

MARCH EDITION NEWSLETTER



ANNAPOORNA

THE GIFT OF NUTRITION

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CII Karnataka CSR Conclave 2023

Role of CSR in shaping New India



Confederation of Indian Industry (CII) Karnataka CSR Conclave 2023 was held on 03 Mar 2023, at Royal Orchid, Bengaluru.

The conclave brought together corporates, NGOs, government agencies, social enterprises, and advisory organizations. This enabled a primarily understanding of the vital role of CSR in developing the economic ecosystem for the inclusive development and growth of industry and society.

Industry stalwarts from various entities of BIAL, Volvo, Embassy, TaeguTec, ASM Technologies, Biocon, HCL Foundations, 3M, TAICT, GRAAM, ABS, United Efforts, Erin Consultants, Tata Coffee, Pollinate Group participated in the panel discussion on topics of Corporate Strategy, Improving/Providing Education, Nutrition, and Women and Child Welfare, Role of Healthcare/Sustainability & ESG/Technology. Sri Sathya Sai Annapoorna Trust and Sri Sathya Sai University for Human Excellence represented the Nutrition and Education aspects at the conclave.

The special inaugural address was made by Mr. Ashwin Gowda – IRS Managing Director Karnataka, Skill Development Corporation and Ms. Uma Mahadevan – IAS Additional Chief Secretary (PR) Dept. of Rural Development and Panchayati Raj Govt. of Karnataka. They spoke of various initiatives taken by the Govt in training and skilling the students who are graduating and enabling them to be industry ready. Industries can be a part of this movement by providing their requirements in their respective fields. This skilled labour can be leveraged by various corporates that need industry-ready professionals.



He explained how a few like-minded individuals started providing morning nutrition in the year 2012 in 1 school in Bengaluru for 50 children. Today, Annapoorna Trust has grown and is now serving 1,200,000 children in more than 15,000 schools across the nation. The Trust started serving morning nutrition in the form of cooked breakfast and over the years, it has improvised itself and has come up with SaiSure multi-nutrient health mix, SaiSure Ragi variant as well.

SaiSure is an example of Annapoorna Trust adding value to the Ksheera Bhagya scheme of the Government of Karnataka, where the government provides milk to children, while Annapoorna Trust adds the nutritional element in the form of the health mix. In other states, other options such as SaiSure with milk powder, and SaiSure Ragi variant are being implemented.

The direct impact is on children's academics who come on time, are more punctual and can concentrate on their studies. Children need not wait or anticipate on empty stomachs till the mid-day meal is being served at around 12.30 p.m. in Govt schools. In terms of health parameters, improvement is observed in their BMI & haemoglobin levels. The government of Karnataka has recognised the "SaiSure" Multinutrient Health Mix as its flagship initiative in "combating malnutrition." During COVID times, High-level committee headed by Dr. Devi Shetty recommended SaiSure as a pre-emptive intervention for adults & children.

"Ask not what your country can do for you, ask what you can do for your country" is the famous quote of John. F. Kennedy. Corporate Social responsibility (CSR) is a mutual way for companies to benefit society while benefiting them in the process. It is the way to show the human face of the corporate businesses and is a thoughtful and practical way to give back to the society touching the lives of many thousands of children and their families, thus shaping New India.

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Read more at: <https://annapoorna.org.in/cii-karnataka-csr-conclave-2023-role-of-csr-in-shaping-new-india/>

CSR Summit and Awards 2023

14th March 2023



NEWSLETTER

Sri Sathya Sai Annapoorna Trust bagged two awards in the '7th Edition of CSR Summit and Awards 2023' held in Mumbai on 14th March 2023, in the categories namely, 'NGO of the Year' and 'Most Committed NGO.'

Apart from the two, 'NGO Leadership Award' was awarded to Sadguru Sri Madhusudan Sai.

The event organized by UBS Forums saw the participation of various leaders such as CEOs, COOs, Vice Presidents, Founders, Heads of CSR, and many others of eminent companies. Discussions were held on a range of topics, including CSR in today's times, the impact of CSR, the importance of implementing CSR, CSR emerging trends and challenges ahead, prioritizing CSR and sustainability, etc. Various NGOs and Corporates were felicitated for their contribution towards making a positive impact on humanity and nation-building.

