



Nourishing the Nation through Nutrition



SRI SATHYA SAI ANNAPOORNA TRUST
ANNUAL REPORT 2017-18

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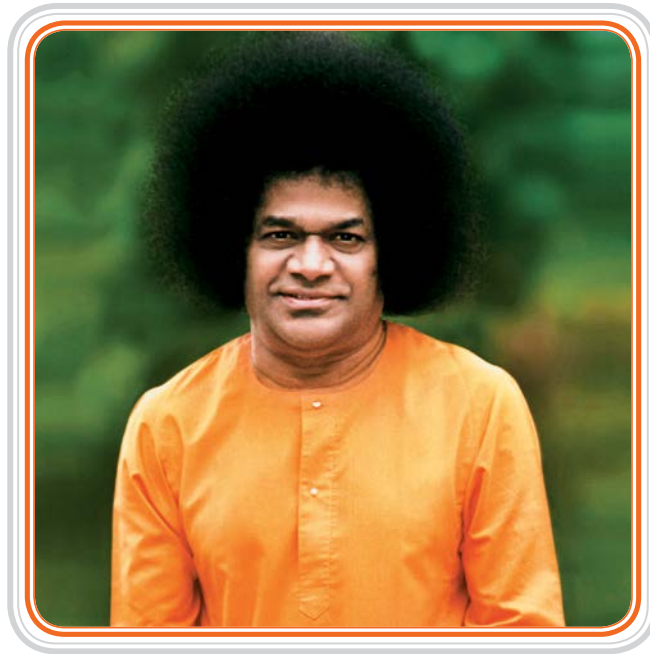
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“There are many school going children who do not have proper breakfast in the morning. With an empty stomach how can they study?”

Children are the next generation youth and it is our responsibility to nurture them right from the beginning. Children who either cannot afford or are not being served breakfast at home, should not go hungry to school as it is detrimental to their physical and mental health.”

- Bhagawan Sri Sathya Sai Baba



NOURISHING THE NATION THROUGH **NUTRITION**



‘LET NO CHILD GO TO SCHOOL HUNGRY, EVER!’



The simplest way to secure a healthy future of the nation is to invest in our children now. But sadly, child malnutrition is a haunting reality for us. At Annapoorna, we work towards alleviating hunger and undernourishment in rural and underprivileged school-going children by providing them with a nutritious breakfast.

Providing breakfast may be a simple concept but it has a far-reaching impact. We have been a fortunate witness to the transformative power of the indispensable breakfast. Higher attendance, lower dropout rates, improved health parameters, marked increase in academic performance and attentiveness – and the list goes on. But the most gratifying impact of the breakfast programme has been the transformation it has kindled in these children.

While our work spans across nutrition, health, water and sanitation, the unifying focus remains the child’s well-being. Setting a child on a holistic path with good daily nutrition, and the ability to attend and succeed in school is our collective social responsibility, and one, which will go a long way in nation building.

It is our dream to build a nation, where no child goes to school hungry, EVER!

We’re here until then.

Narasimhachari Sampath
Chairperson, Sri Sathya Sai Annapoorna Trust

FROM THE SECRETARY'S DESK

LET'S SERVE OUR COMMUNITIES TOGETHER!



UPLIFTMENT AND TRANSFORMATION

October 2018



Dear Friends

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 partnerships as we aim to increase the beneficiaries of Annapoorna manifolds.

Some of you might be aware that I belonged to the corporate sector and worked for an IT firm. In July 2012, I 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. I did this every single morning before going to my office, with unstinted support from my family and other like-minded individuals. My 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 upliftment and transformation of rural geographies.

Today, Annapoorna serves morning nutrition to over 1,20,000 children across 15 states and 2 union territories. This service is largely offered at government schools in rural areas. The 500+ volunteers, come from various professional backgrounds, and include IT professionals, nutritionists, scientists and physicians. The more we do, we realise that much more needs to be done, so Annapoorna Breakfast Program is now aiming to reach out to 3.5 Lakh children in this financial year, with the support from the governments of Karnataka, Andhra Pradesh, Telangana, Kerala and Puducherry, and more states in the offing.

