



ANNUAL REPORT

2019-20

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

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.



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

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SADGURU SRI MADHUSUDAN SAI

FOUNDER & TRUSTEE,
SRI SATHYA SAI ANNAPOORNA TRUST



ABOUT

SADGURU SRI MADHUSUDAN SAI

Sri Madhusudan Sai is leading the mission of spirituality and service at Sathya Sai Grama, that was started by a set of dedicated volunteers under the direct guidance of Sri Sathya Sai Baba, almost four decades ago.

Walking in the footsteps of Baba, Sri Madhusudan Sai is furthering Baba's mission by establishing various humanitarian service projects across 30 countries apart from several institutions of public service in the field of nutrition, education and healthcare in India, all free of charges to the needy. Several spiritual centres across the globe now guide humanity on the path of oneness, towards the highest Advaitic realisation of one supreme truth, one united world and one global family.

Three super specialty paediatric cardiac care hospitals, 23 values-based educational campuses in South India, including a university, and a morning nutrition programme which nourishes over 500,000 school-going children every single day, have been established to offer services absolutely free of cost to children from needy and impoverished backgrounds. Over 100,000 little hearts have been mended at the temples of healing and 5,000 rural children have been empowered with values-based integral education at the temples of learning, and 10 Centres of Human Development in 10 countries have been established to carry out spiritual and service activities across the world, all deeply rooted in Baba's teaching, Love All Serve All.

Baba who is well-known as a humanitarian to the world, a philanthropist to agnostics, a spiritual Guru to millions, and revered by many as a divine soul from India, established a spiritual universe and put it on the world's consciousness. His life's work, especially for the underprivileged through His initiatives across education, healthcare, drinking water, nutrition and rural development has benefited millions across the world. Baba constantly reminded everyone that service to others will ultimately help them inch closer to their true divine selves. Though He shed His mortal coil in April 2011, He continues this glorious mission of awakening the Divinity latent in all of mankind, through the instrumentation of Sri Madhusudan Sai. The magnitude of the service projects executed is expanding at an inexorable pace.

OPENING NOTES

FROM OUR FOUNDER

Indian mythology says that Mother Parvathi, at the sacred city of Kashi on the banks of Ganges, fed a hungry mendicant Lord Shiva, and thus She came to be known as Mother Annapoorna, the one who appeases hunger.

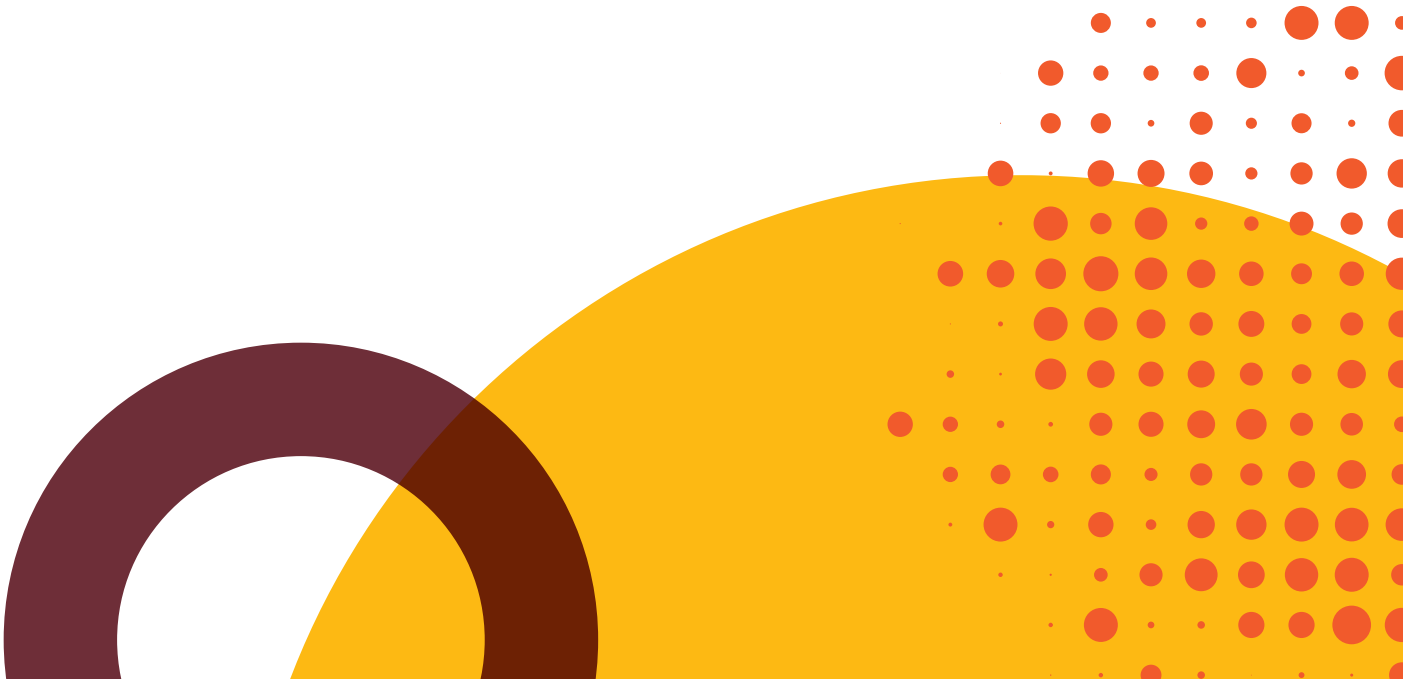
Indian culture believes that every being is nothing but the divine manifest in human form, and therefore the adage - 'Jeeva Seva is Shiva Seva' - service to every being is service to the supreme divinity residing in all. With Sri Sathya Sai Annapoorna breakfast program, every empty stomach fed with morning nutrition is the divine being fed and every pair of hands, be it that of thousands of teachers or hundreds of volunteers or tens of office bearers, are indeed the hands of Mother Annapoorna, who holds a vessel full of food in one hand and a serving spoon in another.

The bygone year was an unusual one which witnessed an unprecedented global pandemic that gripped the whole humanity wrecking livelihoods, destroying economies and depriving masses of their basic needs. And like every other social issue, children were the most vulnerable of the lot. Lock downs caused closure of schools denying the morning meal that the students joyfully received through Annapoorna. These unprecedented times needed extraordinary measures and so the Annapoorna Trust reinvented itself to ensure that if children did not come to have breakfast at their schools, breakfast should reach the children at their homes. With this aim, team Annapoorna, reached out to the school teachers and through them to the most needy school children. Dry ration kits were provided to thousands of families across the country. From 'Let no child go to school hungry ever', the new mission of Annapoorna during the pandemic year of 2020-21 became - 'Let no child at home be hungry'.

With a vaccine in place and schools now beginning to resume, Annapoorna is all geared up to expand its services to embrace many more children across new states in the country. With a new nutraceutical facility underway for the production of the nutrition mix - 'SaiSure' - at Muddenahalli, Karnataka, to enable faster manufacturing and wider distribution, Annapoorna is all set to reach out to over 1.5 million children this year from 500,000 in the previous year.

The National Education Policy 2020 envisages providing breakfast to all primary school children under Mission Poshan 2.0, a daunting task considering India is home to the largest number of young children. And we are here to lend our shoulder to further this noble cause. The '3S' model of Sarkara - Government, Sanstha - Service institutions, and Samaja - Society at large, shall remain our mantra for successful implementation of Annapoorna services for all times to come.

As we look back at our journey from mere 50 children in 2012, in a remote slum at the outskirts of Bangalore to 500,000 children across 17 states and 3 UTs in 2020, we are overwhelmed and grateful to the innumerable tiny tummies who provided us with the opportunity to fill them with nutritious food, the passionate teachers and cooks who worked over time by coming before school hours to join us every morning, the volunteers who selflessly dedicated their time and efforts to reach the ingredients to the respective schools on time...every time, the government administration of several states who encouraged the initiatives through their active support and participation making operations smooth and seamless, the numerous health care professionals who followed up on the progress and well-being of the children, the various corporate partners, institutions and individuals who provided us the needed resources humbly and willingly, and to all the members of the Sri Sathya Sai Annapoorna Trust who would not rest until no child goes to school hungry, ever!



MESSAGE FROM THE CHAIRMAN'S DESK



Mr. Sampath, the Chairman of the Trust, is a retired Indian Government official from the Indira Gandhi Centre for Atomic Research (IGCAR). An extremely enthusiastic and down-to-earth person, he is fully involved in running the everyday affairs of the Annapoorna Trust. Additionally, he is also the current Chairman of the Vanatantra Beauty Essentials Pvt. Ltd. In the past, he has also served as the President of the Cooperative Society, Kalpakkam, under the Govt. of Tamil Nadu for 5 years. He has been involved with the Sri Sathya Sai Organization in various service activities for over 30 years.

Dear Annapoorna Patron,

I hope you are all safe and in good health.

India is still home to the largest number of children with moderate or severe malnutrition. The numbers are sobering: Of the 150 million stunted children in the world, a third of it, about 46 million, are in India. Half of the 50 million wasted children in the world are in India. Stunting means low height. Wasting means low weight. Both are measured with reference to the age of the child. Malnutrition expresses itself through these visible symptoms. It also shows in women as iron deficiency anemia, especially among pregnant women.

The POSHAN Abhiyaan continues to work towards this daunting challenge of alleviating malnutrition amongst children, pregnant women, and lactating mothers. However, the ongoing Corona pandemic has set the development back several notches, against the government goals of ending hunger and malnutrition. In some regions, natural calamities such as cyclones added to the challenges.

The first 1,000 days of a child's life is very critical when administering nutrition. SaiSure - Annapoorna's nutritious and delicious health mix of choice - has been playing a vital role by providing this vital nutritional intervention to over 3 lakh children across the rural hinterlands of India.

Over the years, we have developed SaiSure for pregnant women, infants and toddlers as well, in collaboration with other like-minded trusts. These efforts were further complimented when the government and the corporate CSR teams joined hands to make it work. Indeed, the 3S Model - the combination of "Samaja", "Sarkara" and "Samstha" (Society/Government/Institution) is working beautifully at Annapoorna, where we believe the impact can be achieved with scale. While we have several cases of wonderful execution at various geographies across India, the whole game is upped by taking those superlative cases and scaling them significantly across vast swaths of regions across various states. In this lies our ability to deliver quantum impact of hunger alleviation across the country.

The current COVID situation has led to increasing the scope of Annapoorna work from beyond just providing breakfast to the child, to ensuring the whole family of the child is taken care of, especially in those cases where the family was unable to access the government-provided relief materials for various technical reasons. Annapoorna volunteers across the regions have done yeoman service by identifying needy families and delivered a whole month's ration to the families continuously till their situation stabilised. Several wonderful and heart-touching were witnessed, and I personally see these Annapoorna volunteers as true "COVID Warriors".

Finally, I thank you all for your continuous support and encouragement as we together work towards ending hunger and malnutrition. We look forward to returning to safer times, when the schools can open and enable us to continue our mission towards letting no child go to school hungry ever. Till then, stay staff, take care and enjoy your holidays!

Sri Sampath N,
Chairman, Board of Trustees
Sri Sathya Sai Annapoorna Trust
Bangalore
December 2020

LETTER FROM THE SECRETARY'S DESK



Mr. Anand Kumar Kadali is a Trustee & Secretary of the Sri Sathya Sai Annapoorna Trust. A certified independent director and experienced professional in the software industry, he has, in the past, worked for global companies such as Hewlett Packard Enterprise, HCL, and Dimension Data. After serving the Software industry for 15 years, he choose to bid adieu to his professional corporate life to pursue full time his passion for community service. At Annapoorna, he has been a key driver connecting the objectives of the Corporate Social Responsibilities of organizations and mapping the same to the healthcare, nutrition, educare and sanitation needs of the rural poor.

Dear Friends,

Warm Greetings

I hope this communication of mine finds you and your family in good health and cheer. I am pleased to share my retrospection, and update you on our new emerging collaborations as we aim to increase the beneficiary rural school going children of Annapoorna, manifold. As you may know, in July 2012, a few of us had identified a needy village, about 20 km from my home in Bangalore, and started serving breakfast to about 50 school-going children in that village. We did this every single morning before going to our respective offices with unstinted support from our families. Our intent was to invest in our children who are the future of the nation. Encouraged by the response from the beneficiary children, villagers and volunteers, we began to add more and more schools for serving breakfast, and called it the "Annapoorna Breakfast Programme".

With growing scale and complexity, the Sri Sathya Sai Annapoorna Trust was incorporated in November 2015 to oversee the governance and operations of this ever expanding activity, with the sole objective of rural uplift and transformation across the rural hinterlands. Today, Annapoorna serves free daily morning nutrition to over 500,000 children across 17 states and 3 union territories. This service is largely offered at over 6000+ government schools in rural areas. The 600+ volunteers, come from various professional backgrounds, and include IT professionals, nutritionists, scientists, doctors etc.

The more we do, we realise that much more needs to be done. So, Annapoorna Breakfast Program is now aiming to reach out to 1 Million children in the next two years' time, with the support from various governments. Annapoorna's efforts have begun to show tangible results. Attendance and enrolments in these schools have shown improvement. Teachers tell us that their children are now more punctual than before, with most of them found already waiting in the school, by the time they arrive. The spill-over effect of this program goes beyond eradication of hunger to higher levels of concentration resulting in better academic performance among the children. Considering the nutritional value of the scheme, it's no surprise that the health profile of the children has improved as evident in the clinical tests conducted before and after the program over a period.

The current COVID situation has led to increasing the scope of Annapoorna work from beyond just providing breakfast to the child to ensuring the whole family of the child is taken care of, especially in those cases where the family was unable to access the government- provided relief materials for various technical reasons. Annapoorna volunteers across the regions have done yeoman service by identifying needy families and delivered a whole month's ration to the families continuously till their situation stabilised. Several wonderful and heart-touching incidents were witnessed, and I'm truly humbled to see these Annapoorna volunteers as true "COVID Warriors". Till date, over 100,000 families have been provided the COVID relief kits.