Our National Manager of CSR Operations and Government Alliances, Mr. Ashish Bharadwaj, representing the Annapoorna Trust, was present at the event. Addressing the gathering, he briefed about the Trust's presence in 23 States and 4 Union Territories and serving more than 1,200,000 children across 15,000 schools. "The impact is multifold in terms of physical, mental, social, national, and spiritual," he said. He also highlighted that the immediate impact seen is the obvious improvement in the child's health profile and academics. This will go a long way toward nation-building through nutrition. If the government, corporates, and organizations work at the same pace toward the annihilation of hunger in the country, there would not be a single child going to school on an empty stomach.

Various CSR Heads and representatives from different organizations appreciated the Trust for the initiatives taken to improve the nutrition quotient among underprivileged children and adding value to the existing Nation Nutrition Mission spearheaded by the Government of India.



Morning Nutrition Launch in North Goa

20th March 2023



NEWSLETTER

Sri Sathya Sai Annapoorna Trust in collaboration with Geno Pharmaceuticals launched the Morning Nutrition programme in North Goa on 20th March 2023.

A total of 85 students from two schools, Government High School Shirodwadi – Mulgao and Government Primary School Shirodwadi – Mulgao, will receive Morning Nutrition every day.

The children of today are citizens of tomorrow. It is the fundamental right of every child to receive good nutrition, good healthcare, and good education. Annapoorna Morning Nutrition programme works at the grassroots level in the area of child nutrition, and the impact has been remarkable in terms of higher attendance, lower dropout rates, improved health parameters, a marked increase in academic performance, attentiveness, and many more.



The tripartite model of sarkāra (government), samāja (individual), and samsthā (organization) working together for the cause of combating 'hidden hunger' is bound to contribute positively to the welfare of the society. Geno Foundation, supported by Geno Pharmaceuticals, has signed a formal MoU with Annapoorna Trust and has come forward to provide nutritious oats cookies to the government school-going children of North Goa. It will be served to the 85 students on a daily basis. Plans are already on to expand to more schools in the upcoming academic year.

Ms. Pallavi Salgaocar – CA – Executive Director of Geno Pharma, Mr. Santosh Allath – National Manager of Annapoorna Trust, K V Rajeswara Rao – Annapoorna Trust volunteer, Goa region, and Mr. Venkateswara Rao Bandaru – Honorary Consultant of Annapoorna Trust, took an active part in the implementation of the project. Geno Foundation also supported the society by providing oxygen concentrators and medical equipments in Goa during the COVID pandemic. Annapoorna Trust thanks Geno Foundation for partnering in these initiatives and looks forward to the continued association in the days to come.



Kellogg's employees' and Sri City Foundation members'

visit to a school in Satyavedu mandal – 24th March 2023



Sri Sathya Sai Annapoorna Trust, in collaboration with Kellogg's has been providing Morning Nutrition to rural students of Andhra Pradesh and Karnataka since July 2022.

A total of 5,128 government school-going children from both states are benefited from this program under the "Feeding Programme for underprivileged children." The children are provided with both SaiSure Multi Nutrient Health mix as well as Kellogg's cereal with milk for 3 days a week each. Thus, the children receive rich Morning Nutrition on all 6 days of the week.

As part of the Employee Volunteering activity, Kellogg's employees and Sri City Foundation members visited MPUPS School in Cherivi village, Satyavedu Mandal, Andhra Pradesh. Mr. Surendra Kumar – Senior Manager, and Mr. Ramesh Kumar – Vice President of Sri City Foundation, were present.

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Read more at: <https://annapoorna.org.in/kelloggs-employees-and-sri-city-foundation-members-visit-to-a-school-in-satyavedu-mandal-24th-mar-2023/>



Sri City Foundation is a public charitable trust in Tirupati, Andhra Pradesh which endeavours to transform the living standards of the people in and around Sri City by ensuring education to all children, healthcare, sanitation, water supply, housing, and employment opportunities to all.