Today, Annapoorna delivers morning nutrition to needy school children in several ways based on the need and geographies,

1. Cooked breakfast (Poha, Kichdi, Rice Pulav, Upma etc.)
2. Milk & Banana
3. Nutritious Cookies or Biscuits
4. Nutritious snack (Bread, Bun, Chikki etc.)
5. Protein Health Mix

Lately, we have been closely working with the governments of the states of Karnataka and Puducherry to deliver nutrition in a more effective manner and at a larger scale. For example, the government of Karnataka administers the Ksheera Bhagya Scheme through which milk powder is supplied to the government schools. To supplement this, Annapoorna has introduced the scientifically designed, Annapoorna Protein Mix (APM) which when mixed with milk, enhances the effective nutritional value of the same by significantly increasing the vital nutrients such as Iron and Vitamins, making it a wholesome and nutritious meal for the child.

Annapoorna's efforts have begun to show tangible results. Attendance and enrollments 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 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.

I bid adieu to my 15 years of professional corporate life, only to pursue my life's passion of community service on a full time basis and I have never regretted my decision ever since. I sincerely hope that more and more people find their passion in serving the rural poor.

I am therefore happy to invite you to be a part of this mission in whatever way you can. Let's join hands together and take breakfast to more and more school going children of our country. We shall not rest until no child goes to school hungry, ever!

I also take this opportunity to thank all our partners and participants, for their continuous support, and I look forward to many more such collaborations in the coming days.

Any thoughts and ideas on how we could do it better and faster, are most welcome.

Wishing you and your family, good health and plenty of happiness.

Warm Regards,
Anand Kumar Kadali
Mobile: +919901999196
Email: anand.kumar@annapoorna.org.in







VISION

‘Let no child go to school hungry, ever!’

MISSION

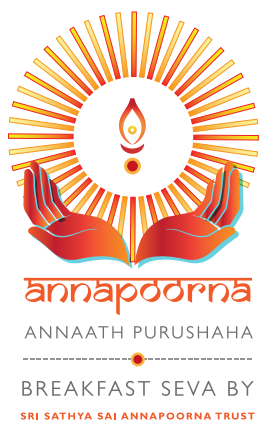
- To **nurture** school-going children in rural India and disadvantaged sections of the society with **nutritious breakfast** while also catering to their emotional and spiritual needs.
- To **expand presence** to all government and government-aided schools in the country.
- To enable rural uplift and transformation, and help make Indian villages ideal in terms of **sustainable growth and development**.