We invite you to be a part of this mission, in whatever way you can. Let's join hands together and serve more and more rural school going children across our country.

With Best Wishes,

Anand K Kadali

Secretary and Trustee

Sri Sathya Sai Annapoorna Trust

30th March 2021

OTHER MANAGING TRUSTEES



DR. NARAYANA MURTHY

Dr. Narayana Murthy, a Trustee of the Sri Sathya Sai Annapoorna Trust, is a reputed anaesthetist who has worked in reputed hospitals in Bengaluru including the Sri Sathya Sai Institute of Higher Medical Sciences (SSSIHMS) and St. Philomena's hospital for 27 years. In the past, he has worked as a specialist anaesthetist for a year for the Ministry of Health, Govt. of Islamic Republic of Iran. He is a certified accupuncturist from Beijing University, China. Currently, in addition to ensuring a scientific basis for the launch and impact of nutrition programs for school-going children, he is associated with the rural Govt. school health program and nutrition of rural 'Mother and Child' health program, under the auspices of the Sri Sathya Sai Annapoorna Trust.

Mr. Jayaprakash Tallam, a Trustee of the Sri Sathya Sai Annapoorna Trust, is a successful and well-known distributor for over twenty five years. His distribution business has been associated with a number of world-class brands, and for many years in a row, he has been the top-ranking distributor for associated brands throughout the country.

He has received several recognitions for his sales and marketing skills at the state and national level. He has been associated with the Annapoorna Breakfast program from its inception and has enormously contributed to its growth. At Annapoorna, he is actively involved with the procurement, distribution, and delivery logistics of the SaiSure multinutrient health mix and ingredients for the entire solid breakfast program.



MR. JAYAPRAKASH TALLAM

Mr. Prabhakar Gupta, a Trustee of the Sri Sathya Sai Annapoorna Trust, is a business entrepreneur in food grains. His distribution business has been associated with the export of high quality grains to many countries outside India. He has been associated with the Annapoorna Breakfast program from its inception and has enormously contributed to its growth. At Annapoorna, he is actively involved with the procurement, distribution, and delivery logistics of the SaiSure multinutrient health mix and ingredients for the entire solid breakfast program.



MR. M PRABHAKAR GUPTA



Sai Prasad Ivaturi, a Trustee and Treasurer of the Sri Sathya Sai Annapoorna Trust, is a experienced thought leader who has served in large corporates such as GE, Genpact, Sony, Cisco and HP. With more than 2 decades of core technical expertise in the area of Analytics-driven business insights, he has experience in all key aspects of managing a large organization such as Finance, Marketing, Strategy, Operations, & Category while managing P&L of a firm. He has delivered sustained organizational growth in dynamic environments, driving organizational change, business transformations, scaling up operations, customer experiences, simplifying complexities, managing key business stakeholders, and achieving critical strategic goals.

Sai Prasad has over 25 years of voluntary experience working with communities and children, both in India and abroad, aligned to organizations such as Sri Sathya Sai Seva Organisations and Sri Sathya Sai Annapoorna Trust.

MR. SAI PRASAD IVATURI

VISION

Gramodharana, Gramaparivartan
(Rural Uplift, Rural Transformation)

MISSION

To invest in the rural and the needy through “Anna” (nutrition), “Akshara” (education), and “Arogya” (Health), leading to transformation of the children, parents, community and volunteers.

VALUES

1. **Team work:** With Love, Humility, Compassion, Commitment
2. **Discipline:** Process, Accountability, Measurement, Impact, Outcomes
3. **Transformation:** Through selfless service to humanity

OBJECTIVES

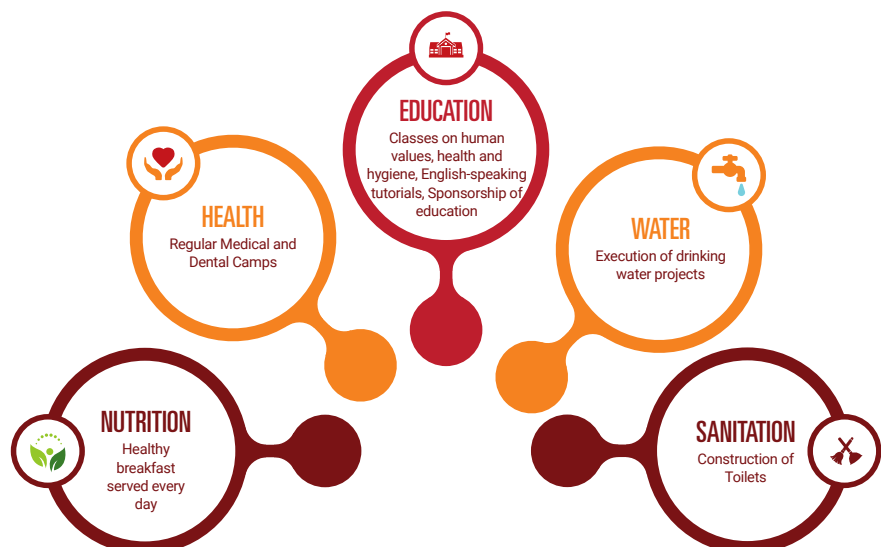
1. To ensure that no child goes to school hungry ever
2. To provide holistic healthcare interventions for the needy
3. To provide supplementary educational services to children and teachers
4. To network with individuals, institutions and industries
5. To provide volunteering opportunities to people for self-transformation

ESSENCE OF ANNAPOORNA

Healthy development is the basic right of every child, both physically and mentally, but not every child in India enjoys this right. In 2017, the global hunger index report, ranked India 100 out of 118 countries indicating a very grave concern. The 2019 global hunger index Report further brought down India's ranking to 103 out of 119 countries. This definitely has been alarming and needed immediate attention. Also over the last decade, child stunting, which is described as an under development of a child due to lack of nutrition, poor health and repeated infections has reduced at a rate of about only 1% per year, being the slowest decline .

THERE ARE MULTIPLE REASONS FOR THIS :

- ◆ Most of the pregnant and lactating mothers lack nutrition, since they belong to poor, tribal families where they work as daily-wage labourers with a hand-to mouth existence.
- ◆ When a child is born, the child receives limited breastfeeding, during the first six months. The mother has very limited diets and thus the infant does not get the required vitamins and minerals.
- ◆ The infants are fed water which is not clean leading to diarrhea and other infections thereby limiting absorption of nutrients.



Statistics also indicate that in India, 44% of children under the age of five are underweight and approximately 72% of children have anemia.

It is also predicted that one out of every three children of the age of five will be stunted by 2022 according to the current trend analyzed by India's food and nutrition security reports. They also indicate that 31.4% Indian children will be stunted, which means they will not be able to grow and develop properly and will lack cognitive skills.

Many of our school going children have no access to balanced and nutritious food. The Global Nutrition Report 2016 also promulgated that nearly 70% of school going children are undernourished. The key reason for child undernutrition is economic inequality. Many children hail from poor and displaced tribal families that have a hand-to-mouth existence and come hungry to school. Despite state Governments introducing schemes such as a midday meal to address this problem, a lot still needs to be done.

This window of opportunity to save our children from stunting and chronic malnutrition especially in the rural and under privileged centers in the nation, led us to Sri Sathya Sai Annapoorna Trust, to provide free morning nutritious meal to the school going children with a vision aptly resonated by '*Let no child go to school hungry, ever!*'. Breakfast, as research has shown, has a lasting effect on the health of children and aids in their physical and mental well-being, academic achievement and cognitive development.

This nutrition is provided to school going children in the form of a cooked breakfast, milk, and banana, or nutritious cookies or balanced health supplement mixed with milk (details of the health supplement mix mentioned





in the section below. This alleviates hunger, increases attention span, and improves the academic and health profiles of the children. The breakfast menus are prepared under the guidance of expert nutritionists' panel and are designed to meet the calorie requirements of growing children.

The high cost of many nutrient-dense foods in populations most at risk of under nutrition is a major barrier to resolving under nutrition and warrants urgent policy attention. A key objective of pro-equity, nutrition-sensitive food policies should be to improve the affordability of nutrient-rich foods, both economy-wide and for the poorest households.

Also according to the Food and Nutrition Security Analysis 2019 report, fortification, diversification and supplementation may be used as simultaneous strategies to address micro and macro nutrient deficiencies.

Considering these aspects, the Trust has formulated a health supplement mix (called SaiSure) which has been designed to specifically meet the protein, calorie, vitamin and mineral requirements, as well as micro nutrients required for a growing children. The tasty and highly nutritious SaiSure health mix augments the milk provided by the government in the schools (part of their mid-day meals) and thereby makes it a wholesome meal for the children. This product is certified by the FSSAI and is manufactured in a FDA-approved facility. This product is easily consumed by simply mixing it in milk and also easily transportable to remote geographies. It doesn't require expensive means of storage, and thus, is conveniently and economically scalable. It is extremely cost-effective and the cost per student per day is just INR 1.50 as compared to other commercially available health mixes.

At the core of Annapoorna's menu design is nutritional compliance to ensure that the required RDA (recommended Dietary Allowance) is adhered to.

WHAT'S UNIQUE

ABOUT US

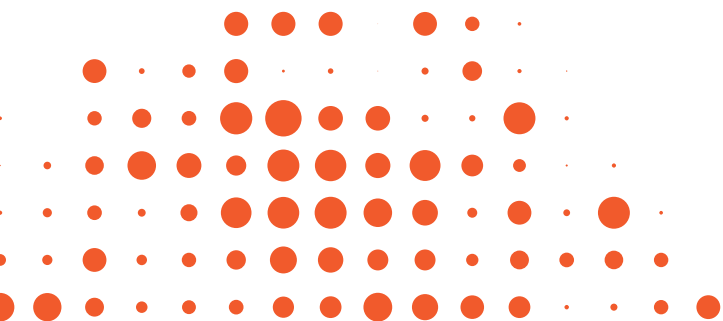
Our greatest strength is our volunteers. From identifying needy schools and centres, to negotiating the best compensation for vendors and working tirelessly to reach a nourishing breakfast to children on time, they lead the way. Comprising of men and women across professions and age groups, our volunteers are united in their passion to participate in the cause of nation-building. We have a decentralised model of operations, where 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.





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.

ORGANISATION STRUCTURE

KEY FUNCTIONS AT ANNAPOORNA

RELATIONSHIP MGMT

REGIONAL MGMT

OPERATIONS

COMMUNICATIONS

DATA ANALYSIS

EDUCATION

FINANCE

HUMAN RESOURCE

INTERNSHIP

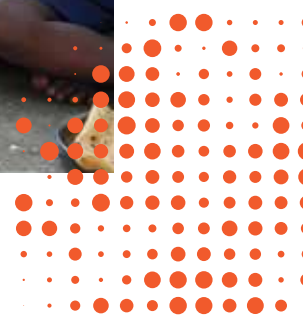
	NAME	FUNCTION
NATIONAL MANAGER	SANTHOSH ALLATH	
REGIONAL MANAGERS	CHOCKALINGAM S N	TAMIL NADU
	RAMA MURTHY MANCHALA	TELANGANA
	SURENDRA BABU KANDALAM	ANDHRA PRADESH
	CHANDAN KUMAR	BIHAR
FINANCE	SAI PRASAD IVATURI	CHIEF FINANCIAL OFFICER
	AMRITA IVATURI	ACCOUNTS OFFICER, PAYMENTS SECTION
	PADMA RADHIKA	DONOR RELATIONS, CHIKKABALLAPUR
	SUBHASINI	DATA ANALYST
	KIRAN KUMAR G	GENERAL ACCOUNTANT
CSR & GOVERNMENT ALLIANCES	ANAND KUMAR KADALI	CSR & GOVERNMENT ALLIANCES HEAD
	VIVEK KUMAR	CORPORATE RELATIONS MANAGER
	MONISHA RANJAN	CORPORATE RELATIONS MANAGER
	SHIPRA CHADDHA	CLIENT RELATIONSHIP MANAGER
	PUSHKAR RAGHAVAN	CORPORATE RELATIONS
	SUSHANTH KARANTH	CORPORATE RELATIONS
	GAURAV BHARADWAJ	CORPORATE RELATIONS
	SUNIL T G	CORPORATE RELATIONS
	ASHISH BHARDWAJ	CORPORATE RELATIONS
	B S SAI BHASKAR	RELATIONSHIP MANAGER
	PRASHANTH MURTHY	RELATIONSHIP MANAGER
GLOBAL ALLIANCES	GAYATRI SUNDAR	GLOBAL ALLIANCES HEAD
	SWETHA DONTU	CORPORATE RELATIONS
CORPORATE COMMUNICATIONS	VIBHAVARI K	CORPORATE COMMUNICATIONS MANAGER
	SAI ANAND REGUNATHAN	SOCIAL MEDIA MANAGER
	SHRUTHI DEEPAK	CONTENT WRITER AND CORPORATE RELATIONS
	SATHWIK PANDESHWAR	DESIGN INTERN
	ANANDHI HEMANTH KUMAR	DIGITAL CONTENT WRITER

