



Cookies or  
Other Nutritious  
Snacks

**MODEL 3**

**“SAISURE” - COLLABORATING AT A LARGER SCALE WITH GOVERNMENTS  
ANNAPOORNA’S NUTRITIOUS & DELICIOUS HEALTH MIX**



**Delivering enhanced nutrition to children at Government Schools**

**A QUICK AND SCALABLE SOLUTION TO ADDRESS MALNUTRITION AMONG CHILDREN**



- ❖ A rapid response to a serious issue
- ❖ Can be scaled up and expanded quickly to different parts (relatively less intense logistics)
- ❖ Follow up with breakfast service in the respective schools, build on the goodwill already established
- ❖ Demonstrable positive results backed with scientific data with studies.
- ❖ Available in Chocolate and Almond flavours

**MODEL 4**

**READY MIX BREAKFAST**

Recently initiated in the state of Tamilnadu in concurrence with Ministry of Education, Govt of Tamilnadu, starting with a pilot school in Erode.

Suitable for schools where cooking facilities are not sophisticated.

Annapoorna provides the ready mix at the schools. The mix is added to boiling water and fresh hot breakfast is prepared and served to the children.



## COLLABORATION WITH OTHER NGOs



On behalf of Adamyia Chetana, we are happy part of this excellent initiative of serving breakfast to school children. Adamyia Chetana started serving midday meals in 2003 to 10000 school children in Bangalore, and in 2007, to 10000 children in Kalaburagi. Today we are embarking on a first of its kind initiative to supply breakfast to 10000 school children. We all know that breakfast is arguably the most important meal for a growing child. Adamyia Chetana today serves midday meals to more than 1.5 lakh children every day. This is all due to the importance that Shri Anantha Kumar placed on nutrition and health of school children, and dedication and hard work of the entire team of Adamyia Chetana. We thank Sri Sathya Sai Annapoorna Trust for having taken this initiative to serve breakfast to school children and entrusting us with this responsibility of cooking and delivering hot and tasty nutritious breakfast to 10000 students. In the coming days, we understand that Sri Sathya Sai Annapoorna Trust plans to expand serving breakfast to other rural areas. We are there to support them in this noble initiative.



**SMT. TEJASWINI ANANTHKUMAR**  
Managing Trustee Adamyia Chetana  
Smt Girija Shastri Memorial Trust



**SWAMI JAPANANDAJI MAHARAJ**  
President Sri Ramakrishna  
Sevashrama

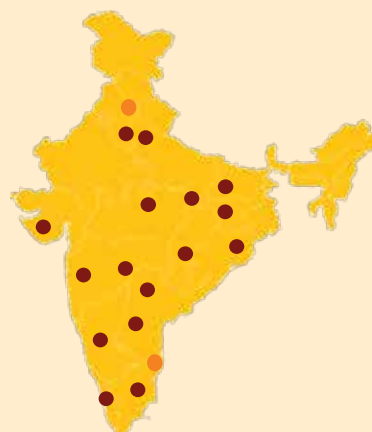


Sri Ramakrishna Sevashrama works towards rural uplift programmes. Swami Vivekananda Integrated Rural Health Centre (SVIRHC) with its own hospital provides superior medical care to the poor people. The institution is very much happy to involve in the programme which is being started by Sri Sathya Sai Health & Education trust and Sri Sathya Sai Annapoorna Trust. Through this joint venture the programme is going to help 60000 Government school going children of three talukas, pregnant women will be getting the additional nutritious mix. Apart from this nearly 150 children of the local area at Pavagada will be getting their morning breakfast. Sri Ramakrishna Sevashrama is extremely happy to coordinate with both the trusts of Sri Sathya Sai for the projects which they have taken up in this remote and under developed talukas.





## PRESENCE OF BREAKFAST SERVICE TODAY



**17 STATES,  
2 UNION TERRITORIES**

STATE	CHILDREN	SCHOOLS	COOKED BREAKFAST	SAISURE HEALTH MIX	NUTRITIOUS COOKIES & OTHER BASIC FOODS	READY MIX BREAKFAST
Karnataka	1,67,655	2446	27,300	1,36,505	3850	
Telangana	20,518	189	19,815	703		
Puducherry	20,258	213			20,258	
Andhra Pradesh	14,061	216	13,122		939	
Tamilnadu	11,987	151	3,133	1,940	6,822	92
Kerala	2,856	30	2,856			
Uttar Pradesh	1,804	5	1,674		130	
Haryana	1,250	10	1,250			
Maharashtra	1,122	15	420	51	651	
Uttarakhand	486	4	486			
Jharkhand	430	6	400		30	
Chhattisgarh	340	2	340			
Bihar	180	2	180			
West Bengal	164	3	66		98	
Gujarat	105	1			105	
Assam	100	2	100			
Odisha	86	2	30		56	
Madhya Pradesh	79	2			79	
Delhi	60	1	60			
<b>GRAND TOTAL</b>	<b>2,43,541</b>	<b>3300</b>	<b>71,232</b>	<b>1,39,199</b>	<b>33,018</b>	<b>92</b>

