



annapoorna
LET NO CHILD GO TO SCHOOL HUNGRY EVER

SRI SATHYA SAI ANNAPOORNA TRUST



RURAL UPLIFT AND TRANSFORMATION

“ There are many school going children who do not have proper breakfast in the morning. With an empty stomach how can they study? Children are the next generation youth and it is our responsibility to nurture them right from the beginning. Children who either cannot afford or are not being served breakfast at home, should not go hungry to school as it is detrimental to their physical and mental health. ”

- Bhagawan Sri Sathya Sai Baba

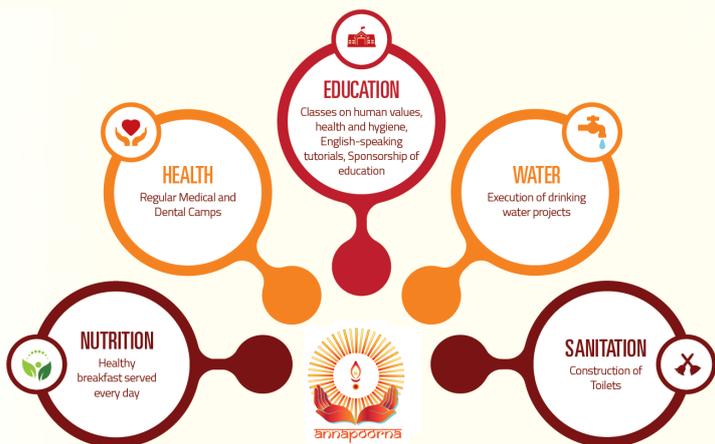
OUR CONSTANT GUIDE AND INSPIRATION BHAGAWAN SRI SATHYA SAI BABA



annapoorna

LET NO CHILD GO TO SCHOOL HUNGRY EVER

SRI SATHYA SAI ANNAPOORNA TRUST



ANNAPOORNA - THE ORGANIZATION SRI SATHYA SAI ANNAPOORNA TRUST

- ❖ 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 Approved

VISION

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

MISSION

- ❖ To nurture school-going children in rural India and disadvantaged sections of the society with nutritious breakfast while also catering to their emotional and spiritual needs.
- ❖ 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.

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

- ❖ **TRUST: NO "PRINCIPAL-AGENCY CONFLICT"**
 - ◆ Core team are volunteers who put in the first funds
 - ◆ < 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

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, Vaidya, Vaari and Vidyuth.

- ❖ 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.

PILLARS OF OUR STRENGTH



PEOPLE

- ❖ Inspired and self-motivated
- ❖ Access to diverse talents and skills
- ❖ Very low admin costs and overheads

PROCESS

- ❖ Select schools, vendors and cooks; allocate resources
- ❖ Run a pilot to streamline operations
- ❖ Engage everyone as a community to participate

PLANNING

- ❖ Custom-designed menu
- ❖ Decentralised day-to-day operations
- ❖ Training of human resources

PASSION

The innate desire to make a difference and contribute to the society and nation is what drives us.

ANNAPOORNA BREAKFAST PROGRAMME FOR NEEDY SCHOOL-GOING CHILDREN

WHY BREAKFAST?

DID YOU KNOW?



HEALTHY GIRL & BOY

- Higher IQ
- Better Cognitive Skills
- Higher chances of completing school



UNDERNOURISHED GIRL & BOY

- Lower IQ
- Lower Concentration levels
- Decreased Health Posture

Nearly 70 per cent of our school-going children are 5 undernourished, says the Global Nutrition Report 2016.