	NAME	FUNCTION
HUMAN RESOURCE	SHILPA	HR
EDUCATION COORDINATOR	PRAVEENA B	COORDINATOR, ANNAPOORNA EDUCATION DEPARTMENT
IT	SAI PRASAD IVATURI	IT HEAD
	RAKSHITH	INTERN
	NAVEEN	INTERN
	GAUTAM	INTERN
	SAI GANESH	INTERN
OPERATIONS	JAYAPRAKASH TALLAM	CHIEF OPERATIONS OFFICER
	PRABHAKAR RAO	CHIEF OPERATIONS OFFICER
	KIRAN B P	REGIONAL MANAGER, KARNATAKA
KARNATAKA STATE	ANIL LINGAYAT	SENIOR OPERATIONS EXECUTIVE, BENGALURU
	RAJESHWAR SINGH AMAR	SENIOR OPERATIONS EXECUTIVE, BENGALURU
	RAJIV R	OPERATIONS EXECUTIVE
	NAVEEN KUMAR B K	OPERATIONS EXECUTIVE
	MANJUNATH T S	OPERATIONS EXECUTIVE
	MUNIRAJU G V	OPERATIONS EXECUTIVE
	KRISHNA REDDY	OPERATIONS EXECUTIVE
	MANOJ KUMAR	OPERATIONS EXECUTIVE
	SANTHOSH N K	OPERATIONS EXECUTIVE
	MANOJ O R	OPERATIONS EXECUTIVE
	RAJASHEKHAR	OPERATIONS EXECUTIVE
	KALYAN KUMAR	OPERATIONS EXECUTIVE
	MANJUNATHA T N	OPERATIONS EXECUTIVE
	RAMESH P A	OPERATIONS EXECUTIVE
	DILLI RAMBABU	OPERATIONS EXECUTIVE
	SRINIVAS G KULKARNI	OPERATIONS EXECUTIVE
NUTRITION EXPERTS	MS MEENAKSHI HEJMADI	DIETICIAN, RXDX, BENGALURU (WHITEFIELD)
	MS SAI TULSI	NUTRITION CONSULTANT
	MS VIDHYA R	CHIEF NUTRITIONIST CLOUD-NINE HOSPITALS, BENGALURU (JAYANAGAR)

REGIONAL LEADS

#	STATE	LEAD	PHONE NUMBER	NO. OF VOLUNTEERS
1	KARNATAKA	Kiran B P	97387 74388	210
2	TELANGANA	Rama Murthy Manchala	90003 33167	40
3	ANDHRA PRADESH	Surendra Babu	72596 38505	60
4	TAMIL NADU	Chockalingam S N	98949 68442	40
5	KERALA	Jaya Krishnan	99952 71278	30
6	MADHYA PRADESH	Manoj Kumar N	75440 15747	5
7	ODISHA	Dr Kumud	94380 36171	5
8	GUJARAT	Jigesh H Parikh	94269 19406	5
9	JHARKHAND	Krishna Mohan	93049 73146	10
10	BIHAR	Chandan Kumar	87895 78419	10
11	CHATTISGARH	Venkat Kompella	94079 10863	10
12	PUNJAB	Vivek Kumar	98156 20317	5
13	HARYANA	Gaurav Bharadwaj	99711 10107	5
14	UTTAR PRADESH	Shipra Chadda	98106 00689	5
15	UTTARAKHAND	Mr Dabral	98973 69049	20
16	KOLKATA	Subhajit Roy Mukherjee	98366 69996	15
17	ASSAM	Nandini Menon	90666 01858	5
18	JAMMU & KASHMIR	Vimal Randwal	94191 07550	10
19	DELHI	Ashish Bharadwaj	96110 99884	5
20	PUDUCHERRY	Selvakumar Muthaiyan	96773 13744	5
			TOTAL	500

As of February 2021





ANNAPOORNA BREAKFAST PROGRAMME

FOR NEEDY SCHOOL-GOING CHILDREN

WHY BREAKFAST?



HEALTHY CHILDREN

- Higher IQ
- Better Cognitive Skills
- Higher chances of competing at school



UNDERNOURISHED CHILDREN

- Lower IQ
- Lower Concentration Levels
- Decreased Health Posture

Nearly 70% of our school-going children are undernourished, says the Global Nutrition Report 2016

Healthy children are the building blocks of 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



Increases
Metabolism

Enhances
Memory

Energises
Body
& Mind

Builds
Immunity

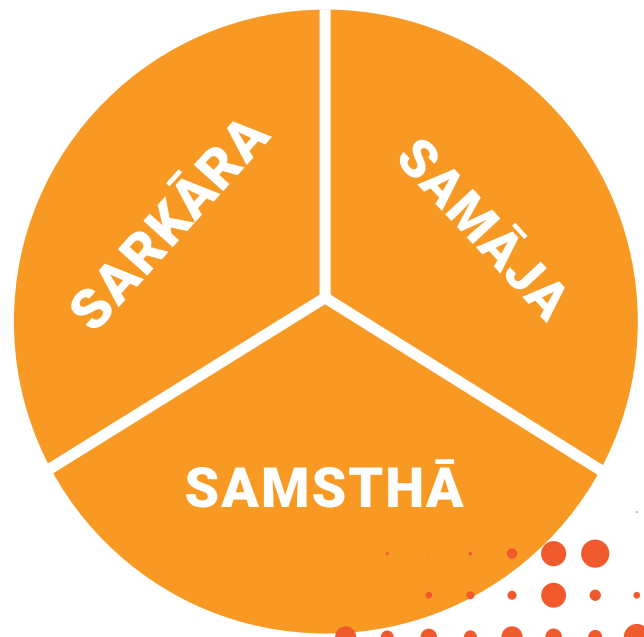
HOW WE

OPERATE

ANNAPOORNA'S DECENTRALISED 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 Sarkaara (Government), Samstha (Good Institutions) and Samaja (Society and individuals at large) in tackling large scale, and often, vexing problems in our 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 kitchens, the cooks in government schools and also a 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 the incidental expenses. Similarly, SaiSure is an example of Annapoorna adding value to the Ksheera Bhagya scheme of Government of Karnataka, where the government provides milk to children, while Annapoorna adds the nutritional element in the form of the health mix.



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.

MONDAY

Avalakki Upma/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 large scale with Governments. Annapoorna's nutritious and delicious health mix



SAISURE



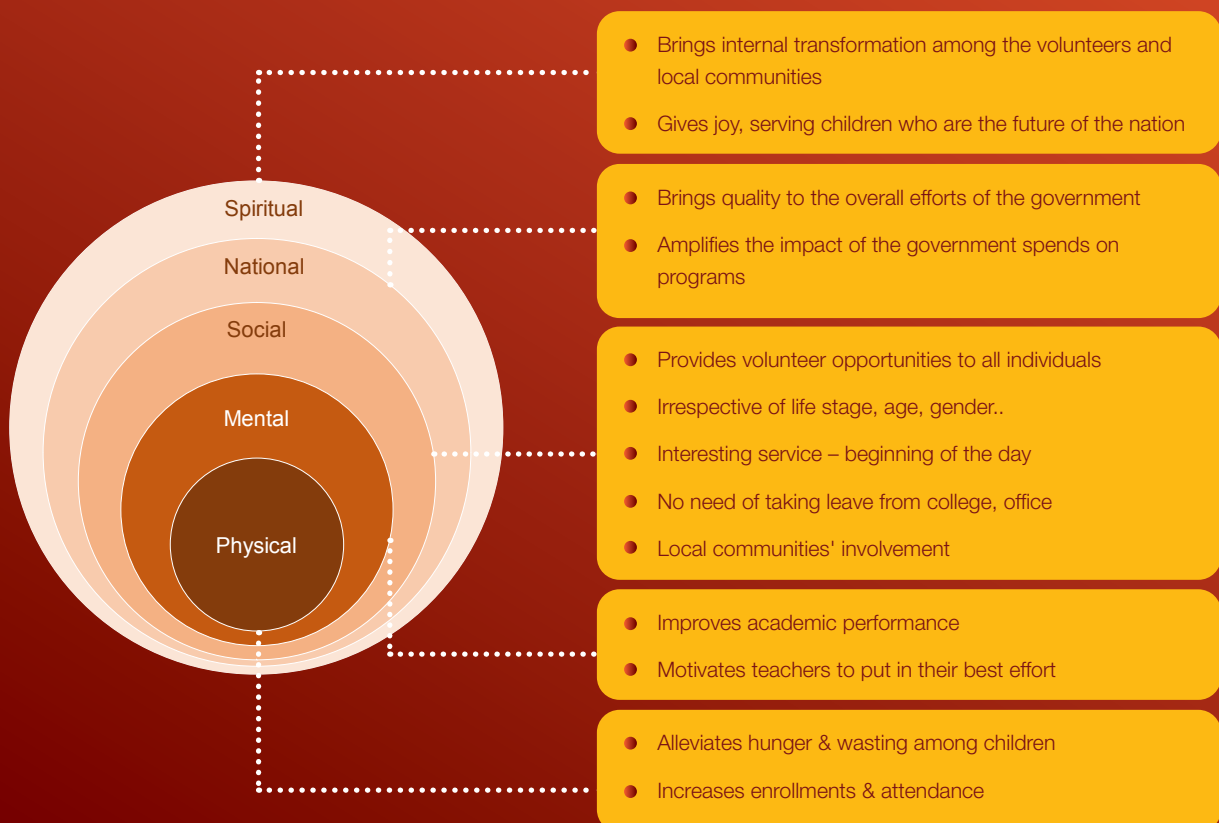
KSHEERA BHAGYA MILK



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



COMPOSITION OF SAISURE

Nutrients	SaiSure for Pregnant Women (per 10 grams)	%RDA	SaiSure for Children (per 10 grams)	%RDA
Total Energy (kcal)	40.00	2.00	40.00	2.00
Energy from Fat (kcal)	2.20	-	2.20	0.00
Protein (g)	2.00	5.00	2.00	5.00
Total Fat (g)	0.25	0.00	0.25	0.50
Unsaturated Fat (g)	0.19		0.21	0.00
Saturated Fat (g)	0.04	0.00	0.03	
Trans Fat (g)	0.00	-	0.00	0.00
Cholesterol (mg)	25.00	-	0.00	0.00
Total Carbohydrate (g)	7.50	3.00	7.50	3.00
Dietary Fibre (g)	2.00	8.00	1.00	4.00
Sugar (g)	0.00	-	0.00	0.00
Fat Soluble Vitamins				
Vitamin A (Retinol) mcg	400.00	50.00	300.00	50.00
Vitamin D (Calciferol) mcg	2.50	25.00	2.50	25
Vitamin E (Tocopherol) mg	2.30	25.00	3.50	50
Vitamin K2 (mcg)	20.00	36.00	17.00	31.00
B-Complex Vitamins				
Vitamin B1 (Thiamine HCl) mg	0.30	18.00	0.70	50.00
Vitamin B2 (Riboflavin) mg	0.80	15.00	0.80	50.00
Vitamin B3 (Niacinamide) mg	4.00	20.00	8.00	50.00
Vitamin B5 (Pantothenic Acid)	1.00	20.00	1.50	50.00
Vitamin B6 (Pyridoxine HCl) mg	0.50	20.00	1.00	50.00
Vitamin B7 (Biotin) mg	3.00	10.00	-	-
Vitamin B9 (Folic Acid) mcg	300.00	60.00	115.00	75.00
Vitamin B12 (Me-Cobalamine) mcg	0.75	62.00	0.50	50.00
Other Water soluble Vitamins				
Vitamin C (Ascorbic Acid) mg	40.00	68.00	20.00	50.00
Minerals				
Calcium (mg)	450.00	37.00	200.00	25.00
Phosphorous (mg)	250.00	21.00	125.00	25.00
Iron (mg)	24.00	68.00	23.00	50.00
Magnesium (mg)	34.00	11.00	100.00	50.00
Zinc (mg)	4.80	40.00	5.50	50.00
Copper (mcg)	0.30	21.00	110.00	25.00
Iodine (mcg)	112.00	56.00	-	-
Selenium (mcg)	15.00	37.00	15.00	50.00
Docosahexaenoic acid (DHA) (mcg)	100.00	-	-	-

Nutrients	SaiSure for Pre-Schoolers (per 15 grams)	%RDA	SaiSure for Toddlers (per 15 grams)	%RDA
Total Energy (kcal)	63.00	6.00	65.00	7.00
Energy from Fat (kcal)	11.00	-	14.00	-
Protein (g)	2.30	14.00	2.30	14.00
Total Fat (g)	1.20	5.00	1.50	6.00
Saturated Fat (mg)	600.00	-	750.00	-
Monounsaturated Fat (mg)	300.00	-	300.00	-
Polyunsaturated Fat (mg)	300.00	-	450.00	-
Linoleic acid (mg)	30.00	-	60.00	-
Alpha Linoleic acid (mg)	90.00	-	90.00	-
Docosahexaenoic acid (mg)	-	-	100.00	-
Trans Fat (g)	0.00	-	0.00	-
Cholesterol (mg)	20.00	-	25.00	-
Total Carbohydrate (g)	10.8	12.00	10.50	7.00
Dietary Fibre (g)	3.00	50.00	1.50	25.00
Sugar (g)	2.30	-	2.30	-
Fat Soluble Vitamins				
Vitamin A (Retinol) mcg	320.00	80.00	160.00	40.00
Vitamin D (Calciferol) mcg	8.00	80.00	4.00	40.00
Vitamin E (Tocopherol) mg	6.00	80.00	3.00	40.00
Vitamin K2 (mcg)	44.00	80.00	22.00	40.00
B-Complex Vitamins				
Vitamin B1 (Thiamine HCl) mg	0.50	100.00	0.25	50.00
Vitamin B2 (Riboflavin) mg	0.60	100.00	0.30	50.00
Vitamin B3 (Niacinamide) mg	8.00	100.00	4.00	50.00
Vitamin B5 (Pantothenic Acid)	5.00	100.00	2.50	50.00
Vitamin B6 (Pyridoxine HCl) mg	0.90	100.00	0.45	50.00
Vitamin B7 (Biotin) mcg	30.00	100.00	15.00	50.00
Vitamin B9 (Folic Acid) mcg	47.00	100.00	23.50	50.00
Vitamin B12 (Methyl-Cobalamine) mcg	1.00	100.00	0.50	50.00
Other Water soluble Vitamins				
Vitamin C (Ascorbic Acid) mg	40.00	100.00	20.00	50.00
Minerals				
Calcium (mg)	480.00	80.00	240.00	40.00
Phosphorous (mg)	600.00	100.00	300.00	50.00
Iron (mg)	9.00	100.00	4.50	50.00
Magnesium (mg)	50.00	100.00	25.00	50.00
Zinc (mg)	5.00	100.00	2.50	50.00
Iodine (mcg)	72.00	80.00	36.00	40.00
Selenium (mcg)	40.00	100.00	20.00	50.00

COLLABORATIONS WITH THE GOVERNMENT:

The Government of India along with the State Governments has planned and propagated various initiatives (called as the Poshan Abhiyaan program) to address the malnutrition gap which is a major concern in the country. Seeing the impact that the Annapoorna program was making on the school going children, some state Governments started to realise that Annapoorna's Morning Nutrition platform could be a key partner in their journey to address malnutrition.