\* As on October 2019

## ANNAPOORNA IN OTHER COUNTRIES

❖ Indonesia ❖ Thailand ❖ Nigeria ❖ Sri Lanka ❖ Australia

### PROPOSED PLAN TO EXPAND BY MARCH 2020 AND ACHIEVE MILESTONE OF 500,000

Karnataka - 150,000 | Andhra Pradesh - 50,000 | Other States - 50,000

# MOUs WITH GOVERNMENTS

## SIX GOVERNMENTS EXPRESS APPRECIATION

**MAY 2018**

MOU Sign up with  
Education Department  
Govt of Karnataka



**NOV 2017**

MOU Sign up with  
Education Department  
Govt of Andhra Pradesh



**OCT 2017**

MOU Sign up with  
Local Self Govt Groups,  
Govt of Kerala



**OCT 2017**

MOU Sign up with Bhongir  
District, Govt of Telangana



**SEP 2017**

MOU Sign up with  
Govt of Puducherry



Recently launched  
with Ready Mix  
Govt of Tamilnadu



### PILOT INITIATIVE IN PROGRESS



**UTTARAKHAND**



**RAJASTHAN**



**JHARKHAND**



**CHHATTISGARH**



**HARYANA**





Breakfast is an essential meal of the day since it means breaking the fast after a night-long fast. Breakfast should be eaten like a king. But, in our country, many children have not even heard of breakfast. Many children are coming to schools on empty stomach and find it difficult to study and pay attention at school. Today, Annapoorna breakfast programme is being launched here at Kalaburgi. Initially, in partnership with Adanya Chetana, 10,000 students are going to be given morning nutrition. However, my sincere wish is that it should reach every school in every taluk and every district of Karnataka. For this, the Karnataka Government will provide all kinds of needed support. In reality, this is a program that the Government should be undertaking, and hence we will offer our full cooperation to Annapoorna. I want to sincerely express my gratitude to all the Annapoorna volunteers who have the mindset to offer their wealth, education, and their life itself to society.



**SHRI. S. SURESH KUMAR**  
Minister of Primary & Secondary  
Education and Sakala  
Government of Karnataka



**SHRI. UMESH GOPALDEV JADHAV**  
Member of Parliament,  
Gulbarga, Karnataka



Today, in the district of Gulbarga, an important and prime event is happening which is the launch of Annapoorna Breakfast program for Govt school children. This area is one of the most backward areas with many issues. No matter what we do to alleviate problems here, it won't work until we focus on educating children here. I had not even imagined in my dreams that such a never-seen-before event will happen in this backward area. I convey my deepest gratitude and congratulate Aadamya Chetana trust and Annapoorna Trust for launching this program. On behalf of the Central Government, I promise full support and cooperation of the Central Government for this breakfast initiative.

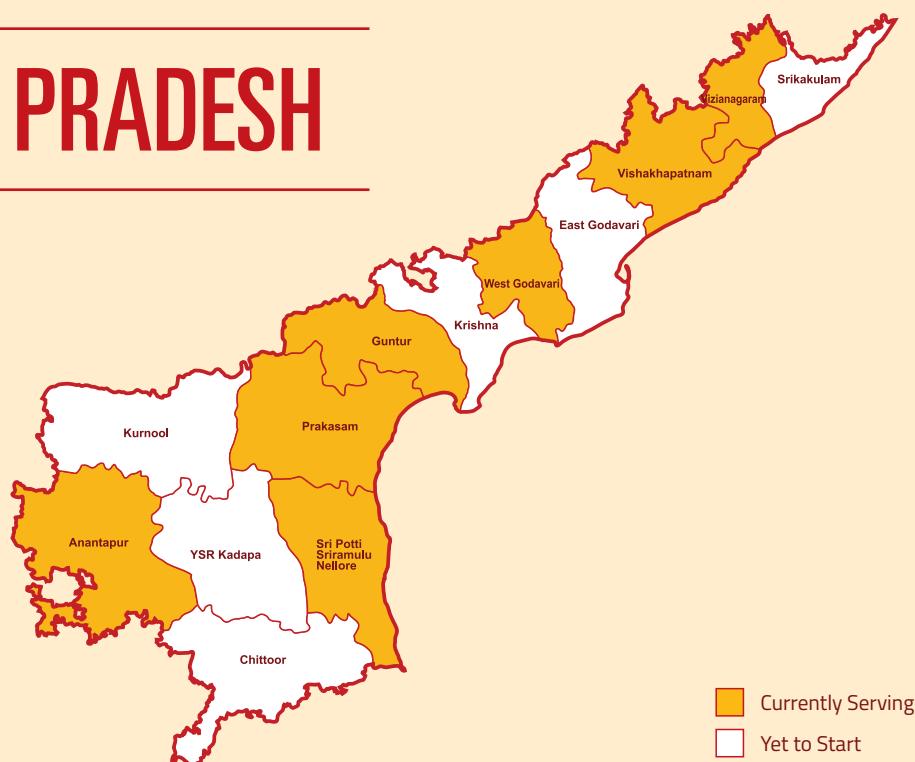


We are happy that free, nutritious breakfast is being served at 850 government schools covering over 60,000 school children in the state. I compliment the Annapoorna Trust for providing such yeoman service in other states as well. The Government of Karnataka will collaborate with Sri Sathya Sai Annapoorna Trust for providing this service to all the children in the state.



**DR. SHALINI RAJNEESH**  
Principal Secretary of Planning, Programme  
Monitoring & Statistics, Government of Karnataka

# ANDHRA PRADESH



DISTRICT	CHILDREN	SCHOOLS	COOKED BREAKFAST	NUTRITIOUS COOKIES & OTHER BASIC FOODS
Visakhapatnam	5,786	109	5,786	
Prakasam	5,288	45	5,288	
Vizianagaram	1,686	45	1,686	
Nellore	884	6		884
Guntur	257	8	257	
Anantapur	105	2	105	
West Godavari	55	1		55
<b>GRAND TOTAL</b>	<b>14,061</b>	<b>216</b>	<b>13,122</b>	<b>939</b>

\* As on October 2019



Sri Sathya Sai Annapoorna Trust, Muddenahalli has started the pilot project of serving breakfast in over 200 Government schools reaching more than 12,000 primary school children.

Many children come to school on an empty stomach and without any breakfast how can we expect them to study well! These children come from a poor background and hence they don't have any breakfast. My idea is to expand this service to 1 lakh children in the coming months and then expand it to the entire state. Many like-minded individuals / NGO's such as Annapoorna Trust must come forward to make this noble initiative a grand success and the next generation, our children, healthier in mind and body.