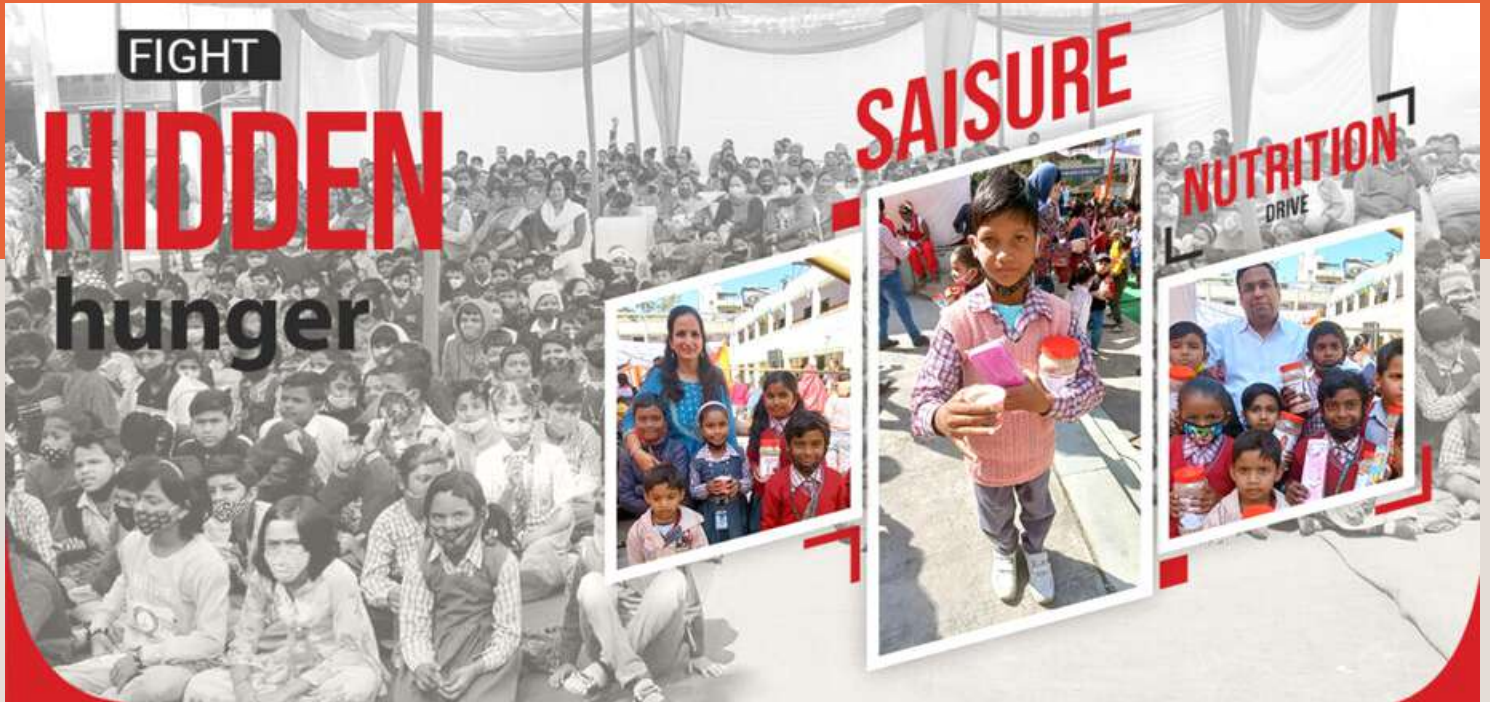
While addressing the gathering, Mr. Surendra Kumar spoke about how he, too, had studied in government school in the same vicinity, and there were no facilities or any companies nearby. He said that now Sri City will provide job opportunities to the children once they complete their studies.

Explaining that SaiSure Multi Nutrient Health mix and Kellogg's cereals are filled with micro and macro nutrients essential to make them healthy citizens, in turn helping them to study well, he urged them to consume it on all six days of the week. He concluded by thanking Annapoorna Trust for having come forward to serve the children in Satyavedu.