There are Government schools existing in every village and they are equipped with a kitchen and staff for providing midday meals. Annapoorna trust collaborates and partners with these state Government bodies to leverage this existing infrastructure so that the required morning nutrition can be delivered and served in the school itself.

Formal Memorandum Of Understanding (MoU) with the State Governments have thus been signed with Annapoorna trust, which permits the implementation of Annapoorna's morning nutrition program.

The trust operates through a committed base of 500+ honorary volunteers, who are located across multiple states of India, and includes working professionals, homemakers, entrepreneurs, teachers, doctors and retired professionals, who bring in the much-needed diversity and experience to the program.

The volunteers oversee the entire array of activities from selection, planning and execution of the Morning Nutrition program initiative across hundreds of our centers in the country. Some of the responsibilities include maintaining a quality check on the food served, selecting local vendors and cooks, interacting with the volunteers, teachers, students and school authorities, conducting regular health screening camps, working with the village officials, and local authorities. The trust also works closely with over 800 local vendors in a decentralized model, with customized menu to suit the regional palate, and standardized menu within a region to ensure quality.



IMPROVEMENT / IMPACTS SEEN:

1. HEALTH IMPACT ON THE CHILDREN:

Significant improvement of health in children has been clearly reflected in the growth parameters of height and weight, and hemoglobin count in their blood, all scientifically established.

Tangible benefits seen are as below:

- ◆ Average Hb levels went up from 11.6 to 12.3 g/dL. Average percentage change was 6.1 % over the 3 month period
- ◆ Increased academic performance of the children.
- ◆ Increased school attendance
- ◆ Lower school dropout rates
- ◆ Improved health parameters – decline in wasting, stunting, malnutrition and better BMI
- ◆ Marked increase in class attentiveness and academic performance of the children.
- ◆ Decline in Anemia, Ameobiosis, Protein Energy Malnutrition, Acute Diarrheal Disease and Acute Respiratory Illness.

Long term impact indicators:

- ◆ Reduction in hunger quotient / Nutrition gap in the children
- ◆ Bringing in Longer Sustainability of the program by collaborating with Panchayat / Self Help Groups and Government Bodies
- ◆ Overseeing and conducting health screen camps that have helped to assess the health-profile and pick up any hidden medical conditions that can be reversed with timely interventions.
- ◆ Providing educational sponsorship to the needy children for their further studies.
- ◆ Setting up Reverse Osmosis Drinking Water plants at select villages which have contaminated water, thereby benefitting over 300,000 villagers and 100,000 school going children.
- ◆ Construction of toilets at select villages in line with the spirit of various clean India initiatives.
- ◆ Facilitation of pre-natal and post-natal mother and child healthcare, to reduce maternal and infant mortality and morbidity



2. SOCIAL IMPACT ON THE CHILDREN :

We have also seen transformations in the way, the child sees the society. The children now have respect and gratitude to the society that takes care of them day in and day out. They feel emotionally convinced to promise themselves that they would also give back to the society when they grow up . This we believe is an unsaid transformation and achievement that is immeasurable and significant.

3. IMPACT ON THE VILLAGES :

Due to the close connect of the volunteers with the schools and therein with the village communities, rural uplift and transformation in the villages have been achieved - through focus on education, healthcare, drinking water and sanitation needs of the villages, thereby making them models of sustainable growth and development, leading to transformation of the children, parents, community and volunteers, while living the values of Love, Compassion, Humility, Commitment and Team Work.

SUSTAINABILITY:

We have been able to scale up significantly from just few hundred children in 2015 to 450,000 children as of March 2020. This is due to the fact that Annapoorna trust is a highly volunteer-driven organization – most of them are honorary volunteers coming forward for volunteering from various walks of professional life, purely out of compassion for the children and a desire to serve our communities.

Hence the administration cost / overhead cost is negligible. Every money spent goes directly for the welfare of the needy children.

Annapoorna trust also provides a neat and efficient social platform that helps us receive corporates CSR funds both in India and outside India.

The virtuous ecosystem and effective collaborations created by Annapoorna positively affects children and families at a micro level while, at a macro level, it helps the various government schemes reach the doorsteps of the intended beneficiaries.

Annapoorna through its Morning Nutrition program, is committed to addressing hunger, promoting education, and steering towards specific Sustainable Development Goals (SDGs)towards the 2030 Agenda for Global Sustainable development sent by the United Nations. Today Annapoorna contributes to 4 of the SDG goals directly and is also planning to design and implement its program to contribute to many more SDG's.

SDGs	ANNAPOORNA'S ALIGNMENT
SDG 2: Zero Hunger	<p>Annapoorna's main goal is to remove school hunger, especially across the needy and under privileged sections of the society.</p>
SDG 3: Good Health and Well being	<p>Our Morning Nutrition Program along with our Protein health mix ,SaiSure (comes with nutrients and micro-nutrients which are most beneficial to children. It also provides the children with 2 flavours adding to the taste and thus ensures the government provided plain milk doesn't go unused by children) helps reduce under nutrition and malnutrition in the school going children.</p>
SDG 5: Gender Equality	<p>Annapoorna's sole goal is to help improve the health and performance of every school-going child across the breadth of India. This includes every needy child that has been affected due to historical marginalization, or due to economic distress or disability.</p> <p>Annapoorna also conducts regular medical camps and provides medical support to all children and helps children with disabilities by swiftly connecting them to secondary and tertiary healthcare.</p> <p>Annapoorna welcomes partners and volunteers from different backgrounds, professions, religions, caste, creed, sect, gender and with disabilities without any discrimination.</p>
SDG 6: Clean Water and Sanitation	<p>Based on the health parameters of the children, Annapoorna has executed drinking water projects to meet the water needs of villages. Simple and cost-effective RO water plants, bio-sand filters and other such solutions have been developed on a need-basis in the villages.</p> <p>In line with the Indian Government's initiative of Swachh Bharat Abhiyan, Annapoorna has also constructed toilets in schools. We also organise cleanliness drives and ensure provision of dust bins in schools and centres, and a safe waste disposal thereafter. Doing this has helped us instill in the children and villagers the importance of personal health and hygiene.</p>

ALIGNMENT WITH NATIONAL POLICIES OF NUTRITION

POSHAN ABHIYAAN

POSHAN Abhiyaan or National Nutrition Mission is the Central Government's flagship program to improve nutritional outcomes for children, pregnant women and lactating mothers. This overarching scheme directs the attention of the country towards the problem of malnutrition.

In line with POSHAN Abhiyaan, Annapoorna targets reducing under-nutrition, stunting, anaemia (among young children, women and adolescent girls) and low birth rate.





Sri Sathya Sai Annapoorna Trust has been a luminary by taking up the cause of fighting the menace of malnutrition in 2015. Annapoorna's health mix powder SaiSure, that is provided free of cost (similar to all programmes of Annapoorna), comes as a game-changer which can elevate the efforts and outreach manifold in a quick span time. Addressing all nutrients and micro-nutrients needs of children, lactating mothers and toddlers, SaiSure mix is a ready-to-use innovation which can be mixed in milk and consumed.

To overcome acute levels of malnutrition, Annapoorna has tied up with Government of Karnataka to help Severely Acute Malnutrition (SAM) and Moderately Acute Malnutrition (MAM) children in a few districts, and this is expected to scale up in other parts of the state.

Given the crucial need to overcome hunger and malnutrition spread largely in the country, Annapoorna has set itself lofty goals year on year in an intention to reach out to maximum needy children across the country. The growth has been exponential with the number of beneficiaries growing 50-times in 5 years!

The main approach of POSHAN Abhiyaan is to build a People's Movement or Jan Andolan around malnutrition, which again is very much the style followed by Annapoorna. Apart from having a highly dedicated based of volunteers, Annapoorna has tied up with many organizations and is willing to tie up with any number of organizations with like-minded goals of weeding out hunger and malnutrition. Besides this, Annapoorna is actively bringing onboard many youth from across the country through tie-ups with various universities across various geographies in the country. Last, but not the least, Annapoorna has a very active base of corporate volunteers who, thanks to their wonderful intent of giving back to society, have gone beyond their call of duty to reach out to many more thousands of children.

Annapoorna through its sister team in Divine Mother & Child Health Programme works towards "intensified health and nutrition services for the first 1000 days" advocated by POSHAN Abhiyaan, by reaching out to thousands of mothers and infants in remote areas in the country.

Annapoorna will continue to ensure to play a leading part by cooperating with various government bodies, similar organizations, individuals, trusts, etc. to reach the end goal of creating a nourished society!





NATIONAL EDUCATIONAL POLICY 2020

It was a great sense of validation to note that the New National Education Policy (NEP) mentioned that the mid-day meals provided to students in government or aided schools should be supplemented by breakfast, which has been the cornerstone of Annapoorna Breakfast Programme that was started back in 2012. The policy which was approved by the Union Cabinet earlier this year has noted that morning hours after a nutritious breakfast can be particularly productive for the study of cognitively more demanding subjects and hence recommended expansion of the mid-day meal scheme to include provisions for breakfast in schools.

Annapoorna has built its foundation on the idea of alleviating malnutrition and hunger through breakfast. With the Union Government too taking note of this and looking to implement it through the New Educational Policy, Annapoorna's role in Nation Building has taken a strong leap.

Annapoorna Trust, which runs the country's largest morning nutrition programme currently reaching out to 5,00,000 and more children, will be playing a pivotal role in partnering with various governments and bringing this policy to success thereby ridding the future blocks of our society of malnutrition and hunger.

Thus, Annapoorna programme, just as it is aligned with United Nations Sustainable Development Goals, is playing a leading part in furthering the cause of National policies related to addressing malnutrition and hunger, thereby building the Nation through Nutrition.

TEACHERS

EDUCATION HEROES TURNING FOOD HEROES

We, at Annapoorna, strive to create a world where no child ever goes to school hungry and as we inch towards achieving our goal, Teachers across the world have become our backbone pledging unwavering support through all times.

Being a teacher is not a mere job, it's a never unending responsibility that requires courage and strength to shoulder. Our association with the various HMs and teachers from schools across the country has redefined what a teacher can do when their best interests only lie with the children.

If a country is to be corruption free and become a nation of beautiful minds, I strongly feel there are three key societal members who can make a difference. They are the father, the mother and the teacher."

— A.P.J. ABDUL KALAM.





Teachers have been with us through every step of the way – from sitting down to eat breakfast with the children every morning, to scrutinizing and giving us constructive feedback that helped us improve our service, from becoming one of our Annapoorna volunteers and helping in keeping track of surplus supplies, cook food and serve the children every morning, to hiring auto rickshaws during bandhs to transport the rations.

Right from arranging for gas, sugar and vegetables and also salaries for the cooks, to giving their own homes to cook food when there is a lack of infrastructure facilities at the school.

While working side by side, we've had the first hand experience to see teachers at their best. Their care for the children keeps us awe struck. The most difficult of situations have been waded through with the involvement of these teachers. Times when a ramp and toilet were built to enable a polio stricken child to attend school and creating the whole education experience better by the use of innovative teaching aids that produced excellent results have reinstated our faith that teachers are the angels in disguise who play a huge part in changing the world one child at a time.



The year of 2020 came with challenges that were unprecedented for. The spread of a pandemic – COVID 19, a complete lockdown of schools, offices, etc and an uncertainty about the future loomed over us and during these times, our heroes, teachers have emerged strong. We have teachers who travelled 30 kms a day to take classes and those who taught in small groups in temples following strictly the norms of social distancing. We have teachers who have placed aside the book and gotten into the field to help distribute rations supplied by Annapoorna during the lockdown.

Being a teacher means that the job never ends once they are out of campus. Seeing teachers take that extra step to care for their students has been the most inspiring aspect. We've seen teachers do home visits when a child skips school, collaborate with NGOs to provide the wholesome experience for every child starting from learning arts and crafts, to science fairs, to also building skywalks that let children reach their school without facing the heavy traffic. The love that these teachers receive from their ex- students who spend weekends teaching the current students sports, etc proves that these teachers have made huge impacts in lives around them.

Annapoorna is lucky to find such strong people who believe in a common goal, a goal, which believes that health comes first, and that only in a sound body is a sound mind. We've seen teachers help install drinking water plants in over 120 govt. schools, collaborate with Annapoorna to arrange for sanitation, nutrition, health screening programs for the people in various villages.

We've seen teachers become the saving grace for numerous students who come from an unstable background where they are exploited, by enrolling them into Annapoorna's educational institutions, orphanages, etc. and providing them with a second chance at life.

Selflessness at the crux, determination and responsibility to make a change on the top make these teachers, who have not only led from the front line but have also had the personal satisfaction of helping change lives.

Today, we, at Annapoorna, are proud that our roots have dug deeper and are grateful to these real life heroes – the teachers who have now become a part of our family.