**SHRI. GANTA SRINIVASA RAO**  
Former HRD Minister,  
Government of Andhra Pradesh



**SMT. K. SANDHYA RANI**  
Former Commissioner,  
Department of School Education,  
Government of Andhra Pradesh



I thank Sri Sathya Sai Annapoorna Trust for their commitment and support to government school children. The Annapoorna Breakfast program which is now providing breakfast to more than 12000 school children in over 200+ schools of Visakhapatnam Rural, Bheemunipatnam and Vizianagaram Mandal is highly appreciable. The feedback confirms that the breakfast served in this program is hygienic, tasty and beneficial to the children. The satisfactory levels of the children and parents are very high. There is a big demand from parents and children of other Mandals for extension of the programme to other schools and Mandals. We hope that the pilot breakfast program will soon be expanded to cover all Government schools in Andhra Pradesh. My special thanks to all the team members of Sri Sathya Sai Annapoorna Trust for their generous support to the project. My best wishes for scaling up of the Annapoorna Breakfast program across all Govt schools in Andhra Pradesh State.



# TELANGANA



Currently Serving  
 Yet to Start

DISTRICT	CHILDREN	SCHOOLS	COOKED BREAK-FAST	SAISURE HEALTH MIX
Siddhipet	5,571	30	5,541	30
Bhuvanagari	4,827	75	4,827	
Nizamabad	4,355	31	4,355	
Sirsila	2,905	24	2,905	
Kamareddy	598	3	598	
Jagtial	588	11		588
Hyderabad	490	6	490	
Medak	470	2	470	
Khammam	450	5	365	85
Mahboobnagar	162	1	162	
Medchal	102	1	102	
<b>GRAND TOTAL</b>	<b>20,518</b>	<b>189</b>	<b>19,815</b>	<b>703</b>

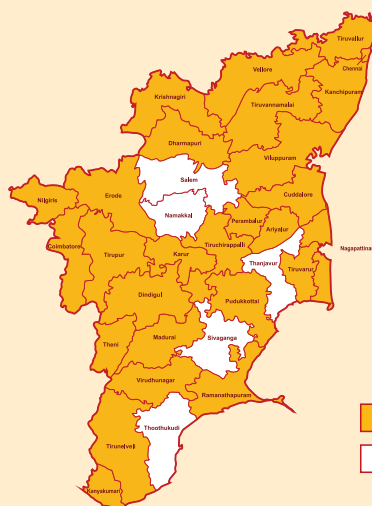
\* As on October 2019



**SHRI. THANEERU HARISH RAO**  
 Finance Minister,  
 Government of Telangana

“The annapoorna breakfast programme which is engaging the local communities to participate is a key factor bringing in the concept of social responsibility among communities. Along with the Government and various other NGOs, the local communities also need to engage in these noble initiatives. There are many children who come to school with an empty stomach and providing a morning meal at the school will bring better academic performance. We should expand this programme to many more schools in our state. Healthcare, Education and Nutrition are three areas of focus for the trust and we will provide the necessary support wherever needed.”

# TAMIL NADU



DISTRICT	CHILDREN	SCHOOLS	COOKED BREAKFAST	SAISURE HEALTH MIX	NUTRITIOUS COOKIES & OTHER BASIC FOODS	READY MIX BREAKFAST
Chennai	3,290	34	2,163		1,127	
Krishnagiri	1,913	29	375	140	1398	
Theni	1,800	21		1800		
Nilgiris	905	23	44		861	
Dharmapuri	762	8			762	
Tiruvallur	605	2			605	
Cuddalore	486	4			486	
Virudhunagar	275	7	275			
Ariyalur	195	1			195	
Madurai	171	1			171	
Coimbatore	165	2	25		140	
Thiruvaroor	160	1	160			
Perambalur	160	1			160	
Tirunelveli	148	3			148	
Kanyakumari	140	1			140	
Ramanathapuram	115	1			115	
Erode	92	1				92
Pudukottai	90	1			90	
Vellore	73	2	25		48	
Thiruchirapalli	70	1			70	
Karur	70	1			70	
Thiruvannamali	66	1	66			
Nagapattinam	65	1			65	
Villupuram	54	1			54	
Kanchipuram	40	1			40	
Dindugal	40	1			40	
Thirupur	37	1			37	
<b>GRAND TOTAL</b>	<b>11,987</b>	<b>151</b>	<b>3,133</b>	<b>1,940</b>	<b>6,822</b>	<b>92</b>

\* As on October 2019

**SRI K A SENGOTTAIYAN,**  
 Hon. Minister for Education, Government of Tamilnadu,  
 launches Annapoorna Ready-Mix Breakfast Programme  
 at a Government School in Erode



**SHRI. K. A. SENGOTTAIYAN**  
 Minister for School Education,  
 Government of Tamil Nadu



Breakfast is important Meal of the Day, but for many children drinking tea is their breakfast. In such circumstances their attention to studies will not be there. Hence we are introducing Breakfast scheme in collaboration with Sathya Sai Annapoorna Trust. Today we are starting for 90 children.

And later it will be extended for entire Tamil Nadu. Annapoorna will be serving Pongal Uppuma by using ready mix food variety. This will help the child to focus on studies and help building a better Nation. Sai Baba has done many such welfare activities when he was in physical form and even today his work continues



# KERALA



■ Currently Serving  
 Yet to Start

DISTRICT	CHILDREN	SCHOOLS	COOKED BREAKFAST
Wayanad	1,234	10	1,234
Thiruvananthapuram	632	8	632
Kannur	379	4	379
Allapuzha	210	4	210
Kollam	150	1	150
Malappuram	117	1	117
Idukki	70	1	70
Thrissur	64	1	64
<b>GRAND TOTAL</b>	<b>2,856</b>	<b>30</b>	<b>2,856</b>

\* As on October 2019

# PUDUCHERRY

DISTRICT	CHILDREN	SCHOOLS	NUTRITIOUS COOKIES & OTHER BASIC FOODS
Puducherry	14,953	152	14953
Karaikal	5,305	61	5305
<b>GRAND TOTAL</b>	<b>20,258</b>	<b>213</b>	<b>20258</b>

\* As on October 2019



**SHRI. V NARAYANASAMY**  
Hon. Chief Minister,  
Government of Puducherry

உண்டி கொடுத்தோர் உயிர் கொடுத்தோரே

In Tamil we say undi koduthor uyir koduthor, meaning one who gives food is a giver of life. More than the properties one donates, when you give feed someone and they bless you, that is the true blessings of God. I am very happy Annapoorna scheme has been launched in Puducherry for 20 states at present and by 2020 Annapoorna is going to cover 10 million children all across our country. As a Chief Minister I am blessed, this first morning nutrition program was launched our state Puducherry.