THE ANNAPOORNA BREAKFAST PROGRAMME



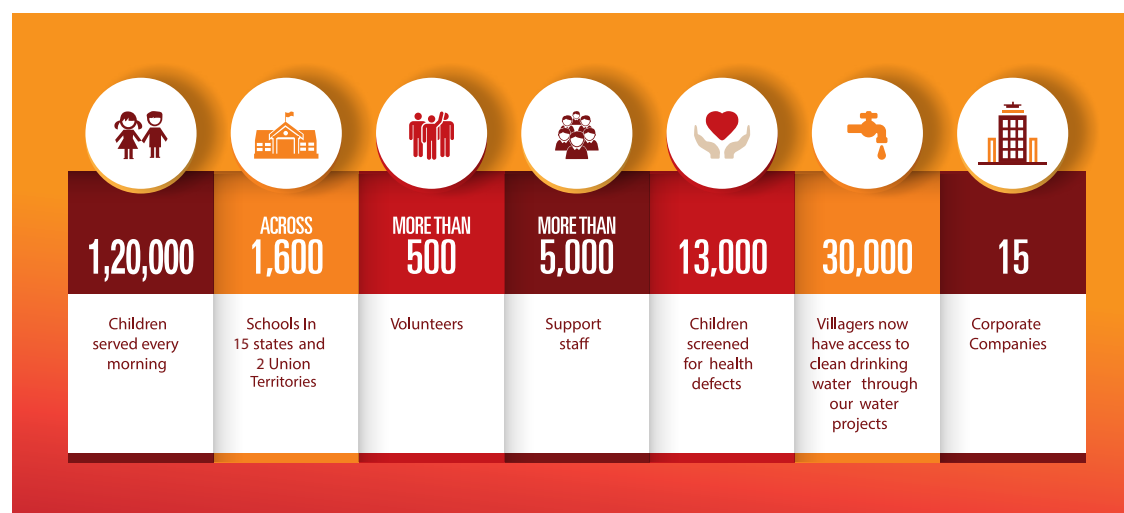
India is home to the largest number of children in the world. But unfortunately, not all our children have access to well-balanced and nutritious food. The Annapoorna breakfast programme was conceived as a solution to this. In July 2012, a handful of individuals came together and started the programme by serving breakfast to about 50 children at a school in Doddabele, near Kengeri, Bangalore. Over the years, more schools and children were added to the breakfast chain.

Today, more than 500 Annapoorna volunteers serve freshly-cooked breakfast to more than 120,000 children every day across its many centers spread all over the country. Till date **20 Million** Breakfast meals have been served



THE SRI SATHYA SAI ANNAPOORNA TRUST

The Sri Sathya Sai Annapoorna Trust was set up in November 2015. A charitable trust, headquartered in Sathya Sai Grama in Muddenahalli, it primarily oversees all the activities and obligations of the breakfast and allied programmes.



“Feeding the next generation of young school-going Indians is now an accepted state policy at the national level. But the importance of providing nutritious food perhaps needs to be highlighted more in the policy framework. For instance, while we may serve mid-day meals, it does not necessarily translate into nutrition. I think Annapoorna’s breakfast programme bridges this nutrition gap effectively.”