OUR REACH

COVERAGE SUMMARY



17 STATES,
3 UNION TERRITORIES

STATE NAME	CHILDREN	SCHOOLS	COOKED BREAKFAST	SAISURE HEALTH MIX	NUTRITIOUS COOKIES & OTHER BASIC FOODS	READY MIX BREAKFAST
Andhra Pradesh	22,084	303	21,142		942	
Assam	33	1	33			
Bihar	25,732	154		25,000	732	
Chattisgarh	340	2	340			
Gujarat	27	1			27	
Haryana	1,288	9	1,288			
Jharkhand	453	6	408		45	
Karnataka	3,76,348	5172	26,611	3,49,467	270	
Kerala	3,067	33	3,067			
Maharashtra	164	3			164	
Odisha	86	2	30		56	
Tamil Nadu	12,548	161	4,377		3,738	4,433
Telangana	36,154	369	36,154			
Uttar Pradesh	1,007	4			1,007	
Uttarakhand	754	8	580	174		
West Bengal	111	2	13		98	
Madhya Pradesh	79	3		79		
Puduchery	19,422	213		19,422		
Jammu & Kashmir	343	7			343	
Delhi	60	1		60		
GRAND TOTAL	5,00,100	6454	94,043	3,90,325	7,422	4,433

Annapoorna in other countries

Indonesia • Thailand • Nigeria • Sri Lanka • Australia

MOUs WITH GOVERNMENTS

5 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



सत्यमेव जयते
Government of Puducherry

PILOT INITIATIVES

IN PROGRESS



UTTARAKHAND



TAMIL NADU



JHARKHAND



CHHATTISGARH



HARYANA

KARNATAKA

DISTRICT	CHILDREN	SCHOOLS	COOKED BREAKFAST	SAISURE HEALTH MIX	NUTRITIOUS COOKIES & OTHER BASIC FOODS
Chikkaballapur	77,872	1,558	10,312	67,560	
Tumkur	71,075	985	60	71,015	
Hubballi- Dharwad	70,607	370		70,607	
Ramnagar	57,725	1,343		57,725	
Bangalore Urban	44,473	339	1,365	38,979	110
Gulbarga	17,355	162	9,922	7,433	
Tumkur-Smart City	7,283	76		7,283	
Dakshina Kannada	6,225	48	1,922	4,303	
Devanahalli	3,030	30	3,030		
Bijapur	2,421	27		2,421	
Belagavi	2,013	15		2,013	
Mandya	1,569	36		1,569	
Uttara Kannada	1,515	26		1,515	
Kolar	828	4		828	
Mudhol	600	3		600	
Hubballi	509	2		509	
Karwar	465	15		465	
Chikkmagaluru	223	5		223	
Hassan	216	7		216	
Shimoga	18	1			18
GRAND TOTAL	3, 66, 022	5052	26,511	335,264	128

S. SURESHKUMAR
Minister for Primary &
Secondary Education and
Sakala



Telephone Off : 080-22253631
Internal: 22033897
Room No. 262 & 262A
2nd Floor, Vidhana Soudha
Bengaluru - 560 001
E-mail : nimmasuresh.2019@gmail.com

No. P.S.E.S.M./ 5716 /2019-20

Date: 20/07/2020

Sri Sathya Sai Annapoorna Trust inspired by the ideals and principles of Bhagawan Sri Sathya Sai Baba has been doing yeoman service in the field of Nutrition, Healthcare and Education

The Trust is working in line with the objectives of PoshanAbhiyaan, a flagship programme of Government of India to improve nutritional outcomes for children, adolescents, pregnant women and lactating mothers.

In the state of Karnataka since the year 2015, the Trust has been providing the much needed morning nutrition to the needy school going children particularly in the rural areas.

They have engaged with the state government initially by providing bananas and cookies as a supplement to the state sponsored Ksheera Bhagya Milk powder.

Later, they have introduced providing food grains required for preparing hot breakfast at the school premises by the Government nominated cooks. Before the school working hours, the hot breakfast is served to these needy children in rural areas who otherwise come to school on an empty stomach.

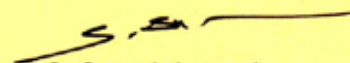
'Sai Sure' a multi-nutrient ready-mix powder has been added to the menu from 2018 onwards. This innovative and easy-to-prepare nutrition drink needs mixing of one to two spoons of 'Sai Sure' in boiled milk powder provided by state government. It is an answer to the issue of hidden hunger, which is the lack of the most essential micronutrients such as vitamins, minerals, iron, calcium and the likes in growing children. It also makes the milk more tasteful and flavorful. '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.

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.

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.

I must congratulate the complete team which has brought out such innovative solutions to strengthen the Government schemes.

I look forward for a stronger collaboration in the coming times.


(S. Suresh kumar)

Dr. Shalini Rajneesh, I.A.S.,
Additional Chief Secretary to Government
Planning, Programme Monitoring
and Statistics Department



Karnataka Government Secretariat
Room No. 701, 7th Floor
3rd Stage, M.S. Building
Bengaluru - 560 001
Tel: 080-22252352, 22032726
e-mail: prsplanning@gmail.com

D.O. No. PD/ACS/2020

Dated: 30-06-2020

TO WHOMSOEVER IT MAY CONCERN

I would like to acknowledge the wonderful contributions of Sri Sathya Sai Annapoorna Trust towards alleviation of child hunger and malnutrition, through their free morning nutrition programme, that benefits needy school children typically those studying in rural government schools.

Providing breakfast may be a simple concept but it has a far-reaching impact. The most gratifying impact of this morning nutrition initiative has been the transformation it kindled in these school going children particularly in rural areas with increased attendance, discipline and academic performance.

While the Government of Karnataka had taken the step of distributing milk to the government school children via the Ksheera Bhagya Scheme, Annapoorna through their flagship SaiSure programme is delivering valuable nutrition and taste via their SaiSurehealthmix, a proven malt-based solution effectively addresses the nutrient deficiencies, with high scalability of implementation. 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. Apart from supporting the School children, the trust is also working closely to focus on children under SAM and MAM category.

It is our duty to intervene and involve ourselves in our nation's growth, particularly for our children. The efforts we put in today will be the down-payments on future prosperity that will benefit millions of children everywhere. It is time we invest in child nutrition, development and growth as individuals, communities and societies as a part of one big world family.

I would like to take this opportunity to express my gratitude to the many corporate clients, foundations and 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, the volunteers have become the backbone of this nutrition movement.

We look forward for this continued support in the coming times.


(Dr. Shalini Rajneesh)



MR S SURESH KUMAR

Minister of Primary and Secondary Education, Sakala and District Incharge
Minister of Chamarajanagar,
Government of Karnataka

“ Breakfast is the most essential meal of the day since it means breaking the fast after a night-long abstinence from food. Breakfast should in fact be eaten like a king. But, in our Country, many children have not even heard of breakfast. A number of children are coming to schools on empty stomachs and find it difficult to study and pay attention at school. Hence, Annapoorna Breakfast Programme has been launched at Kalaburagi District in Karnataka. 10,000 children are given the morning nutrition in partnership with Adamya Chetana Foundation. My sincere wish is that this programme should reach every school in every taluk and every district of Karnataka. For this, the Karnataka Government will provide all the needed support. In truth, this is an initiative that the Government should be undertaking, and hence we will offer our full cooperation for Annapoorna Breakfast Programme. I want to sincerely express my gratitude to all the Annapoorna volunteers who have the heart to offer their wealth, education, and resources for the welfare of society.”



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 Adamya 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.”



**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. ”



**SMT. TEJASWINI
ANANTHKUMAR**

Managing Trustee Adamya
Chetana Smt Girja
Shastry Memorial Trust

“ On behalf of Adamya Chetana, we are happy part of this excellent initiative of serving breakfast to school children. Adamya Chetana started serving midday meals in 2003 to 10000 school children in Bangalore, and in 2007, to 10000 children in Kalaburagi. We all know that breakfast is arguably the most important meal for a growing child. Adamya 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 Adamya 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. ”

TAMILNADU

DISTRICT	CHILDREN	SCHOOLS	COOKED BREAKFAST	READY MIX	NUTRITIOUS COOKIES AND OTHER BASIC FOODS
Chennai	3,653	36	2,660	338	655
Theni	1,800	21		1,800	
Krishnagiri	1,533	27		1,533	
Nilgiris	905	23	44		861
Cuddalore	875	9			875
Dharmapuri	762	8		762	
Tirutani	605	2	605		
Virudhunagar	333	9	333		
Hosur	215	2	215		
Tiruvarur	200	1			200
Coimbatore	185	2	25		160
Madurai	171	1			171
Perambalur	160	1			160
Kanyakumari	150	1	150		
Vellore	148	4	25		123
Thirunelveli	148	3			148
Ramathapuram	115	1			115
Pudukottai	90	1			90
Erode	90	1	90		
Karur	78	1			78
Nagapattinam	65	1	65		
Dindigul	65	1	65		
Coimbatore	60	1	60		
Thoothukodi	40	1	40		
Kodaikanal	40	1			40
Thirupur	37	1			37
Kancheepuram	25	1			25
GRAND TOTAL	12,548	161	4,377	4,433	3,738

PUDUCHERRY

DISTRICT	CHILDREN	SCHOOLS	SAISURE
Puducherry & Karaikal	19,422	213	19,422



SHRI V NARAYANASAMY

Hon. Chief Minister,
Government of Puducherry

“ 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. ”



SHRI KAMALA KANNAN

Hon. Education Minister,
Government of Puducherry

“ With the blessings of Baba, the breakfast project is happening in the best manner in Puducherry .The scheme implemented by Annapoorna Trust, provides breakfast to lakhs of children, thereby paving the way for their learning to happen.

Feeding five lakh children is a very big achievement in our country. Volunteers are serving with the attitude that the Seva is done to share love with everyone and contribute for others' lives to the extent possible without any advertisement

At times when several people are facing inconvenience due to Covid pandemic, the yeomen service of providing basic necessary ration to lakhs of families has been done by the volunteers selflessly.

Let us all pray to Almighty that all this should grow further and reach out to many more needy children and families. ”



Currently Serving
 Yet to start

TELANGANA

DISTRICT	CHILDREN	SCHOOLS	COOKED BREAKFAST
Siddepet	8,886	68	8,886
Mehaboob Nagar	4,826	33	4,826
Nizamabad	4,718	35	4,718
Siricilla	4,120	33	4,120
Musthabad	3,285	44	3,285
Bhongir	3,145	56	3,145
Bibinagar	2,804	48	2,804
Jangaon	2,266	28	2,266
Kamareddy	598	3	598
Jagityala	546	9	546
Hyderabad	490	6	490
Khammam	450	5	450
Medak	20	1	20
GRAND TOTAL	36,154	369	36,154

T. HARISH RAO
Minister for Finance
Government of Telangana.



Aranya Bhavan, 6th Floor,
Saifabad, Hyderabad.
Off: 040 - 23450872 (O)
040 - 23453220 (F)
Mobile No. : 9440471409
E-mail:harishrao1116@gmail.com

Certificate of Appreciation

As per Bhagawan Sri Sathya Sai Baba "The joy one gets while promoting another's joy is incomparable". The selfless service of Sri Sathya Sai Annapoorna Trust is proving the truth of Baba's above words while providing morning breakfast to the students of Government schools in the state of Telangana. Another quote of Baba "Hands that serve are holier than the lips that pray" are rightly suited for your dedication in taking up the challenge of building the Nation through Nutrition, Health care and Education.

The motto of your Trust "Let no child go to school hungry, ever!" is being sincerely implemented in many rural areas of our State, where the poor students cannot have morning food before coming to the school. Their first food is only lunch which is provided as mid-day meal in the school. With an empty stomach the hungry child cannot concentrate on classes. The hunger also has far reaching affects on physical and mental health. Thus, your breakfast scheme is proving your motto as cent percent correct in building the mental and physical health of school going children while providing a nutritional breakfast before the school hours in the morning. You have provided a secured emotional and physical environment for our students by saving them from hunger. I am glad to inform you that more than 37000 (Thirty seven thousand) students of 370 schools of 10 districts have been benefitted from your "ANNAPOORNA BREAKFAST PROGRAMME" which will enhance their physical as well as mental and intellectual well being.

We sincerely acknowledge your compassionate services to our state of Telangana and express our heartfelt gratitude for this noble endeavour. We also are thankful to the volunteers of your Trust who are involved in this programme.


(T. HARISH RAO)



DR. AUDIMULAPU SURESH
Minister for Education,
Andhra Pradesh

I am very happy about the service initiatives undertaken by Sri Sathya Sai Annapoorna Trust for providing breakfast for school going children in Rural Government Schools. This nutrition programme will definitely help in eradicating extreme hunger and malnutrition in growing children. We don't want poverty to stand between the child and his/her education. The breakfast model will help us in many ways especially to get more children admitted in our Government Schools. Our Government is working closely with the Trust to expand this breakfast programme further.

annadātā sukhībhava

'Let the one who serves food be happy'.



SRI GANTA SRINIVASA RAO
Former Hon. HRD Minister,
Government of Andhra Pradesh

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.



SMT K SANDHYA RANI

Former Commissioner,
Department of School
Education, Government of
Andhra Pradesh

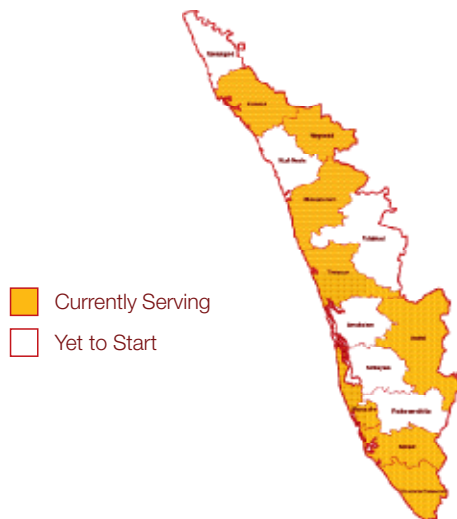
“ I thank Sri Sathya Sai Annapoorna Trust for their commitment and support to government school children. The Annapoorna Breakfast program which is now providing breakfast to more than 12000 school children in over 200+ schools of Visakhapatnam Rural, Bheemunipatnam and Vizianagaram Mandal is highly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



SRI 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.”