Now Puducherry is blessed to have Annapoorna Trust introducing Breakfast Seva for children to help them focus on their studies and enhance their concentration levels by feeding them breakfast in the mornings.



**SHRI. KAMALA KANNAN**  
Hon. Education Minister  
Government of Puducherry

## REST OF INDIA

STATE	DISTRICT/ REGION	CHILDREN	SCHOOLS	COOKED BREAKFAST	SAISURE HEALTH MIX	NUTRITIOUS COOKIES & OTHER BASIC FOODS
Uttar Pradesh	Gautam Budh Nagar	1664	3	1664		
	Deoria	130	1			130
	Ghaziabad	10	1	10		
Haryana	Bhagola	1,250	10	1,250		
Maharashtra	Solapur	434	6			434
	Akola	266	2	215	51	
	Ahmadnagar	217	2	217		169
	Yavatmal	100	2	100		
	Mumbai	68	1	68		
	Thane	37	2	37		
Uttarakhand	RoorKhee	486	4	486		
Jharkhand	East Singhbhum	430	6	400		30
Chhattisgarh	Raipur	340	2	340		
Bihar	Muzzafarpur	180	2	180		
West Bengal	Murshidabad	98	1			98
	Kolkatta	66	2	66		
Gujarat	Sabarkantha (Arvalli)	105	1			105
Assam	Jorhat	100	2	100		
Odisha	Balasore	56	1			56
	Puri	30	1	30		
Madhya Pradesh	Chhindwara	79	2			79
Delhi	Delhi	60	1	60		
<b>GRAND TOTAL</b>		<b>6206</b>	<b>55</b>	<b>5006</b>	<b>51</b>	<b>1149</b>

\* As on October 2019

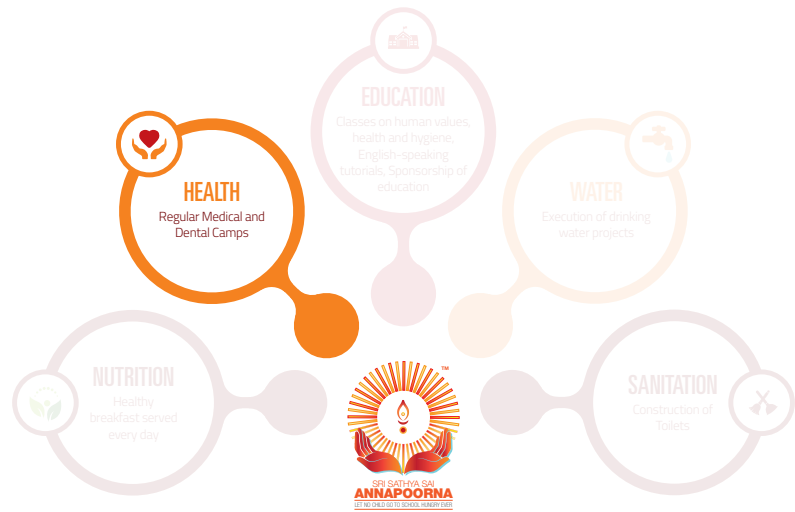


I am very happy and extremely grateful that the Annapoorna team is coming to Uttarakhand to feed breakfast to school-going children. This along with lessons on moral values will be a key step to ensure the wholesome development of children into socially responsible citizens with excellent character. The mission of Annapoorna is in alignment with our honorable Prime Minister's thinking and the new National Education Policy that is being drafted. I welcome you on behalf of Uttarakhand, to make our children physically healthy and of exemplary character. I am very sure that even though the breakfast programme started in the southern state of Karnataka, it will spread to all parts of the country.



**SMT. BABY RANI MAURYA**  
Governor of Uttarakhand

# HEALTH



## HEALTH SCREENING CAMPS AT GOVERNMENT SCHOOLS

We conduct Health Screening Camps at Government schools in line with the guidelines of the [United Nations](#) and the specifications of the [Rashtriya Bal Swasthya Karyakram](#), Ministry of Health and Family Welfare, Government of India.



**40,000 children across 600+ govt schools have been screened for health defects so far.**

*with support from the Divine Mother and Child health Programme.*



### VAIDYA (Healthcare)

Our volunteers conduct regular medical check-ups and dental camps, free of cost, and impress upon children the importance of personal health and hygiene. These child health screening programmes are designed in line with the guidelines issued by the World Health Organisation and aligned with the specifications spelt out in Rashtriya Bal Swasthya Karyakram - the National Children's Health Programme, formulated by the Ministry of Health and Family Welfare, Government of India.

By focussing on the 4Ds in children - Defects, Deficiencies, Diseases and Developmental Delays - we aim to contribute to the health of children through timely Detection, Prevention, Education and Medical Management.

### SAIWHEELS - Societal Advancement & Improvement by Water, Healthcare, Educare, Energy, Love & Service

A special bus, SAIWHEELS, has been developed to provide free healthcare, education, energy and clean drinking water to rural poor and remote village communities in India. Powered by solar energy with a battery backup option and equipped with the latest medical devices and applications, the bus also hosts a functional classroom, mobile library, hands-on science lab, few computer stations, and a high definition TV monitor that provides access to online educational media.

# DIVINE MOTHER & CHILD HEALTH PROGRAMME

IN ASSOCIATION WITH  
SRI SATHYA SAI HEALTH & MEDICAL TRUST

## DMCHP – SUSTAINED EFFORTS TO REDUCE MORTALITY



- ❖ India is amongst the top five countries in terms of absolute numbers of maternal and child deaths
- ❖ Reducing maternal and child mortality are among the most important goals of the National Rural Health Mission
- ❖ Through this medical mission, we aim to reach out to children before they are born by strengthening mother's health and thereby contributing to a healthy future childhood
- ❖ The DMCHP team will assist the PHC medical team in providing the ante natal services and other health care needs of the pregnant women based on WHO and National guidelines.