Smt. Bhargavi – Headmistress at MPUPS School – Cherivi, said that children used to come late to school and fell sick often. “It used to be a herculean task to get the children to attend school,” she remarked. She pointed out that after the commencement of the Morning Nutrition programme, the children are regular and are focusing on academics. She thanked Annapoorna Trust and Kellogg's company for this noble initiative. Activities like drawing and quiz competitions was organized, and to motivate the children, the winners were given various prizes like sketch pens, pens, pencils, erasers, etc., and all the children were also given dairy milk chocolates, much to their delight!

Mr. Shekar Bhosale – Plant Head, Mr. Hari Jayabalan – HR Lead, Mr. Suresh Babu – EHS Lead, Mr. Sudheer Padala – Quality Lead, and Mr. Rajendra Naik – Engineering Assistant Manager, Ms. Usha Ravilla – Quality Assistant Manager, Mr. Poluru Penchal – Associate Engineering, Ms. Ruthrapriya – Associate Admin, Mr. Mani Bhuvaneshwari – EHS team, and Mr. Sasikumar – Production team of Kellogg's were present. The Plant Head at Kellogg's, Mr. Shekar Bhosale, said, “During my school days, A P J Abdul Kalam was my role model. We all know he grew up under difficult conditions and faced numerous trials during his childhood. His father was also a boat owner. He went on to become President of India despite all the challenges. So, any sort of conditions or circumstances should not be a hindrance for us to come up in life. We need to have passion and aim to achieve remarkable things in life. Children need to work hard. From Kellogg's, we are providing nutritious food and will take care of all your needs at the school. Do go to school regularly.”

Importance of SaiSure Multi Nutrient Health Mix



Malnutrition is one of India's greatest human development challenges. It is home to a very large number of malnourished children.

Its impact on health, education, and economic productivity is a concern for the country's prospects of economic growth.

Sri Sathya Sai Annapoorna Trust has been working towards eradicating hunger and malnutrition in children. Over 1,200,000 school-going children in 24 States and 4 Union Territories of India are served Morning Nutrition. SaiSure is a Multi Nutrient Supplement Programme, launched in February 2019, designed to cater to the demands of vital macronutrients and micronutrients of a healthy individual. It is a malt-based composition for pregnant women, toddlers, preschool, and school children formulated to meet the protein, vitamin, and mineral requirements and designed to meet 50% of the recommended daily allowance (RDA) of most of the Micro-Nutrients.

The Trust has been addressing SAM and MAM (Severe and Moderately Acute) children, for whom SaiSure has proved to be a boon. It is a wholesome, free-of-cost, simple, scalable solution to bridge the nutrition gaps and meet the needs of combating malnutrition. The impact of SaiSure on children is remarkable. Besides improved health parameters, it has shown a reduction in the drop-out rate of children and an increase in punctuality and attendance, resulting in better academic performance. If a child is well fed, it is well nourished, which has a ripple effect leading to better health and hence better education. Better education leads to a better life and, thereby, a better nation.

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With current multi-nutrient supplements available in the market beyond the reach of the economically weaker sections, SaiSure significantly focuses on individual and community-level initiatives to ensure all individuals have access to nutritious food options. SaiSure is available in vanilla and chocolate flavours. The children relish the taste of SaiSure, and it has received positive feedback from teachers, cooks, and the children. SaiSure is an example of Annapoorna Trust adding value to the milk scheme at Government schools where the government provides milk to children, while Annapoorna Trust adds the nutritional element in the form of the health mix.

The opening of the Multi Nutrition supplement manufacturing facility – SaiSure Nutritions LLP, on 14th January 2023 in Sathya Sai Grama, Muddenahalli, is a very important intervention in these lines. This is a 6-floor state-of-the-art facility with modern equipment to deliver quality product efficiently at a low cost. It can produce nearly 750 tonnes per month which can address the needs of close to 5 million beneficiaries.

Recently, a new variant called SaiSure Ragi variant has been introduced by Annapoorna Trust, which is being provided to school-going children in the states of Telangana, Maharashtra, and Tamil Nadu.

