



ANNAPOORNA

The Gift Of Nutrition

November 2018
Edition

Corporate Initiatives For Developing Rural India

Annapoorna conducted a Corporate Social Responsibility (CSR) Event jointly with Indian Electronics and Semi-Conductor Association (IESA) to bring together Corporates, Non-Governmental Organisations (NGO) and the Government on a common platform focused on rural transformation and uplift. The motivation driving this first of its kind CSR Event was to form a consortium of like-minded organisations that can collectively channel their CSR efforts to promote holistic development of rural communities.



The event brought together three key sets of organisations:

- (i) NGOs whose volunteers are active in the field, working on rural transformation
- (ii) Companies who have to meet the CSR mandate of Nation building
- (iii) Representatives from the Karnataka State Government.

The NGOs shared results from their rural projects in various sectors such as Nutrition, Education, and Healthcare, while the Corporate speakers described specific CSR rural projects utilising their technology and knowledge base. The Event was honoured by the presence of Dr Shalini Rajneesh, Principal Secretary for Primary and Secondary Education, Karnataka State. She emphasized the importance of the collaborative platform of “Government + NGO + Corporate” to achieve the required impact in rural development. Over 40 organisations, including prominent technology companies were represented at this inaugural CSR Event.

Class Tenth Students Love for Annapoorna Breakfast Children



Chikkaballapur, Karnataka

The students of Class Tenth CBSE belonging to the Sri Sathya Sai Vidya Kendra in Muddenahalli displayed their magnanimity by showering their Love on needy school children in the neighboring village in the form of goodies.

Annapoorna serves daily breakfast to the Government High School in Nandi village, situated at the Foothills of the famous Nandi Hills. Using this opportunity, the above mentioned students unanimously decided to save their pocket money by cutting down on some expenses, in order to contribute to a selfless cause. Using the money pooled by them, the students bought books, pens and chocolates for all the school children studying at the Government Village in Nandi Village.

Selfless In Spite of Being Needy



Noida, Uttar Pradesh

Annapoorna serves breakfast to the needy school children of the Government School in Hoshiarpur in Sector 51 of Noida.

What is heartening about these children is that although they are from a financially poor background, they do not lack in the qualities of sharing and selflessness!

During an interactive session with the school children, the Annapoorna volunteers and school teachers were pleasantly surprised to note how the children had planned to serve the society in various ways when they grow up to be adults.

Most of the children had selfless reasons to choose a certain profession or qualification that they showed interest towards. In addition, other accounts of selflessness displayed by various children in their daily life were shared in the class, thereby encouraging them and praising them for their selfless attitude.



Sunil Gavaskar
Former Indian Cricketer

Sairam!!

Legendary Cricketer Sri Sunil Gavaskar Bats for Annapoorna Breakfast Programm

Legendary, Former Indian Cricketer and recipient of Indian Civilian Honours of Padma Shri and Padma Bhushan, Sri Sunil Gavaskar supports the cause of Building the Nation through Nutrition.

In a video, Sri Gavaskar has extended his encouragement for Annapoorna's Flagship Breakfast Programme that plans to extend its reach to 500,000 children by March 2019!