## SPECIAL MEDICAL CAMPS

### SCHOOL HEALTH SCREEN CAMPS



### EYE AND DENTAL SCREENING CAMPS



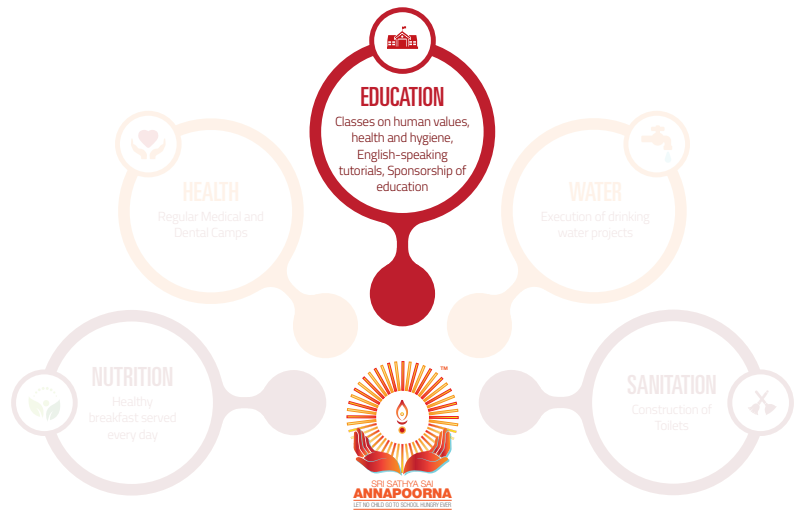
### SAIWHEELS - Mobile Health care and Educare Bus

### MOBILE MEDICAL CAMP



**SOCIETAL ADVANCEMENT & IMPROVEMENT BY WATER, HEALTHCARE,  
EDUCARE, ENERGY, LOVE & SERVICE (SAIWHEELS)**

# EDUCATION



## INTEGRATED RURAL DEVELOPMENT PROGRAMME IRDP – AN ANNAPOORNA INITIATIVE

**A first-of-its-kind initiative, kick-started in October 2017.**

- ❖ Raise awareness among young Indians about the many challenges in rural India.
- ❖ Equip the students with the understanding and first-hand experience of village life in India.
- ❖ One-year curriculum, facilitated by Annapoorna – 3 hours of theory, 20 hours of practicals at various villages.



The IRDP course has been introduced for 600 students across different streams and will be a part of their 3rd and the 4th semester curriculum



## COVER EDUCATION COST

We support children with their education costs, on a need basis. So far, more than 40 children have received sponsorship for education through EACH ONE EDUCATE ONE FOUNDATION

We also work closely with the children and engage them in after-school activities that impress on them the importance of hygiene, human values.

### VIDYA (EDUCARE)

In addition to helping the children with academics (spoken English, particularly), our volunteers strive to complement the academic curriculum of schools with social and spiritual education, based on the basic human values of truth, righteousness, peace, love and non-violence.

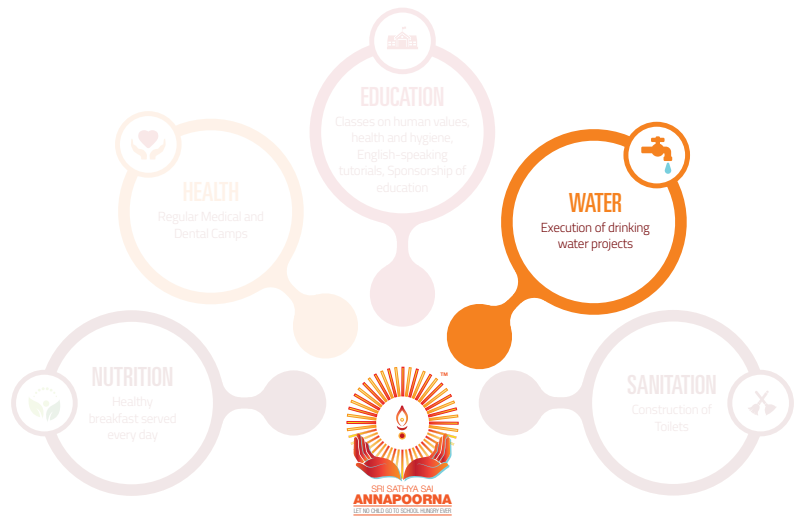
Through story-telling, group singing and other such interactive activities, our volunteers teach the children the importance of following human values.

Our focus is on holistic education of children, thus helping them grow into healthy, well-rounded individuals that are an asset to the nation.

Throughout the process, we actively engage with the students, parents, teachers and school authorities to ensure that the programme is sustainable.



# WATER



## VAARI (Water)

Water sustains life and unfortunately, in India, not all of us have access to clean drinking water.

To reduce the incidence of water-borne diseases, we ascertain the quality of drinking water at various schools with the help of our in-house team of doctors.

Lack of access to clean and safe drinking water made the children fall sick often.

Based on their feedback, we provided the schools with water filters by collaborating with corporate clients

In Chikkaballapur district and Bangalore Rural districts, 25 reverse osmosis plants and water purifiers have been set up benefitting more than 400,000 villagers.