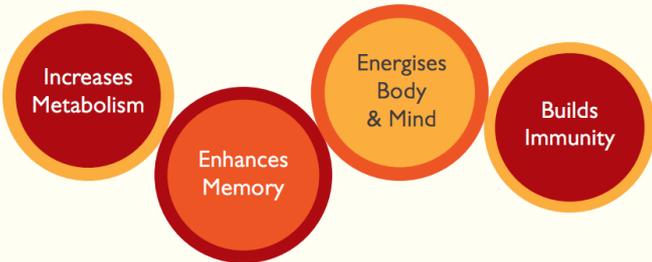


WHY BREAKFAST IS IMPORTANT

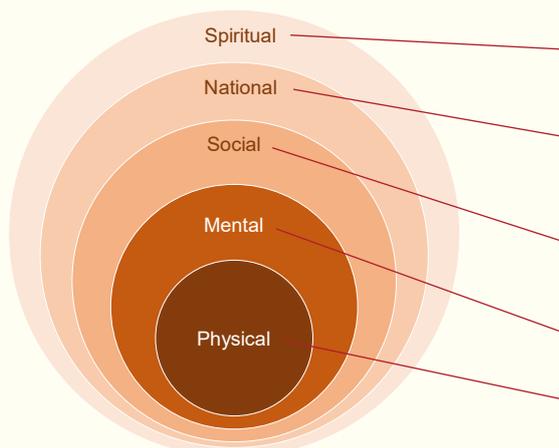
Breakfast is a great way to give the body the refuelling it needs after a long overnight fasting period, especially for children as it aids in their physical and mental well-being, academic achievement and cognitive development. But many students in India from rural settings skip this nutritional intake 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

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



BREAKFAST AS A "MULTIPLIER FACTOR" BUILDING NATION THROUGH NUTRITION



Spiritual — Brings internal transformation among the volunteers and local communities • Gives joy, serving children, the future of the nation

National — Brings quality to the overall efforts of the government • Amplifies the impact of the government spends on programs

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

Mental — Improves academic performance • Motivates teachers to put in their best

Physical — Alleviates hunger & wasting among children • Increases enrolments & attendance

BREAKFAST MENU

OPTION 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:

Monday	Avallaki Bhaath/ Poha
Tuesday	Upma
Wednesday	Vegetable Rice Pulav
Thursday	Vegetable Upma
Friday	Rice Pongal

OPTION 2: BASIC FOODS

SUITABLE WHERE COOKING FOOD IS NOT FEASIBLE



Milk



Bananas



Cookies or Other Nutritious Snacks

OPTION 3: "SAISURE" - COLLABORATING AT A LARGER SCALE WITH GOVERNMENTS ANNAPOORNA'S NUTRITIOUS & DELICIOUS HEALTH MIX



SAISURE

KSHEERA BHAGYA MILK

A QUICK AND SCALABLE SOLUTION TO ADDRESS MALNUTRITION AMONG CHILDREN



DELIVERING ENHANCED NUTRITION TO CHILDREN AT GOVERNMENT SCHOOLS

- ❖ 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

ANNAPOORNA BREAKFAST PROGRAMME THE BEGINNINGS... AND TODAY

	2012	2015	2019
CHILDREN SERVED	50	10,000	400,000
SCHOOLS	1	120	4,800+
STATES	1	1	17+3UTs
VOLUNTEERS	10	100	500
SUPPORT STAFF	2	300	5,600

2012 – Annapoorna Breakfast Programme was initiated

2015 – Formal Trust was formed

Sri Sathya Sai Annapoorna Trust was founded to reach out to needy school going children and meet their nutrition requirements by providing a healthy breakfast in their school premises, completely free of cost.

ANNAPOORNA IMPACT SNAPSHOT IN NUMBERS (MARCH 2019)

- ❖ 7 Years of Operation.
- ❖ 3 Years of Formation of Trust
- ❖ 50 Million meals served till date
- ❖ 5 Govt-signed MoUs in place
- ❖ 55 Corporate / Institutional Partners
- ❖ 3 Best NGO National Awards
- ❖ 2 Academic Institutions partners (Nagarjuna & IFIM)
- ❖ (CSR Times, CSR Health Impact, iVolunteer)
- ❖ Presented our work to various Educational Institutions in India and other countries
- ❖ Social Audit Certification from SAN - 1.89 SRol (Social Return on Investment)

ANNAPOORNA IN OTHER COUNTRIES

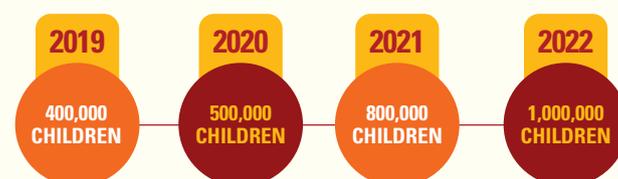
Indonesia ❖ Thailand ❖ Nigeria ❖ Sri Lanka ❖ Australia

PRESENCE OF BREAKFAST SERVICE TODAY 15 STATES, 2 UNION TERRITORIES

STATE	NO OF STUDENTS	NO OF SCHOOLS
KARNATAKA	3,10,958	3441
TELANGANA	24,314	405
ANDHRA PRADESH	22,707	474
PUDUCHERRY	20,222	213
TAMILNADU	13,222	177
KERALA	2,956	38
UTTAR PRADESH	1,804	7
HARYANA	1,250	11
MAHARASHTRA	1,122	19
UTTARAKHAND	486	4
JHARKHAND	430	6
CHHATTISGARH	340	9
BIHAR	180	3
WEST BENGAL	164	3
ASSAM	136	2
GUJARAT	105	1
ODISHA	86	2
JAMMU & KASHMIR	80	1
MADHYA PRADESH	79	3
DELHI	60	1
GRAND TOTAL	4,00,701	4820