STATE	TOTAL STRENGTH	SCHOOL COUNT	SAISURE MICRONUTRIENT HEALTHMIX	SAISURE MILLET HEALTHMIX	COOKED BREAKFAST	BASIC FOODS (COOKIES/SNACKS)
Telangana	656,139	8,681	260	640748	9461	5670
Karnataka	483,379	5,571	479601		1233	2545
Puducherry (UT)	28,578	154	28578			
TamilNadu	10,240	132	112	3847	1381	4900
Uttarakhand	7,735	130	7735			
Uttar Pradesh	5,097	48	3897	1200		
Mizoram	4,000	113	4000			
Tripura	3,000	1	3000			
Maharashtra	2,694	22	373	2000		321
Andhra Pradesh	2,619	33				2619
Jharkhand	2,489	16	2489			
Himachal Pradesh	1,429	15	1429			
Haryana	1,288	1	1288			
Coa	1,161	64	1076			85
Sikkim	536	22	536			
Kerala	120	1			120	
Chattisgarh	60	1	60			
West Bengal	50	1			50	
Odisha	26	1			26	
Total	1,210,640	15,007	534,434	647,795	12,271	16,140

Ragi, a simple and humble finger millet is a superfood which encompasses all the essential macronutrients such as carbohydrates, fibres, fats, and proteins, along with micronutrients like vitamins and minerals. A rich source of calcium and high on B complex vitamins, it is an excellent source of nutrition for growing children.

Proper nutrition for growing children is the need of the hour. The more these kinds of initiatives are taken, the better will result in the child's health and overall development. These children are the future torchbearers of our nation. Annapoorna Trust will continue to play a leading part in providing quality Morning Nutrition to reach the end goal of creating a nourished society!



The first consignment of SaiSure

Millet Health mix packaging at SaiSure Nutraceutical

Facility at Muddenahalli – Mar 2023



The formal inauguration of the state-of-the-art “SaiSure Nutraceutical Facility” by Sadguru Sri Madhusudan Sai was held on 14th January 2023.

The trustees of the SaiSure plant, employees, consultants, vendors of machinery, systems, etc., took a keen interest in making sure the plant was ready for production without any hassles. Planning happened at a brisk pace for the facility to be ready for SaiSure multi-nutrient health mix to be served at government schools in various states & union territories.

In the first week of March, 35 tonnes of the SaiSure Ragi variant were produced at Annapoorna Trust's own SaiSure manufacturing nutraceutical facility. This is the first batch of the SaiSure Ragi variant manufactured in the facility. Stickers for the packed SaiSure Ragi variant pouch were done with much enthusiasm by all the ashram residents. The packed health mix reached nearly 2,40,000 children across 5 districts of Telangana.

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SaiSure Ragi variant is known to be a rich source of calcium, iron, fibre, high protein, potassium, and Vit C, Vit E, and B-complex vitamins. Easy to prepare and tasty to drink, this health mix has received positive feedback from teachers, cooks, and children and is considered one of the best foods for growing children.

Details of supplies sent to government schools in different districts of Telangana state for the months of March and April 2023:

District	No. of children	No. of schools	Supplies (total quantity in kgs)
Yadadri Bhongir	19,518	278	3,518
Jangaon	31,228	508	5,330
Nagar Kurnool	13,150	137	4,840
Jayashankar Bhupalpally	24,691	553	3,323
Rangareddy	1,50,901	1309	16,600
Total	239,488	2,785	33,611

With this, we march on our mission “To nurture school-going children in rural India and disadvantaged sections of society with morning nutrition while also catering to their emotional and spiritual needs.”

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Testimonials from

Education Department Officials – Telangana



I express my heartfelt thanks to Sri Sathya Sai Annapoorna Trust, Muddenahalli, for satisfying the hunger of our school students by providing nutritious health drink in the morning at school. As a result of this, the children come to school regularly.

Our school staff and children owe a lot to Sadguru Madhusudan Sai. Sadguru Madhusudan Sai, the Divine equivalent, has identified the problem of hunger in underprivileged children. He has a very big heart to feed all the children of government schools in the state, undertaking a lot of expense and effort. May His blessings be upon our children.