25 drinking water projects executed.  
400,000 villagers now have access to clean and safe drinking water



## CLEAN DRINKING WATER REVERSE OSMOSIS (RO) WATER PLANT

### RURAL DRINKING WATER PLANTS



### USE OF SMART CARDS



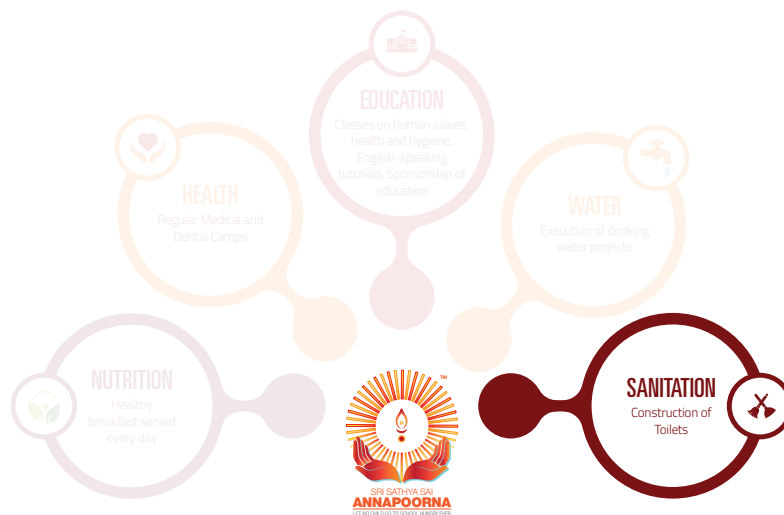
Smart Card Usage to ensures equitable distribution /reducing wastage /prevents Pilferage

Joint Collaboration with Village communities and Panchayat for constructing these RO Plants

## VIDYUTH (Clean Energy)

Clean and green energy is the solution to the growing energy needs across the country. The Trust as a first step has helped install solar power panels in select villages.

# SANITATION



## TOILET CONSTRUCTIONS PLAY A MAJOR ROLE IN REDUCING FEMALE DROPOUTS FROM SCHOOL

In line with the Indian Governments initiative of **Swachh Bharat Abhiyan**, we construct toilets in schools.

We also organize cleanliness drives and ensure provision of dust bins in schools and centers.

Doing this has helped us instill in the children and villagers the importance of personal health and hygiene.



The Annapoorna Trust also undertakes activities in line with **SWACHH BHARAT ABHIYAN**.

## TOILETS CONSTRUCTION FOR SCHOOLS



20 toilets constructed till date at the Schools in Chikkaballapur and Bangalore Rural Districts

# COLLABORATIONS WITH CORPORATES AND INSTITUTIONS

## ANNAPOORNA - THE SOCIAL IMPACT PARTNER OF CHOICE FOR THE LONG TERM

### ❖ TRUST: NO "PRINCIPAL-AGENCY CONFLICT"

- ◆ Core team are volunteers who support this program.
- ◆ < 7% Admin, < 5% Logistics, Rest of funds deployed for beneficiaries
- ◆ Collaboration with governments via permit to use kitchen infrastructure

### ❖ A COMPETENT CORE TEAM

- ◆ Diverse profiles: IT professionals, Doctors, Scientists, businessmen etc.
- ◆ Motivated individuals with decades of track record of selfless service
- ◆ Committed to Annapoorna for the long term growth and sustenance

### ❖ RELENTLESS FOCUS ON

- ◆ Social Impact: Real Impact that is measurable
- ◆ Operational Effectiveness: Efficiency that aids scalability
- ◆ Financial Accountability: Clear tracking and transparency of fund usage

### ❖ ALIGNS WITH DIVERSE CSR STRATEGIES

- ◆ A flexible set of activities under rural uplift schema
- ◆ Healthcare, nutrition, child hunger, drinking water, sanitation, sustainability etc.
- ◆ Zero discrimination policy on religion, region & political affiliations of beneficiaries



# CORPORATE PARTNERS

## SUPPORTING PARTNERS



## FOOD PARTNERS



## HEALTHCARE PARTNERS



## OTHER PARTNERS





## ORA VOLUNTEERS PROGRAMMES

Oracle in collaboration with Sri Sathya Sai Annapoorna Trust have successfully completed 33 CSR events in the last two years in various Annapoorna breakfast seva centers and Government primary schools across Bangalore.

During these CSR events Oracle volunteers concentrated on Hygiene, Education, and Environment awareness for the students.

Annapoorna and Ora volunteers witnessed health issues due to unhygienic conditions and lack of hygiene awareness through Medical camps organized at regular interval of time. They found that children lack in personal hygiene like brushing, bathing, and basic toiletry habits. Besides these Children do not even have elementary education material like notebooks, pencils, eraser, sharper etc.

**Hygiene:** Oracle volunteers came forward to educate children about the importance of Cleanliness through

various live demonstrations, affixing charts, and pictorial diagrams during these CSR events. They explained children about the consequences of unhygienic conditions which may lead to life threatening diseases as malaria, dengue, and chikungunya. Ora volunteers also distributed Tooth Pastes, Brushes, bathing soaps to imbibe the cleanliness habits in Children.

**Environment Protection:** Ora volunteers did various tree plantations in schools and nearby villages to help environment and to create the culture among students.

**Education:** Ora volunteers distributed stationary kits, notebooks, and spent time by mentoring them in academics and environmental awareness.

The above stated CSR events were done under the umbrella of Oracle's initiative towards Focus on Environment and Focus on Education.

### ORA VOLUNTEERS

- ❖ Spent quality time by arranging and participating in Drawing competitions, Puppet Show, and Magic shows.
- ❖ Arranged field trips to Planetarium and Science Museum.
- ❖ Organized Sports Day and sponsored several sport items.
- ❖ Distributed food packets and juices to the students through Share-a-meal initiative
- ❖ Distributed curriculum books and books on general awareness.

Some of the visited Government schools are Doddabele, Vinayaknagar, C.V. Raman Nagar, Nagarbhavi, Thowdanahalli, Thimanahalli, Keligenathota, Kondenahalli, Kedasigenahalli, Kandavara, Agalagurki, Jadalathimanahalli, Bachahalli, Kalavara, Chamrajpet, and Kandavara Urdu etc. (Villages in Chikkaballapur and Bangalore Rural)

Oracle initiatives and motivation have inspired more than 150 Oracle employees in participating above said CSR events which have resulted in overall development of thousands of students.