THE WAY FORWARD SERVING MORNING NUTRITION FOR



MOUS WITH GOVERNMENTS FIVE 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



Government of Puducherry



It's a happy news to everyone that Sri Sathya Sai Annapoorna Trust is celebrating its anniversary. Even more happier news is that in our state of Karnataka, free nutritious breakfast is being served at 850 government schools covering over 60,000 school children. The Trust is also implementing such yeoman service in another 10 Indian states serving breakfast for 1 lakh schools children. Government of Karnataka is providing free midday meals.. In the coming future, Sri Sathya Sai Annapoorna Trust with its collaboration with Government of Karnataka shall also work towards providing free and nutritious breakfast to these children. This is my humble request to the Trust officials.

Smt. Shalini Rajneesh
Former Principal Secretary
Primary & Secondary Education,
Government of Karnataka

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. We will start this programme with schools around Bhimli, Pedagantayada and Chinagadili and slowly expand to other areas as well. 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. And for the success of this programme, our Government will provide all the support and might that is required.

Sri Ganta Srinivasa Rao
Former HRD Minister
Government of Andhra Pradesh





“Dhanathil Sirantha thanam ...Annathanam.”

Providing Food is the best charity of all charity.

We, the Puducherry Government, would like to convey our heartfelt gratitude to Annapoorna Trust for providing breakfast to the primary school children in Pondy and Karaikal, and our support and collaboration will always remain for Annapoorna Trust.



**Sri V Narayanasamy
Hon. Chief Minister,
Government of 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.



**Sri Kamala Kannan
Hon. Education Minister,
Government of Puducherry**

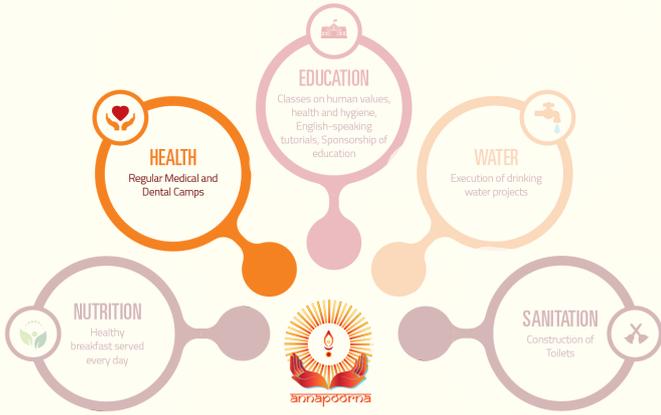


I thank Sri Sathya Sai Annapoorna Trust for their commitment and support to government school children. The Annapoorna Breakfast program which is now providing breakfast to more than 12000 school children in over 200+ schools of Visakhapatnam Rural , Bheemunipatnam and Vizianagaram Mandal is highly appreciable. 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.



**Smt. K. Sandhya Rani
Commissioner,
Department of School Education,
Andhra Pradesh**

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.

20,000 children across 450+ 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.

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)

DIVINE MOTHER & CHILD HEALTH PROGRAMME

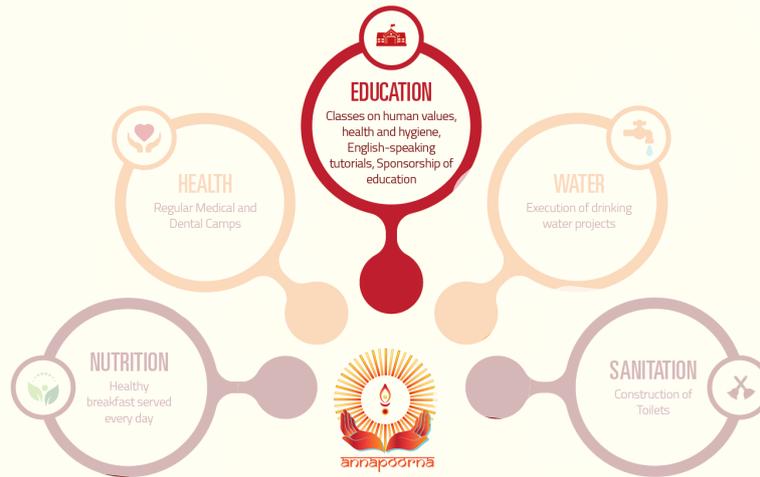
In association with Sri Sathya Sai Health & Medical Trust
DMCHP – SUSTAINED EFFORTS TO REDUCE MORTALITY



Divine Mother & Child Health Program

- ❖ 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.