Smt. Gayatri
MEO
Laxmipur ZHPS HM

Testimonials from

Education Department Officials – Telangana



Rendering service to poverty-stricken school-going children is a boon to me. I accompanied Sri Boinpally Vinod Kumar – Vice Chairman Planning Board of Telangana, to the discussions with Sadguru Madhusudan

Sai for Annapoorna Trust activities to happen in every nook and corner of Telangana. Fully confident of improved health standards of the children in the survey to be conducted by the NITI AAYOG (National Institute for Transforming India) next year, Sadguru gave word that He would be delighted to see happiness in the faces of children by then.

What started in Sircilla with just one hundred students, this programme has extended to 35,000 students in Karimnagar, 30,000 in Peddapally, and 15,000 in Jagtial, due to the initiatives taken by Sri Vinod Kumar. There has been a remarkable improvement in haemoglobin levels among the students. To address the 'hidden hunger' in children, the requirement for micronutrients is met by providing the SaiSure Ragi variant in government schools. This programme is held in high esteem in the eyes of the government. Sri Sathya Sai Annapoorna Trust's Morning Nutrition programme will undoubtedly bring about a remarkable change in nurturing the hapless, downtrodden hunger-stricken kids.

I pray to Sadguru Madhusudan Sai to extend this philanthropic service to all the government schools in Telangana in a phased manner. Service to man is service to God.

Sri Kannam Ramesh
Nodal officer, Karim Nagar district

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Testimonials from

Education Department Officials – Telangana



Annapoorna Trust, with the assistance of school headmasters, is supplying stocks of SaiSure Ragi from a distance of nearly 1000 kilometres far from here, from Chikkaballapur.

Upon learning about the Nutrition programme and assessing the state of the schools, the district collector responded positively for execution and expressed appreciation for the plan. The collector also agreed to donate 300 rupees per month and acknowledged the potential for the cooking agencies to be put to work.

I extend my heartfelt gratitude to the members of the Annapoorna Trust and the collector. A group of 4-5 trust representatives approached us and expressed their intention to provide food for the students in our remote village. We appreciate the Trust's initiative and the efforts of the people involved.