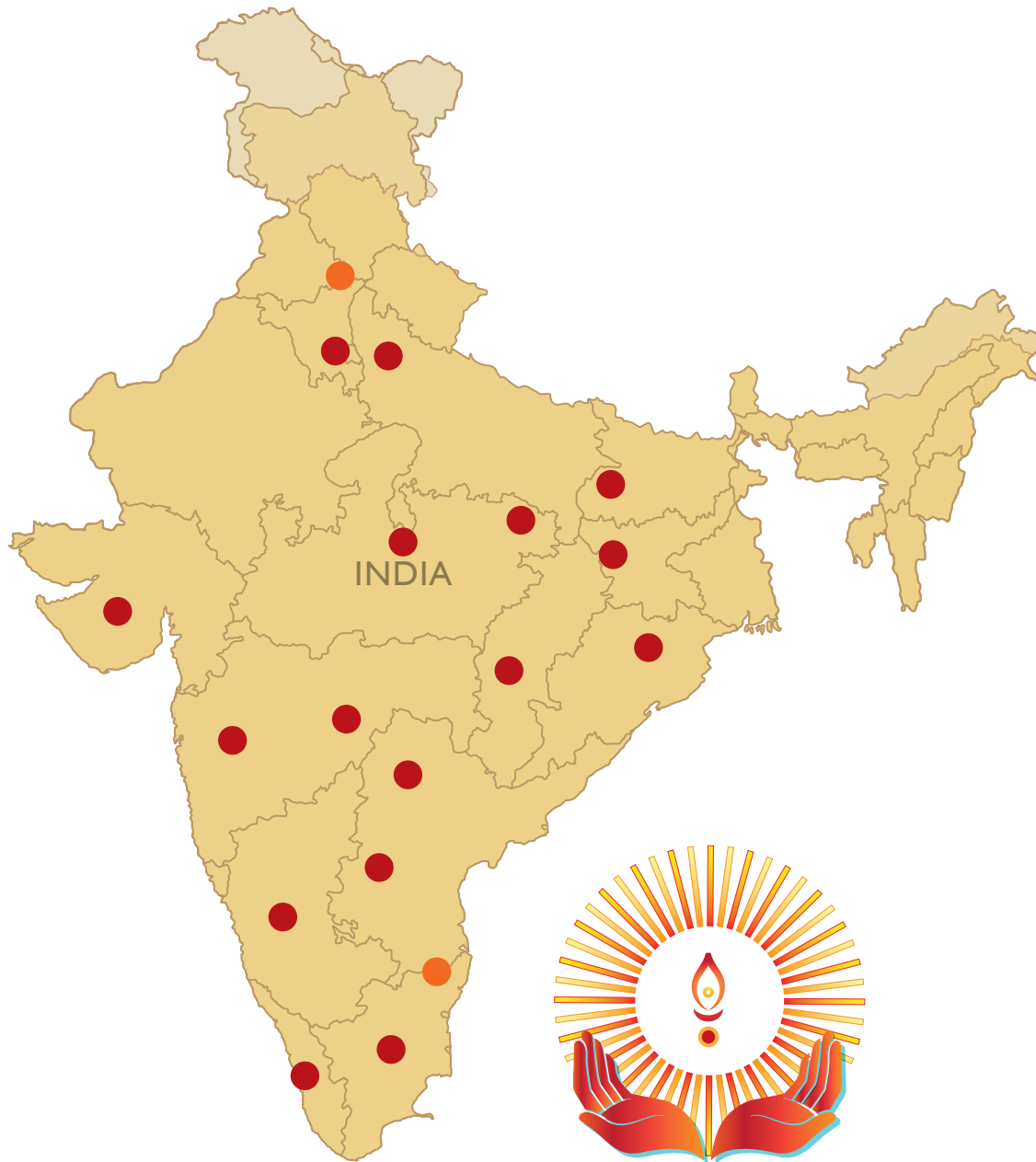
Sri S M Krishna

Former External Affairs Minister, Government of India and Former Chief Minister, State of Karnataka (on the sidelines of the One Nation event in Bangalore in August 2016.)



PRESENCE OF ANNAPOORNA BREAKFAST SERVICE TODAY

15 states, 2 union territories





| State | No. of Schools | No. of Children |
|----------------|----------------|-----------------|
| Karnataka | 883 | 52945 |
| Puducherry | 213 | 19422 |
| Andhra Pradesh | 226 | 14567 |
| Telangana | 180 | 9365 |
| Tamil Nadu | 111 | 8438 |
| Maharashtra | 6 | 1551 |
| Kerala | 18 | 1736 |
| Haryana | 11 | 1640 |
| Uttar Pradesh | 6 | 1049 |
| Gujarat | 1 | 27 |
| Bihar | 1 | 50 |
| Jharkhand | 3 | 170 |
| Delhi | 1 | 90 |
| Chhattisgarh | 2 | 340 |
| West Bengal | 1 | 90 |
| Orissa | 2 | 85 |
| Madhya Pradesh | 3 | 174 |
| | 1668 | 117139 |

BEST NGO IN ERADICATING EXTREME HUNGER

Annapoorna has been adjudged and awarded the “Best NGO in Eradicating Extreme Hunger” on the occasion of National CSR Summit that was held on August 02, 2018.

Hon. Union Minister of State (Independent Charge) Ministry of Tourism Mr. K J Alphons handed the award to the Annapoorna team and congratulated the team for their focus on building the Nation through Nutrition.



ANNAPOORNA RECEIVES SOCIAL AUDIT CERTIFICATION

On June 20, 2018, Annapoorna achieved a major milestone in the form of the prestigious Social Audit Certification that we have received from the auditors at SAN India.