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)

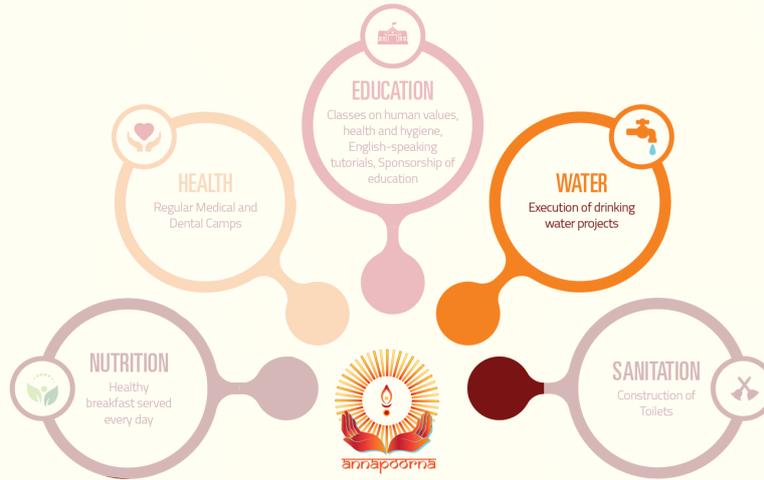
In addition to helping the children with academics (spoken English, particularly), our volunteers strive to complement the academic curriculum of schools with social and spiritual education, based on the basic human values of truth, righteousness, peace, love and non-violence.

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.

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

In Chikkaballapur district and Bangalore Rural districts, 25 reverse osmosis plants have been set up benefitting more than 3,00,000 villagers.

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

To address this, we began executing drinking water projects to meet the water needs of villages.

Simple and cost-effective RO water plants Bio-sand filters and other such solutions were developed on a need-basis in the villages.



25 drinking water projects executed.

300,000 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



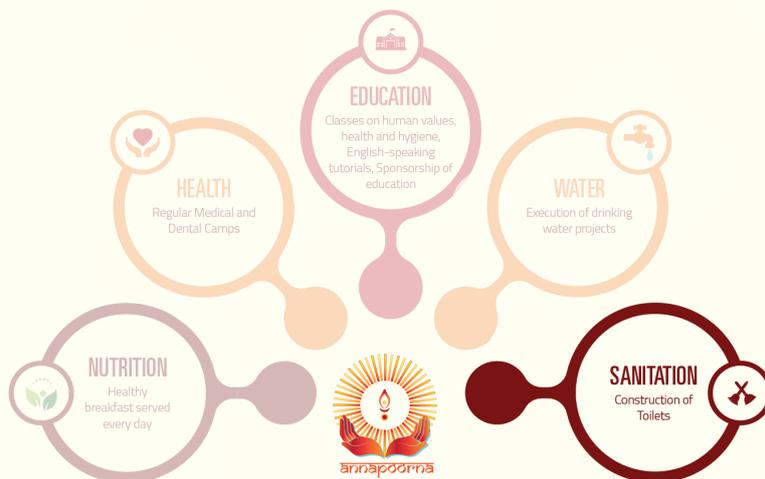
Smart Card Usage to ensures equitable distribution /reducing wastage /prevents Pilferage

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

Toilets Construction for Schools



एक कदम स्वच्छता की ओर

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.



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

The Annapoorna Trust also undertakes activities in line with Swachh Bharat Abhiyan.

BLUEPRINT FOR AN IDEAL VILLAGE



A HOLISTIC APPROACH TO VILLAGE UPLIFT AND TRANSFORMATION

Breaking Prog	Health Screen	Education	Empowerment
Breakfast Service for School Going Children	Health Check ups Medical Camps Hygiene/Nutrition Pregnant Women & Families	Value Based Education Guru Vikas Scholarship Program Skill Based Vocational Trg	Skill Based Training Employment
Adarsh Gram (Ideal Village)	Transformation	Energy	Village Infra
Enable Rural Uplift and Transformation	De Alcoholism Session Counselling Synergy in Community Living Spiritual Transformation	Solar Based projects Power and Electricity needs	Drinking Water Sanitation Needs Animal Care Farming Support

CORPORATE PARTNERS

SUPPORTING PARTNERS



FOOD PARTNERS



HEALTHCARE PARTNERS



OTHER PARTNERS



COLLABORATION WITH 55+ CORPORATES & INSTITUTIONS

CORPORATE SOCIAL RESPONSIBILITY

Employees from Rural Shores company came forward to support this programme

As a part of their CSR initiative, employees from Oracle interact with Annapoorna children regularly. They talk to the children about the importance of health and personal hygiene, distribute hygiene kits and engage them in group activities such as planting saplings, cultural activities and a lot more.