**ASHOK GUPTHA,
DEO, KUMARAM BHEEM ASIFABAD**

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Testimonials from

Education Department Officials – Telangana

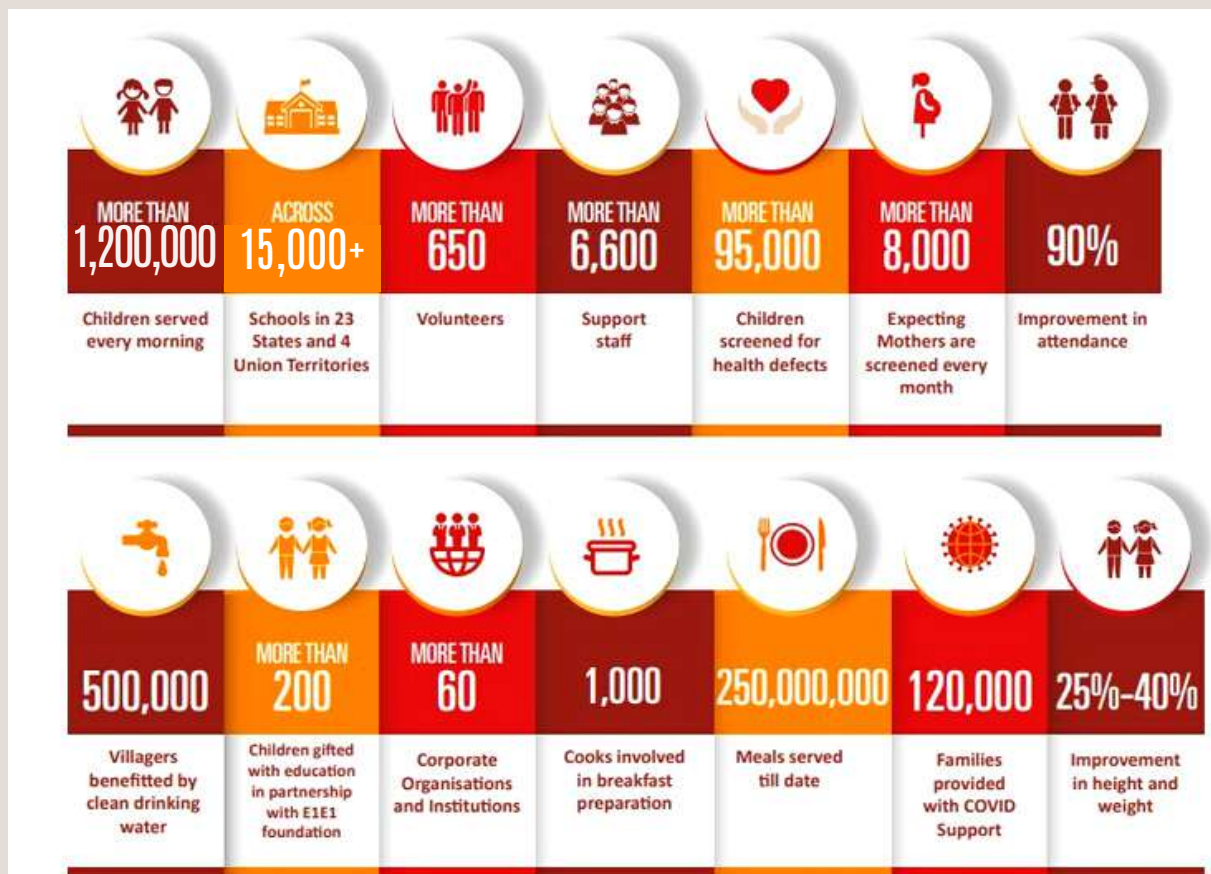


A Annapoorna Trust has recognized that the food currently provided to students is inadequate, and has taken the initiative to offer nutritious meals.

Their primary concern is the health and well-being of the students, and individuals like Sadguru Sri Madhusudan Sai are generously funding these efforts instead of requesting payment from us. This organization is dedicated to improving health and education, and understands that good health is essential for academic success and overall life achievement.

Dr. B. Jaganmohan Reddy
DEO, Jagtial

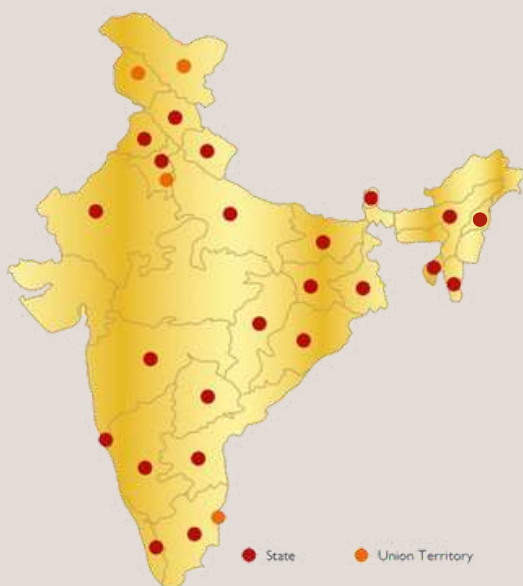
A QUICK OVERVIEW



ANNAPOORNA FOOTPRINT

INDIA

23 STATES, 4 UNION TERRITORIES



State	Children	Schools
KARNATAKA	4,83,379	5761
ANDHRA PRADESH	3,22,917	4331
TELANGANA	2,86,475	4070
PUDUCHERRY (UT)	28,578	267
RAJASTHAN	25,000	200
TAMILNADU	9,274	114
UTTARAKHAND	7,735	130
MIZORAM	4,000	113
UTTAR PRADESH	3,897	40
DELHI (UT)	3,286	9
TRIPURA	3,000	24
NAGALAND	2,624	72
JHARKHAND	2,489	16
BIHAR	2,000	11
HIMACHAL PRADESH	1,429	15
HARYANA	1,288	9
GOA	1,076	62
PUNJAB	1,018	9
WEST BENGAL	1,000	10
CHATTISGARH	1,000	5
LADAKH (UT)	1,000	10
MAHARASHTRA	974	12
SIKKIM	536	22
J&K (UT)	343	6
ASSAM	200	10
KERALA	120	1
ODISHA	26	1
Grand Total	11,94,864	16,330

OVERSEAS



AS OF FEBRUARY 2023



Let
NO
CHILD
GO TO
SCHOOL
HUNGRY EVER!



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