KERALA

DISTRICT	CHILDREN	SCHOOLS	COOKED BREAKFAST
Wayanad	1,232	10	1,232
Thiruvananthapuram	649	9	649
Kannur	515	5	515
Allapuzha	165	4	165
Kollam	150	1	150
Malappuram	116	1	116
Kottayam	110	1	110
Idukki	70	1	70
Thrissur	60	1	60
GRAND TOTAL	3,067	33	3,067

OTHER STATES

STATE NAME	DISTRICT	CHILDREN	SCHOOLS
HARYANA	Bhagola	1,288	9
UTTAR PRADESH	Gautam Buddh Nagar	957	3
	Deoria	50	1
UTTARAKHAND	Roorkee	486	4
	Dehradun	268	4
BIHAR	Muzaffarpur	732	4
JHARKHAND	Jamshedpur	453	6
CHHATTISGARH	Raipur	340	2
MAHARASHTRA	Yavatmal	116	2
	Ahmednagar	48	1
WEST BENGAL	Murshidabad	98	1
	Kolkata	65	2
ODISHA	Balasore	56	1
	Puri	30	1
ASSAM	Jorhad	33	1
GUJARAT	Aravalli	27	1
PUDUCHERY	Puducherry & Karaikal	19,422	213
JAMMU & KASHMIR	Kathua	200	4
	Udhampur	143	3
GRAND TOTAL		24,812	263



MS BABY RANI MAURYA
Governor of Uttarakhand

“ 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 Honourable Prime Minister's vision and with the National Education Policy that has been drafted. I welcome you on behalf of Uttarakhand, to make our children physically healthy and of exemplary character. I am very sure that the breakfast programme which started in the southern State of Karnataka, will spread to all parts of the Country.”



MR A BALASUBRAMANIAN
Managing Director and Chief
Executive Officer, Aditya Birla
Sun Life AMC Limited

“ The way the Annapoorna Programme started and the way it has progressed in the last few years is something amazing to note. Clearly, this programme is benefitting school-going children in a big way and hence participation from the larger community across all levels of society, will be of extreme importance to take this initiative to greater heights for spreading more generosity and well-being.”





EDUCATION
Classes on human values, health and hygiene, English-speaking tutorials, Sponsorship of education

HEALTH
Regular Medical and Dental Camps

WATER
Execution of drinking water projects

SANITATION
Construction of Toilets

NUTRITION
Healthy breakfast served every day



EDUCATION FOR THE NEEDY

COLLABORATION WITH SRI SATHYA SAI LOKA SEVA GURUKULAM (SSSLSG)

Kofi Annan, ex-secretary general of the United Nations once said, "Education is the premise of progress, in every society, in every family". Quality education is a fundamental right and should not be a privilege of only a few who can afford it.

Founded on the core belief that the best use of education received from society is the selfless service of society, the Sri Sathya Sai Loka Seva Gurukulam (SSSLSG) is a leading group of educational institutions in India that provides high quality, values based holistic education, totally FREE of cost to the deprived and needy children to create strong individuals with a brilliant intellect, compassionate heart and competent hands. These institutions are typically located in the rural interior areas where many of the students, especially the girls, are first-generation literates. Today there are 24 such high quality institutions located across 16 districts of the Indian state of Karnataka, besides one in the state of Telangana.

During this year (2020), SSSLS Gurukulam has commenced production of online video lessons to

make up for the loss of knowledge and classes among students studying across various campuses. These lessons are not restricted to only the school children attending SSSLSG institutions but have also been opened up for ALL school children across the entire country totally free of charge, via various channels like YouTube, mobile app and a website.

There is now a plan to accelerate the growth of these activities across a number of dimensions including introduction of new lessons, enhanced learning experience by leveraging latest technologies, and deploying AI-based assessment mechanisms. Interested volunteers who are skilled at various relevant areas of expertise may come forward and be part of this journey. There are several areas that you - or someone you want to recommend - could volunteer. Examples of areas of help needed include: recording lessons on subjects of expertise, Content writing/editing, Social Media Management, Video Editing, Graphic Designing, Web/App development, Radio presentation etc.

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 the 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)

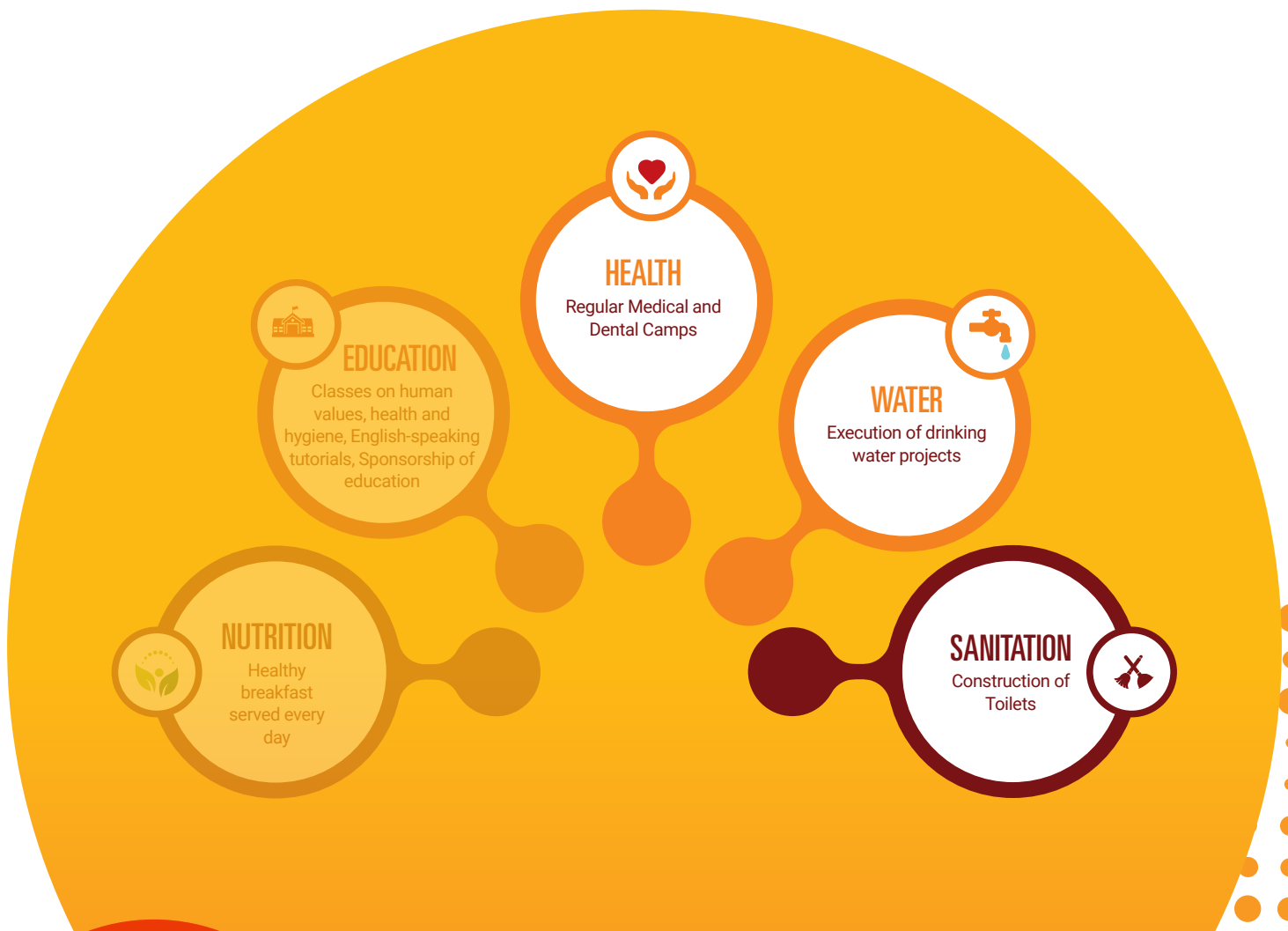
In addition to helping the children with academics (spoken English, particularly), our volunteers strive to complement the academic curriculum of schools with social and spiritual education, based on the basic human values of truth, righteousness, peace, love and non-violence.

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.





HEALTH

Regular Medical and Dental Camps

EDUCATION

Classes on human values, health and hygiene, English-speaking tutorials, Sponsorship of education

WATER

Execution of drinking water projects

NUTRITION

Healthy breakfast served every day

SANITATION

Construction of Toilets



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.



85,000 children across 1000+ 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 AND IMPROVEMENT BY WATER, HEALTHCARE, EDUCARE, ENERGY, LOVE AND 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.



VAARI (WATER)

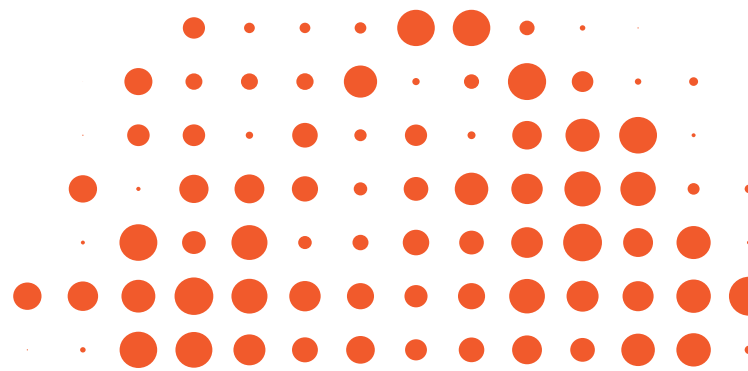
Water sustains life and unfortunately, in India, not all of us have access to clean drinking water. To reduce the incidence of water-borne diseases, we ascertain the quality of drinking water at various schools with the help of our inhouse team of doctors. Based on their feedback, we provide the schools 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. 400,000 villagers now have access to clean and safe drinking water.



USE OF SMART CARDS



SANITATION



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

In line with the Indian Government's 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.



BLUEPRINT FOR AN IDEAL VILLAGE

A HOLISTIC APPROACH TO VILLAGE UPLIFT AND TRANSFORMATION

BREAKFAST PROGRAMME	HEALTH SCREENING	EDUCATION	EMPOWERMENT
Breakfast service for School going children	Health check-ups Medical camps Hygiene/nutrition for pregnant women and families	Value based education Guru Vikas Scholarship program Skill based vocational training	Skill based Training Employment
ADARSH GRAM (IDEAL VILLAGE)	TRANSFORMATION	ENERGY	VILLAGE INFRASTRUCTURE
Enable rural upliftment 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



COVID-19 SUPPORT





Extraordinary times need extraordinary measures. Annapoorna salutes its volunteers for going beyond the call of duty during the lockdown to reach out to 50,000 and more needy families whose livelihoods were reeling in trouble due to the lockdown that was in place to contain the spread of virus. Since Annapoorna has been able to stitch strong relationships and goodwill with Headmasters (or Headmistresses), Village heads, government officials, and other key influencers, Annapoorna team across geographies immediately jumped into action to bring about COVID-19 relief to needy families across various states in India.

While the government machinery worked hard to reach out with help and relief materials, it was surely an uphill task to reach the entire population in a short time. It is in such times that service-minded organizations like Annapoorna would need to step up their efforts. It took no time for the volunteers across the country from Karnataka, Andhra Pradesh, Tamil Nadu and Kerala on one side, to Jharkhand and Assam on another side, and to Dehradun and Noida areas on yet another side to rise to the occasion.

Across the country, the humanity in everyone stood tall with people alerting various organizations about potential opportunities to serve the needy. A phone call is all that mattered, or a Facebook message was all that was needed to alert, and the Annapoorna volunteers would immediately plan their next steps of action. Also, Government bodies across states were assisted by providing them with few raw materials, and helping with distribution, etc. Annapoorna collaborated with a number of organizations across geographies to bring about synergies in the process of providing relief to needy families - the need of the hour.

The beneficiaries were chosen with due diligence. Thus, mostly such families where the reach of relief was minimal and much needed are being benefited by this approach. The headmasters and the village authorities, who have a great camaraderie with Annapoorna, are an additional layer of due diligence that would ensure every single rupee worth of relief would not go wasted or become superfluous.



MEAL FOR LIFE, FOOD FOR SOUL!

The infectious culture of brotherhood in every single volunteer, employee and well-wisher of Sri Sathya Sai Annapoorna Trust has its root deep in volunteerism and service for all. The team sees everyone as a fellow brother and sister, and thus will not be able to see anyone remain hungry.

The United Nations has claimed that 3.7 million lives can be saved by 2025 just by satisfying their hunger, leave alone a sumptuous meal. Besides this, every single unit of money invested towards nutrition and hunger will lead to 16 times return to local economy, says a similar study. Statistics apart, the Annapoorna team clearly sees serving a meal for another as food for the volunteers' soul.

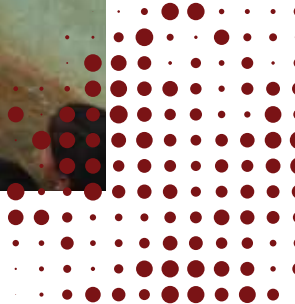
It was for this very reason, Annapoorna, instead of accepting the ill-fate brought about by COVID-19 pandemic that shut the schools leaving children hungry and dry, went into the villages and contacted the families of the beneficiary children. The needy families that hardly got any relief materials were provided with grocery kits.

Thus, to keep up the flame of volunteerism and service burning, Annapoorna swiftly moved from the spirit of "Let no child go to school hungry, ever" to "Let no child stay at home hungry" in these times of need!





CSR PARTNERS AND GLOBAL COLLABORATIONS



MANY WAYS TO PARTICIPATE IN ANNAPOORNA—CSR

ORGANIZATIONS AND INDIVIDUALS COLLABORATE WITH ANNAPOORNA IN MANY WAYS

1. Sending employees as volunteers
2. Companies granting their products or services
 - ◆ Food partners providing items free or at a discount
 - ◆ Healthcare partners providing their services
 - ◆ IT partners providing free access to systems, software development etc.
3. Organizations leveraging their reach to increase awareness and urgency of cause to much larger populations
 - ◆ Examples: NASSCOM, Institute of Directors, FKCC, BNI
4. Sponsoring partners who provide CSR funds or grants for projects

ORACLE®

CASE STUDIES:

"OraVolunteers" spend time with children

- * Regular CSR drives helped reach more children
- * 33 CSR volunteering events held in last 2 years
- * Mostly rural government schools served by Annapoorna
- * Focus Areas: Hygiene, Education, and Environment awareness
- * More corporates joined later: KPMG, Samsung etc

CORPORATES SUPPORT FREE COOKED BREAKFAST SERVED FOR NEEDY CHILDREN



FANUC

- * 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
- * Micro Focus 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 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.