Regular CSR drives helped reach more children

CORPORATE HR LEADERSHIP PARTICIPATION

Members of MTHR Global (More Than HR Global) consisting of HR leaders from various Corporates organisations participate in community service activity as a part of their "Daan Utsav" initiative.



REWARDS & RECOGNITION



Receiving the Award from Sri. Vinod Tawde - minister for School Education, Higher and technical education, Govt of Maharashtra

Receiving the Award from K. J. Alphons - Union Minister of State for Culture, and Tourism



Sri Somnath Bharti, formerly Law Minister for New Delhi handed the award to the Annapoorna Team on 24th August 2018.

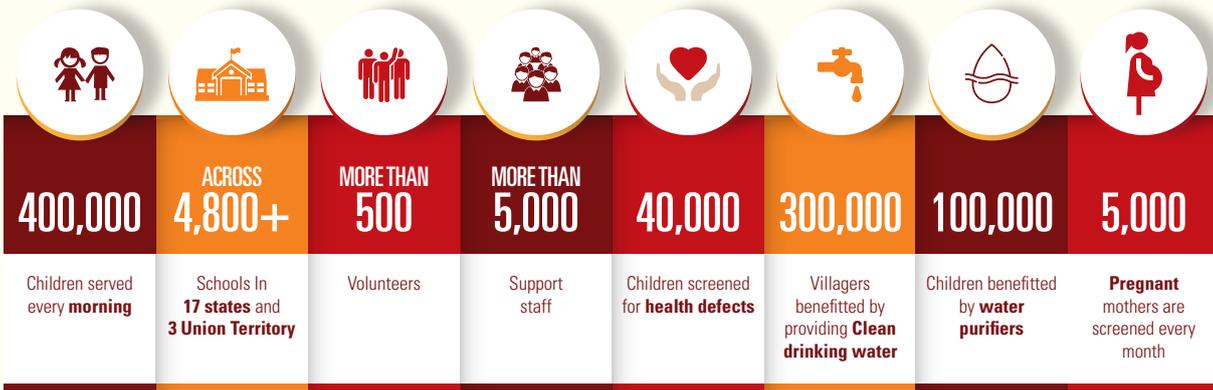
The CSR Health Impact Awards is an initiative of India Health and Wellness Summit aimed to recognize focused, dedicated efforts by NGOs which impact areas directly related to health



WINNER, CSR HEALTH IMPACT AWARD FOR CSR FOOD INITIATIVE

EVENTS

- ❖ National Youth Meet - May 2015
- ❖ World Youth Meet. - Nov 2015
- ❖ National Youth Meet - May 2016
- ❖ One Nation Bangalore. - Aug 2016
- ❖ World Youth Meet - Nov 2016
- ❖ Annapoorna 1st Year Anniversary - Dec 2016
- ❖ One Nation Chennai - Jan 2017
- ❖ National Teachers Conference - May 2017
- ❖ Annapoorna CSR Conference Bangalore. - July 2017
- ❖ Annapoorna CSR Conference - Visakhapatnam - Nov 2017
- ❖ World Youth Meet - Nov 2017
- ❖ Annapoorna 2nd Year Anniversary - Dec 2017
- ❖ National Teachers Conference - May 2018
- ❖ One Nation Bangalore - Aug 2018
- ❖ Annapoorna CSR Conference Bangalore - Oct 2018
- ❖ World Youth Meet - Nov 2018
- ❖ Annapoorna 3rd Year Anniversary - Dec 2018
- ❖ One Nation Bangalore. - Jan 2019
- ❖ Annapoorna CSR Conference Visakhapatnam - March 2019



IN ASSOCIATION WITH



7 YEARS of serving the Nation



It takes a village to raise a child. But what does it take to raise a village?

ALL OF US!

Annapoorna

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



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.



Annapoorna Trust is empannelled 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.



annapoorna

ANNAATH PURUSHAHA

BREAKFAST SEVA BY

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

FOR MORE INFORMATION



annapoorna.org.in



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