# CORPORATE SOCIAL RESPONSIBILITY

## VOLUNTEERING OPPORTUNITIES

### EDUCATIONAL CAMP FOR GOVERNMENT SCHOOL CHILDREN



### CELEBRATION OF FESTIVALS WITH CHILDREN



### FOCUS ON EDUCATION AND HYGIENE



## CORPORATES SUPPORT FREE COOKED BREAKFAST SERVED FOR NEEDY CHILDREN

- ❖ Cooked breakfast provided to school children through the academic year (June 2019 till March 2020).
- ❖ BIAL supports 3000 school going children across 25 Schools in Devanahalli Taluk of Bangalore Rural district
- ❖ MicroFocus supports various urban and rural schools of Chikkaballapur



## KELLOGG'S LOOKS TO ANNAPOORNA TO DISTRIBUTE AT RURAL SCHOOLS

- ❖ Initial pilot program with 10,000 children in collaboration with Decimal Foundation and Kellogg's to fight morning hunger and provide a nutritious cereal to the children.
- ❖ Annapoorna collaborates with Government of Karnataka which provides the necessary kitchen infrastructure at the government schools, and the milk via Ksheera Bhagya Scheme.



## DABUR SENDS JUICES FOR THE RURAL AND INTERIOR SCHOOL CHILDREN

- ❖ Annapoorna receives several packs of juices from Dabur
- ❖ Annapoorna has a superior distribution system, reach and knowledge of the truly needy schools and children in the rural ecosystem
- ❖ Children love the taste and have their own favorites.



# TESTIMONIALS FROM OUR CORPORATE CLIENTS



BIAL is happy to associate with Annapoorna's Breakfast program under CSR projects. As a PPP company, BIAL always want to strengthen and compliment the government initiatives and breakfast program is one such activity. Annapoorna has received all necessary approvals and support from Government of Karnataka.

After we introduced breakfast in government schools we have seen steady raise in admissions and more importantly children are out of malnutrition. We appreciate their coordination with govt. officials and community involvement in all their projects, which has lead to their growth year on year. BIAL wishes Annapoorna the very best and a long association.



**PRATHIBA KULKARNI**

Deputy Manager –Corporate Social Responsibility  
Bangalore International Airport Limited



The Breakfast Revolution (TBR) is committed to fighting malnutrition in India.

Partnering with Kellogg's to fight morning hunger we provide a nutritious cereal to the children to give them a "BRIGHT START". To join hands with Annapoorna a partner who has shared ideals and goals is a perfect match. Their eagerness to grow and reach more and more children and our objective to work in the space of children and nutrition has helped us forge a strong tie with them. We hope to work together and re-script the story of India's children.

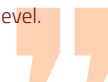


**NEELAM JETHWANI**

Co-Founder & Trustee  
The Breakfast Revolution (TBR)



The way it started – and the way it progressed in the last few years – is something amazing to note. Secondly, after understanding the need of the students who are supposed to have breakfast which is the biggest meal of the day that they need to have, and focusing on that makes me feel... and probably the participation in the Annapoorna Initiatives can come from the larger community across the country in order to support these initiatives. Clearly, this is something benefitting school-going children, who are supposed to be taken care through Annapoorna initiatives. I would assume that larger participation coming from the people, both from working life in various cities, in order to support these initiatives will be a great welcome in order to take this Annapoorna Initiative to the completely different level.



**A BALASUBRAMANIAN**

CEO, Birla Sun Life AMC Ltd  
Chairman, AMFI

# AWARDS AND RECOGNITIONS

2019

**DUTY OF CARE** Summit and Awards 2019 - Honorable mention of "SRI SATHYA SAI ANNAPOORNA TRUST"

**SPIRIT OF HUMANITY** Award 2019 – Regional Winner

**CSR TIMES** Award 2019 Healthcare Category - SaiSure Multinutrient Mix for Children, Pregnant women and lactating mothers.

2018

**CSR HEALTH IMPACT** Award 2018 under CSR Food Initiative

**CSR TIMES** Award 2018 – BEST NGO in eradicating extreme hunger

2017

**IVOLUNTEERS** 2017 Finalist Award

Awarded by **INTEL** In 2017 under Health care category





## SOCIAL RETURN OVER INVESTMENT (SROI) 1.89

Social return on investment (SROI) is a method for measuring values that are not traditionally reflected in financial statements, including social, economic and environmental factors, which can identify how effectively an organization uses its capital and other resources to create value for the community.



**Sammaan**  
THE CSR EXCHANGE OF INDIA

Annapoorna Trust is empanelled with Sammaan. An initiative by Confederation of Indian Industry (CII), BSE and Indian Institute of Corporate Affairs (IICA), Sammaan is a platform that is the first of its kind that bridges the accountability gap between corporations and NGOs.



## CONSOLIDATED INCOME AND EXPENDITURE ACCOUNT

PARTICULARS	2015-16	2016-17	2017-18	2018-19
	₹	₹	₹	₹
<b>INCOME:</b>				
Donations	3,35,001	67,36,056	2,93,04,280	3,91,79,977
Interest and other Income	137	29,367	1,36,988	16,387
<b>EXCESS OF EXPENDITURE OVER INCOME</b>	95,209		17,91,936	
<b>TOTAL INCOME</b>	<b>4,30,347</b>	<b>67,65,423</b>	<b>3,12,33,204</b>	<b>3,91,96,364</b>
<b>EXPENDITURE:</b>				
Indirect Expenses				
To Administrative Expenses	5,940	1,99,577	4,37,791	4,12,861
To Bank Charges	700	6,943	8,123	16,693
To Payment to Cooks	13,086	3,61,325	33,87,876	61,29,546
To Depreciation	-	90,737	2,24,906	3,75,537
To Printing Expenses	-	47,475	21,100	
To Purchase of Provisions	-	14,23,297	1,05,11,585	89,33,673
To Transportation Charges	-	12,079	5,55,836	3,14,598
To Purchase of Breakfast	-	4,61,756	13,18,914	17,68,348
To Purchase of Banana and fruits	2,47,527	23,72,792	4,89,993	5,42,716
To Purchase of Milk	1,45,759	9,63,379	68,781	4,35,559
To Purchase of Sugar	17,335	4,44,718	46,498	-
To Purchase of Rice	-	-	68,044	-
To Other Expenses	-	1,64,010	1,99,639	9,375
To Purchase of Biscuits & Bakery	-	-	1,18,03,150	42,56,843
To Purchase of Vegetables	-	-	2,83,046	4,14,823
To Repairs and Maintenance	-	-	47,051	11,743
To Salary	-	-	3,17,900	22,25,130
To Payment of Education Fee	-	-	3,75,300	6,49,500
To Medical Expenses	-	-	78,987	-
To Marketing Expenses	-	-	6,67,733	-
To Health Mix	-	-	36,000	14,46,267
To Expenses related to volunteers meet	-	43,750	2,84,952	-
To Travelling expenses	-	-	-	70,129
To Donations	-	-	-	3,28,600
To Health awareness programme	-	-	-	9,10,531
To Insurance	-	-	-	19,945
To Labour expenses	-	-	-	50,000
To Receipt of Provisions	-	-	-	87,32,392
To Rent	-	-	-	1,68,600
<b>EXCESS OF EXPENDITURE OVER INCOME</b>		1,73,585		9,72,956
<b>TOTAL</b>	<b>4,30,347</b>	<b>67,65,423</b>	<b>3,12,33,204</b>	<b>3,91,96,364</b>