Kellogg's



DABUR SENDS JUICES FOR THE RURAL AND INTERIOR SCHOOL CHILDREN



- * Annapoorna receives several trucks 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.

CORPORATE HR LEADERSHIP PARTICIPATION

Members of MTHR Global (More Than HR Global) consisting of HR leaders from various Corporates across India visited 4 schools in East Bangalore on 7th October, where breakfast is currently being served by the Annapoorna Breakfast Team. These leaders participated in a community service activity as a part of their “Daan Utsav” initiative.





INTEGRATED RURAL DEVELOPMENT PROGRAMME

IRDP – AN ANNAPOORNA INITIATIVE

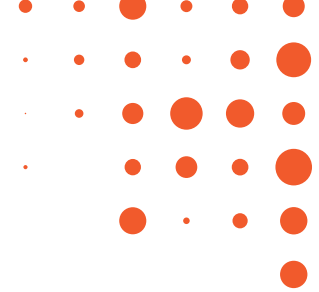
A FIRST-OF-ITS-KIND INITIATIVE, KICK-STARTED IN OCTOBER 2017.

- ✦ 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 curricula





OTHER WAYS TO VOLUNTEER

Volunteering

Internships

Institute of Directors and other Partnership

Education wing

Sponsorship support via CSR



EDUCATIONAL CAMP FOR GOVERNMENT SCHOOL CHILDREN



SUPPORTING PARTNERS



FOOD PARTNERS



HEALTHCARE PARTNERS



OTHER PARTNERS



GLOBAL ALLIANCES



MEDIA

AND REACH

SANATHANA VANI – MULTIMEDIA PARTNER FOR ANNAPOORNA



ABOUT SANATHANA VANI

To develop the spirit of pure love, selfless service and compassion in everyone's hearts, thereby guiding humanity on the path of oneness, towards the realisation of one supreme truth, one united world and one global family based on the teachings of Bhagawan Sri Sathya Sai Baba, 'Love All Serve All', 'Help Ever Hurt Never' and 'Think God, Become God'.

SOCIAL MEDIA AND JANANDOLAN

Sri Sathya Sai Annapoorna Trust is actively present in various popular social media sites. The team takes a structured approach in conveying the latest happenings to all our partners, patrons, volunteers and well-wishers through various platforms. The tech-savvy team behind this understands the need for Social Media to make Annapoorna a mass movement or a *Jan Andolan*. The culture of brotherhood at Annapoorna allows pretty much any volunteer to add updates and contents that would go into the website, or social media platforms like Facebook, Instagram, Twitter, etc.

Quickly understanding that the new normal caused by the pandemic is here to stay, the social media team has quickly taken up a new responsibility of engaging the enthusiastic volunteers in virtual meets. Thus, the team has set about carrying out inspiring stories and heartwarming content by live streaming into top major social media platforms like YouTube, Facebook (LIVE) and Twitter (LIVE). These live streams, which are free for all to view and engage with, have seen to be inspiring new audience leading to a good influx of new and enthusiastic volunteers.

Annapoorna sees social media reach as a major catalyst to not only get volunteers and well-wishers on board, but the core success would be achieved when our social media posts are able to inspire every single viewer to help another person in their own way, which could be as small as sharing a chocolate!



EVENTS

CONCLAVES

- **April 2019:** CSR Conclave at Jamshedpur (Jharkhand)
- **April 2019:** CSR Conclave at Trivandrum (Kerala)
- **Dec 2019:** Sri Sathya Sai Annapoorna Trust's 4th Anniversary

EVENTS

LAUNCHES

- **June 2019:** 2000 children across 15 schools in Rajanna Sircilla in Telangana
- **August 2019:** Launch in Siddipet and Munipalli (attended by MLA Sri Harish Rao)
- **Sep 2019:** Tie up with Adama Chetana to launch SaiSure for 42000 children
- **Sep 2019:** Launch of breakfast programme in Gobichettypalayam in TN
- **Sep 2019:** Launch for 10,000 children in Kalaburagi (Gulbarga)
- **Oct 2019:** Launch of multiple initiatives towards 'END MALNUTRITION' by the Chief Minister of Karnataka at Vidhana Soudha, Bengaluru
- **Nov 2019:** Launch in Puducherry for 20,000 children
- **Nov 2019:** Launch of Centralized Kitchen in Chennai
- **Nov 2019:** Launch of SaiSure in Tumkur for 60,000 children
- **Nov 2019:** Launch of SaiSure in Hukkeri taluk in Belagavi for 5000 children
- **Nov 2019:** Launch of SaiSure in Hubballi for 70,000 children
- **Dec 2019:** Launch of SaiSure in Dehradun, Uttarakhand
- **Mar 2020:** Launch in Ramanagara district in Karnataka for 57,000+ children
- **Mar 2020:** Launch in 42 schools in Prakasam district in Andhra Pradesh for 3000 children
- **Mar 2020:** Launch of SaiSure in Kolar district
- **Mar 2020:** Launch of SaiSure in Jagtial district

SAISURE HEALTH MIX

KARNATAKA



Annapoorna's SaiSure health mix scheme has already been introduced in various districts in Karnataka such as Chikkaballapura, Ramanagara, Mandya, Kalaburugi, Tumakuru and Bengaluru Rural. The scheme is also implemented in parts of States like Tamil Nadu, Andhra Pradesh and Telangana.

SaiSure is a scientifically formulated multi-nutrient health mix that complements the milk supplied by the Government of Karnataka, in terms of essential nutrients such as essential micro-nutrients, enhanced with a good taste that the children can relish. SaiSure is currently benefiting close to one lakh children in Karnataka.

Following the positive results of SaiSure health mix powder on children's health, Annapoorna team submitted the post-health analysis report to the state department of primary and secondary education in Karnataka which has decided to extend the scheme further.

Annapoorna, in association with Adama Chetana Trust, will now be serving SaiSure health mix to 42,000 more children! Adama Chetana is a volunteer organisation working on various social projects across Food, Education, Health, Rural Development and Environmental Issues. Minister for Primary Education, Shri Suresh Kumar launched this programme for Bangalore Urban Schools.

ANNAPOORNA BREAKFAST

GOBBICHETTYPALYAM, TAMIL NADU



The flagship Annapoorna Breakfast Programme that serves over 200,000 children across various States in the Nation was further launched in Erode District's Gobichettypalayam in the State of Tamil Nadu. Honourable Education Minister of the State Thiru. Sengottaiyan participated in the launch of the event.

CHILDREN IN KALABURAGI BENEFIT FROM MORNING NUTRITION

Annapoorna and Adamya Chetana are partnering again, after the initial partnership in Bengaluru earlier this month, to help more than 10,000 needy Government School going children in Kalaburagi (Gulbarga) District with healthy morning nutrition!

Honourable(Hon.) Minister for Primary and Secondary Education in Karnataka, Sri Suresh Kumar; Hon. Member of Parliament, Sri Umesh Jadhav; Hon. Members of Legislative Assembly, Sri Basavaraj Mattimod and Sri Subhash Guttedar; Hon. Member of Legislative Council, Sri BG Patil and Hon. Zilla Panchayat President, Sri Suvarna Malaji graced the occasion.



SAISURE HEALTH MIX LAUNCH TUMKUR DISTRICT, KARNATAKA

Annapoorna's nutritious and delicious health mix "SaiSure" was launched as Nutrition food for pregnant woman and 60,000 Govt school children in 3 Taluks (Pavagada, Koratgere and Madhugiri) of Tumkur District by Srimath Swami Japananda Maharaj, President, Ramakrishna Sevashrama. The programme was inaugurated by Sri S Suresh Kumar, Honourable Minister for Primary and Higher Education, Govt of Karnataka. The Chief Guests presiding over the Event were Sri Venkataramanappa, Former Minister and MLA, Pavagada Taluk, Sri T B Jayachandra, Former Minister of Karnataka, Sri Muralidhar Halappa, Former Chairman, Karnataka Skill Development Corporation, and Smt Shubha Kalyan, IAS, Chief Exec Officer, ZP, Tumkur District



SAISURE HEALTHMIX LAUNCH

HUBBALLI, KARNATAKA



Sri Sathya Sai Anapoorna Trust in Collaboration with Adama Chetana launched the Sai Sure MultiNutrient Health Mix in Hubballi, Karnataka which will benefit 70,000 Govt School Children. The Guests of Honour for the Event were Sri Basavaraj Bommai, Minister for Home Affairs and Cooperation, Govt of Karnataka, Sri Jagadish Shettar, Minister of Large and Medium Scale Industries, Govt of Karnataka, Sri Pralhad Joshi, Minister of Parliamentary Affairs in the Central Cabinet with Additional Portfolios of Mine and Coal, Sri Arvind Bellad, Member of Legislative Assembly, Hubli - Dharwad West Constituency, Govt of Karnataka and Smt Dr Tejaswini AnanthKumar, Chairperson, Adama Chetana.



VOLUNTEERS TRAINING PROGRAMME

SATHYA SAI GRAMA, MUDDENAHALLI,
OCTOBER 19, 2019

On October 19, volunteers of the initiative gathered at Sri Sathya Sai Premamrutham Hall for a training programme. An introduction and brief overview of the Sri Sathya Sai Annapoorna Trust was presented, along with updates on the functions of the Trust. This was followed by regional state presentations and interactive sessions. A plan to expand this program to 500,000 children by the end of the current academic year was charted out.



Thereafter Sri B N Narasimha Murthy, Chancellor of the Sri Sathya Sai University for Human Excellence and Chief Mentor for Sri Sathya Sai Annapoorna Trust addressed the gathering. Sri Narasimha Murthy congratulated and complimented all the volunteers of the Annapoorna Trust for their wonderful work and dedication to feeding the underprivileged and hungry children of the nation. Elaborating on the nature of selflessness, Sri Narasimha Murthy quoted from the Upanishads, which say that when the urge to help others selflessly arises in one's heart, all one's difficulties melt away and one will be followed by wealth and success. He reminded everyone that in the spiritual domain, it is adopting this selfless attitude of forgetting about oneself and only thinking about others, that is the only thing that has to happen. With this, Sri Narasimha Murthy brought his talk to a close and prayed to Swami for His divine message.



Later the founder Sadguru Sri Madhusudan Sai addressed the gathering.

“Everything is born out of love. Everything lives in love, sustained by love and ultimately, everything merges back in love. Wherever you see, there is only love and nothing else. Love is the most gratifying feeling and although it comes in different forms: such as that between mother and child, between siblings and between friends, it is the purest form of love which is without expectations, that sustains this world and is the love from which this world is born and into which it will merge back.”

“Just as a river only knows how to flow and reach the ocean, even though birds, animals, saints and even sinners may drink from it, likewise, all Seva that is undertaken, must be like the purest of rivers and must flow only with the aim of reaching God. As this seva continues, numbers and support will surely increase, but truly the Annapoorna Seva is a river which is taking everyone to the ocean which is God and that is the real purpose behind these projects that have been initiated. Through undertaking this Seva, every day one must feel purer, more compassionate and kind, more loving and more divine.”

“Discard the sense of doer-ship so that the opportunity does not get reduced to goal-oriented work but remains as an opportunity for worship through serving others. All Seva should be standing on the

firm ground of Sadhana. Real sadhana is not performing austerities or undertaking difficult penance, but rather, it is about constantly reminding oneself of the true reason for undertaking any activity. Both Seva and Sadhana are inseparable, for, all that one feels within must be expressed through one’s actions and all one’s actions must reflect what one feels within. As the Annapoorna Seva provides breakfast to the children, it must also provide Jnana, knowledge and Vairagya, detachment to the volunteers. This Seva is solely designed to teach knowledge of within and to develop detachment so that one can reach the divine.”

“All three parts, Samaja (society), Sarkar (government) and Sanstha (institutions) have to come forward in this initiative to address the nutrition needs of many needy children.”



END MALNUTRITION CAMPAIGN

VIDHANA SOUDHA, BANGALORE,
OCTOBER 31, 2019

Children are the greatest asset of a nation, as they are the future of tomorrow. A country can prosper tomorrow only if its children are healthy today and for that, it is imperative to ensure the health of mothers, for only a healthy mother can beget a healthy child. Today, with India being home to about 50% of under-nourished children of the world and with an alarming rate of maternal and infant mortality, the Sri Sathya Sai Annapoorna Trust has made significant efforts in tackling this issue of malnutrition. Since the Trust's inception in November 2015, it has provided nutritious breakfast to needy rural school children in Government and aided schools. Alongside this breakfast initiative, SaiSure which is a malt based multi-nutrient supplement was also introduced in Government Schools, complementing the Ksheerabhagya Scheme in Karnataka. This innovative and easy to prepare nutritious drink is an answer to the issue of hidden hunger, which is the lack of essential micro-nutrients such as vitamins, minerals, iron, calcium, etc.

On the morning of 31 October, 2019, a special programme was held at Vidhana Soudha, the Karnataka State Legislative Assembly building in Bangalore. The aim and objective of the programme was to undertake collective measures to end malnutrition in the country. The programme was attended by people of all walks of life, including: volunteers, doctors and health professionals, administrators and heads of institutions, politicians



including several Cabinet Ministers of the State and the Honourable Chief Minister of Karnataka, Sri B S Yediyurappa.

Dr Satish Babu, Chairman of the Scientific Committee for Nutrition, gave an overview of the various programmes and initiatives undertaken, such as the Annapoorna Programme, the Divine Mother and Child Health Programme and the SaiSure supplement. He outlined the impact of these initiatives since their inception and highlighted the reinforced efforts that would go into the same.

A mobile application called 'Chirayu' was then launched by the Honourable Chief Minister. This application will be of great help in recording the vital health parameters of the children and mothers during their health screenings and regular medical check-ups.

Thereafter the Hon'ble Chief Minister of Karnataka, Sri B S Yediyurappa launched the expansion of the Sai Sure programme across other districts of Karnataka in a phased manner. Re-modelled versions of Sai Sure for Toddlers and Pregnant Women were also launched, catering to the needs of children aged between one and six years and also of expecting mothers.