IT TAKES  
**A VILLAGE**  
to raise a child.

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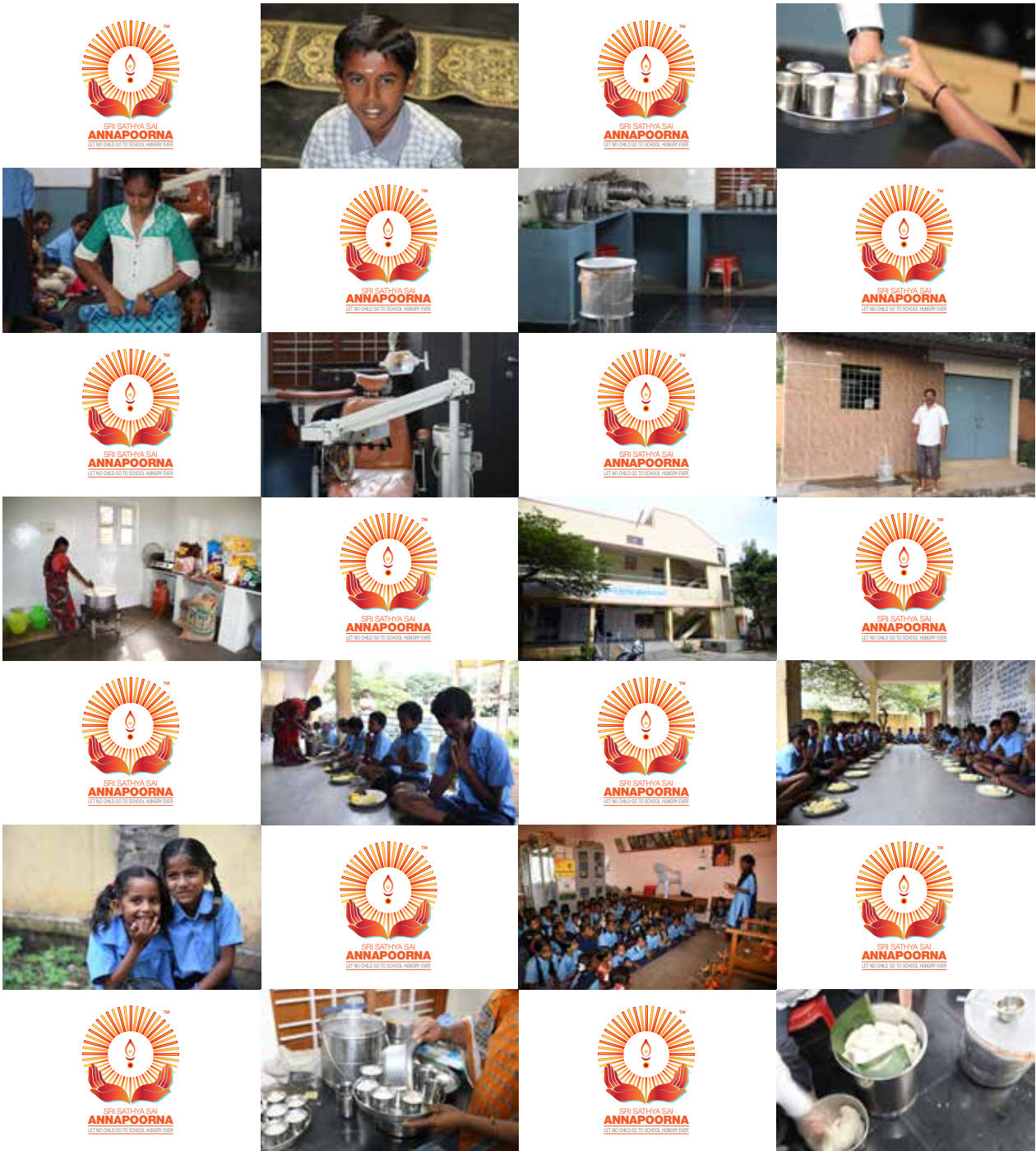
But what does it take  
**to raise a village?**

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**ALL OF US!**  
**ANNAPOORNA**

Let's give all our children a healthy start to life.  
Join us and support this nutrition movement.

# IN GLIMPSES: THE ANNAPOORNA BREAKFAST PROGRAMME





# ANNUAL

# REPORT



[annapoorna.org.in](http://annapoorna.org.in)



[annapoornatrust](https://twitter.com/annapoornatrust)



[info@annapoorna.org.in](mailto:info@annapoorna.org.in)



[annapoorna.org.in](http://annapoorna.org.in)

Regd. Address: D-305, Sai Sannidhi,  
Sathya Sai Grama, Muddenahalli,  
Chikkaballapur, Karnataka - 562101  
**+91 9845351249 /**  
**+91 9901999196**

*Let*  
**NO  
CHILD  
GO TO  
SCHOOL  
HUNGRY  
EVER!**