After this, the Annual Report of the Sri Sathya Sai Annapoorna Trust for the year 2018-2019 was presented.

The keynote address was thereafter delivered by the Honourable Chief Minister, Sri Yediyurappa. He applauded the efforts of Sri Sathya Sai Health and Education Trust and Sri Sathya Sai Annapoorna Trust to combat malnutrition and promised all required support by the Government to eradicate the same.

It was indeed a classic scenario of the Sarkar (Government), Samaj (Society) and Sansthan (Institutions) coming together to strive for societal uplift.\



4TH YEAR ANNIVERSARY CELEBRATIONS

OF SRI SATHYA SAI ANNAPOORNA TRUST,
DECEMBER 28 & 29, 2019

The celebrations marking the 4th anniversary of Sri Sathya Sai Annapoorna Trust and seven years of the Annapoorna Breakfast Seva Programme brought together Annapoorna volunteers and beneficiaries from several states. From schools where Annapoorna Programme is currently running, 200 teachers from Karnataka, 300 teachers from Andhra Pradesh and 200 teachers from Telangana also participated in the celebrations and reaffirmed their commitment to the noble cause. The 1000+ people who participated in the celebrations immersed themselves in the joy of being able to feed 4lakh children breakfast everyday across India and got inspired to be able to feed more children in the coming years.

DECEMBER 28 MORNING – GRAMA SEVA

On the morning of 28th December, all the teachers, volunteers and students proceeded to nearby villages for the annual Grama Seva. With over 800 volunteers participating in the Seva, food and clothes were distributed in 94 villages in Chikkaballapur Taluk, in order to mark the 94th birthday of Sri Sathya Sai Baba.





DECEMBER 28 EVENING

The evening program started commenced in the presence of Sri Madhusudan Sai, the Founder and Trustee of the Sri Sathya Sai Annapoorna Trust, Sri E Dayakar Rao, Honourable Minister for Panchayat Raj and Rural Development, Government of Telangana, Sri Sampath Narasimhachari, Chairman of the Sri Sathya Sai Annapoorna Trust and Sri B N Narasimha Murthy, Chancellor of Sri Sathya Sai University for Human Excellence



Sri B N Narasimha Murthy addressed the audience, speaking about the right kind of education and emphasised that it is education which builds character along with imparting knowledge that is necessary today. Annapoorna Breakfast Programme is ensuring that through the various activities being conducted by the Trust, such education reaches children all over the country.

Sri Ashish Bharadwaj who works as a Senior Manager at the computer technology corporation, Oracle, and has organised more than fifty CSR events through the company's CSR initiative thanked all the Oracle colleagues who had supported him in all those CSR Events.

Chayadevi, a young girl studying in Grade 7 at RPS Children's School, shared her experience of being a part of the breakfast programme at Vinayaknagar. She expressed that being a very shy person by nature, it was only after attending this Seva that she opened up, made new friends and became courageous enough to speak in front of an audience. She has found her health to have also improved after having nutritious food served by the volunteers and learning several new concepts during the summer camp conducted by Annapoorna volunteers,



has helped improve her language skills as well. Chayadevi humbly offered gratitude to Sri Madhusudan Sai for bringing the Annapoorna programme to their village and concluded her very touching talk.

Along with providing breakfast, the Annapoorna team also organises periodic health camps in the villages that are served, to check for any ailments. Cardiac ailments are a major cause of premature death in children and therefore, the world's first intelligent stethoscope with integrated ECG leads, is a simple instrument used to detect any problems early on. Dr Arvind Thiagarajan from the USA, who designed this intelligent stethoscope, presented the device to Sri Dayakar Rao as a gift to the children of Telangana state. Thus, the device can be used to detect congenital heart defects in young children, as the Annapoorna Trust extends its reach into the state of Telangana.



The Honourable Minister, Sri Dayakar Rao expressed his admiration for the noble work being undertaken as part of the Annapoorna Trust and spoke of several new initiatives introduced by the Telangana government, which can go hand in hand with the work being done by the Annapoorna team.

Sri Madhusudan Sai addressed the gathering and began with the reminder that man has been given a body for the sake of service alone. Service to man is service to God and serving the children, especially, is the best form of service as it is assured to create a better world tomorrow. Helping a child in turn helps the mother, father and the teacher. When children are given help in their time of need, they grow up to share that love with others. Sri Madhusudan Sai emphasised that what may be seen as Seva for children, is in truth, a form of Sadhana for the volunteers. In their efforts to bring many needy children from villages to join Sri Sathya Sai Educational Institutions, the lives of the volunteers have been enriched. Sri Madhusudan Sai then explained that Annapoorna is not a mere breakfast-serving initiative; but rather, it is much more than that. It is the movement of transforming lives and this mission will not come to an end until each and every single child in the world has been fed breakfast. Showering abundant blessings on all those who are a part of the Annapoorna Breakfast Programme, Sri Madhusudan Sai concluded His message.

A book documenting the journey of Annapoorna since its inception in 2012, encapsulating all guidance on the project given by Bhagawan Sri Sathya Sai Baba, between the years 2012 and 2014 was released. The book was offered by all the Trust members and Sri Madhusudan Sai released the wonderful book of Divine guidance.

DECEMBER 29 MORNING



Sri Madhusudan Sai addressed the gathering and reminded everyone of Lord Krishna's words saying that God is everywhere and in everything. Therefore as the Ishavasya Upanishad declares, one must consume with sacrifice, without taking that which belongs to others. As the Vedas declare, it is by sacrifice alone that one can attain immortality, for sacrifice immediately gives peace. Sri Madhusudan Sai explained that it is this virtue of Tyaaga or sacrifice, that is the very essence of Indian culture.

He elaborated further, saying that there are four kinds of Jeevis, namely: Roga Jeevis, who only take and do not give; Bhoga Jeevis, who take a lot and give very little; Tyaaga Jeevis, who give a lot and take very little; and Yoga Jeevis, who do not take anything but give everything. While most people are either Roga Jeevis or Bhoga Jeevis, only a handful of Tyaaga Jeevis exist in the world and Yoga Jeevis are one in a million, as they simply depend on God and live only in service of others.

Sri Madhusudan Sai explained that this mission is not just nutrition but transformation. It is a transformation especially in those who are serving, not just in those being served. He lovingly said that the volunteers of the Annapoorna Programme all qualify as Tyaaga Jeevis. The first beneficiaries of the Annapoorna Programme are thus the volunteers themselves, who have had the opportunity to transform their own selves from Rogis and Bhogis into Tyaagis.

Explaining that the child is not merely the responsibility of the parents, but of society as a whole, Sri Madhusudan Sai said that although much work has been done in the past 4 years, there still remains a long way to go. Only selfless love, which knows only to give and not to take, can make the impossible possible. One must not be afraid to give, as when one gives, God takes care and showers one with much more than imaginable.

Reminding everyone to serve the children as the Lord Himself, Sri Madhusudan Sai showered His love and blessings on all those involved in the Annapoorna Seva and concluded His message.

AWARDS AND RECOGNITION

CSR TIMES BEST NGO AWARD 2019 IN HEALTHCARE CATEGORY

It is with great humility we share that Annapoorna has been conferred with this year's CSR Times Best NGO Award in the Healthcare category!

This award recognizes organizations who deliver high impact through CSR projects and adopt multi-stakeholder approach leading to excellence in project outcomes. It is conferred by CSR Times, India's top CSR magazine, and was announced on September 18th at New Delhi.



REGIONAL WINNER IN THE FIELD OF 'SOCIAL IMPACT'

'Spirit of Humanity' is a national-level platform for collaboration, capacity building, rewards and recognition within the social sector in India. Thought leaders from corporate, government, academia, social and CSR sectors unite at Spirit of Humanity for rendering their knowledge & expertise in evaluating the social impact created by participating organizations.

On this prestigious stage, Annapoorna has been awarded the Regional Winner for contribution in the field of 'Social Impact'.



HONOURABLE MENTION IN GLOBAL DUTY OF CARE AWARDS 2019

The Duty of Care Summit & Awards was held on 17th October 2019, in Shanghai. In this summit, the world's leading stakeholders responsible for protecting the health, safety and wellbeing of their people gathered for the Duty of Care Summit to share best practices and trends, exploring the next generation of Duty of Care. The Awards recognize outstanding achievements in meeting high standards of health, safety and security at work. Judges reviewed entries representing 28 sectors across 31 countries.

Sri Sathya Sai Annapoorna Trust was shortlisted in the Education Category in the first round of shortlists, and in the final round earned a *Honorable Mention* at the summit. There were three honorable mentions overall along with a winner of the award.



WINNER OF ROTARY KARNATAKA NGO AWARDS 2020

The Third Annual Rotary Karnataka CSR Awards 2020 were presented by Dr. Ashwath Narayan C.N., Hon. Deputy Chief Minister, Karnataka State, in the presence of District Rotary Governor Dr. Sameer Hariani. In a glittering function, Dr. Ashwath Narayan said, "I would like to congratulate the awardees and thank the Rotary Club for creating such a platform. Recognizing good work done by corporates and NGOs is very important as this can inspire them to do more for the community."

The areas where NGOs and corporates were awarded included Basic Education & Literacy; Agriculture & Rural Development; Skill Development & Livelihoods; Women & Child Development & Differently Aabled; Health, Safe Drinking Water & Sanitation and Technology in CSR/ Digital Education. Sri Sathya Sai Annapoorna Trust won the award in the category "Safe Drinking Water & Sanitation".



FINANCIALS

(FY ENDED MARCH 31, 2020)

ANNAPOORNA PAYMENTS OPERATIONS SUMMARY

INCOME AND EXPENDITURE

PARTICULARS	AS AT 31-MAR-20		AS AT 31-MAR-19	
	₹	\$	₹	\$
INCOME:				
Donations and Contributions	5,58,70,280	7,55,004	3,91,79,977	5,29,459
Interest Income	30,599	414	16,387	221
Other Income	25,630	346	-	-
TOTAL INCOME	5,59,26,509	7,55,764	3,91,96,364	5,29,681
EXPENDITURE:				
Administrative Expenses	5,23,172	7,070	4,12,861	5,579
Award Nomination Fees	49,560	670	-	-
Awareness Program Expenses	9,14,784	12,362	9,10,531	12,304
Purchase of Bananas and Fruits	1,96,437	2,655	5,42,716	7,334
Bank charges	10,007	135	16,693	226
Purchase of Biscuits and Bakery	24,34,486	32,898	42,56,843	57,525
Purchase of Breakfast	44,67,864	60,377	17,68,348	23,897
Payment to Cooks	57,60,338	77,842	61,29,546	82,832
Materials for Distribution	31,78,375	42,951	-	-
Depreciation	4,97,285	6,720	3,75,537	5,075
Event Expenses	9,70,067	13,109	-	-
Flood Relief Expenses	2,10,977	2,851	-	-
Fuel Charges	1,49,096	2,015	-	-
Godown Rent	2,43,218	3,287	1,68,600	2,278
Healthmix	60,16,402	81,303	14,46,267	19,544
Insurance	4,41,177	5,962	19,945	270
Labour Expenses	24,930	337	50,000	676
Loading and Unloading Charges	1,01,593	1,373	-	-
Purchase of Milk	3,74,047	5,055	4,35,559	5,886
Newspapers and Magzines	20,000	270	-	-
Donations	-	-	3,28,600	4,441
Other Expenses	-	-	9,375	127
Payment of Education Fee	15,69,500	21,209	6,49,500	8,777
Pooja Expenses	19,928	269	-	-
Postal Charges	4,805	65	-	-
Printing and Stationary	5,37,648	7,266	-	-

Packing Charges	2,27,598	3,076	-	-
Purchase of Provisions	1,99,54,164	2,69,651	1,76,66,064	2,38,731
Purchase of Ready Mix	11,95,918	16,161	-	-
Lease Rent	5,00,000	6,757	-	-
Repairs and Maintenance	4,96,364	6,708	11,743	159
Salary	36,51,897	49,350	22,25,130	30,069
Snacks	36,000	486	-	-
Staff Welfare Expenses	2,00,752	2,713	-	-
Transportation Expenses	6,91,627	9,346	3,14,598	4,251
Travelling Expenses	9,32,654	12,603	70,129	948
Vegetables	6,58,398	8,897	4,14,823	5,606
Welfare Expenses	90,947	1,229	-	-
TOTAL EXPENDITURE	5,73,52,015	7,75,027	3,82,23,407	5,16,533
EXCESS OF INCOME OVER EXPENDITURE	-14,25,506	-19,264	9,72,957	13,148

BALANCE SHEET

PARTICULARS	AS AT 31-MAR-20		AS AT 31-MAR-19	
	₹	\$	₹	\$
SOURCES OF FUNDS:				
Corpus Fund	1,04,76,250	1,41,571	73,75,369	99,667
Excess of Income Over Expenditure	-22,44,488	-30,331	-8,18,980	-11,067
TOTAL (A)	82,31,762	1,11,240	65,56,389	88,600
APPLICATION OF FUNDS:				
Fixed Assets	-	-	-	-
Tangible Asset	70,10,590	94,738	64,70,518	87,439
Current Assets, Loans and Advances	-	-	-	-
Cash & Bank Balances (Including FDs)	13,35,772	18,051	1,02,001	1,378
Less: Current Liabilities & Provisions	1,14,600	1,549	16,130	218
Net Current Assets	12,21,172	16,502	85,871	1,160
TOTAL (B)	82,31,762	1,11,240	65,56,389	88,600

** 1 US\$ EQUALS RS 74







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

 [annapoorna.org.in](https://www.facebook.com/annapoorna.org.in)

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

 info@annapoorna.org.in

 +91 9845 351 249

 [info@annapoorna.org.in](https://www.instagram.com/annapoorna.org.in)

 Regd. Address: D-305,
Sai Sannidhi, Sathya Sai Grama, Muddenahalli,
Chikkaballapur, Karnataka - 562101