Social Audit is a great method for organisations such as Annapoorna to plan, manage, monitor and measure the internal and external impact of our social operations, and ensure that we are indeed making a positive difference to our communities, while also living up to our shared values and objectives.

More importantly, SAN India has assessed that Annapoorna is operating at a Social Return on Investment (SRoI) score of 1.89.

It implies that for approximately every Indian Rupee 1 invested, Indian Rupees 1.89 of social value is created each year in terms of ensuring that no child goes to school hungry; improved academic performance and attendance, better health for the children and the community at large.



CSR FOOD INITIATIVE

Annapoorna has been adjudged the Winner of 'CSR Food Initiative' in the Bronze Category in the CSR Health Impact Awards. Sri Somnath Bharti, formerly Law Minister for New Delhi handed the award to the Annapoorna Team on 24th August 2018

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



Winner in the 'CSR Food Initiative' by the CSR Health Impact Awards in the Bronze Category.

IVOLUNTEER AWARD

- **Leader in Volunteer Engagement 2017**
- **Finalist at iVolunteer Awards**



INTEL COMPETITION

- **First Prize Cash award in healthcare category at INTEL CSR Competition conducted for employees volunteering at NGOs.**





A WHOLESOME BREAKFAST

A SCIENTIFIC APPROACH TO BREAKFAST



Our breakfast menus are prepared under the guidance of our expert nutritionists' panel and are designed to meet the calorie requirements of growing children. It contains a variety of foods, such as, milk, whole grains, proteins, and fruits and vegetables, to help keep students energetic and ready to learn until lunchtime.

The entire process from planning the menu to sourcing of vegetables and milk, to training of the cooks is meticulously planned to ensure that the breakfast is wholesome in its nutrition quotient and meets the quality standards and cost checks. It is also scientifically calibrated with the prescribed percentages of carbohydrates, proteins, and fibre components, as suggested by nutritionists.



“Annapoorna menus are planned to meet the typical nutrition gap of growing children in rural India. They are designed to appease the children's palates as well as to achieve a basic blend of nutrients quintessential for their overall growth and development.”

Ms Vidhya R

Chief Nutritionist, Cloudnine Hospitals, Bangalore (Jayanagar)

The entire week's offering put together meets roughly about 20-30 percent of the weekly nutrition requirement of a school-going child. This is in keeping with the standard norms worldwide.

QUALITY CHECK AND CONTROL



A check on quality of ingredients is maintained by working closely with the local vendors from whom milk, vegetables and fruits are sourced. This helps to positively engage the villagers in the programme and empower them economically, while keeping a tab on overall costs.

Cooks, who are the backbone of the entire programme are carefully selected to ensure that the breakfast not only meets the nutrition needs of the young bodies, it satisfies their little taste buds too.



“Annapoorna has given me a fantastic opportunity to make a meaningful difference to the lives of these children. The shy but friendly smiles, innocent voices praying and singing together, and the little hands delicately eating the meal, help to make the entire experience completely joyful and one that I look forward to every week. Add to that the love and the warmth with which new volunteers are welcomed to the group! Also worth mentioning is the flexibility that is extended to aspiring volunteers, making it very easy to become a part of this beautiful activity.”

Maheima Kapur
Entrepreneur





OVERALL WELL-BEING AND HEALTH

FOCUS ON WELL-ROUNDED GROWTH OF EACH CHILD



Annapoorna started out as a breakfast only initiative. But over the years expanded its scope to include health, education, water and sanitation in its ambit to address children's overall well-being and health in a holistic way.



“ My second daughter, Sanjana, was suffering from severe anaemia. But after she started receiving regular and healthy breakfast in the centre, her health has improved a lot. The children are served healthful breakfast every day, with a good mix of fruits, vegetables and milk, rich in protein and vitamins. And if the little children have trouble eating on their own, the volunteers step in, feeding them with their own hands. ”

Vasantha B.C.

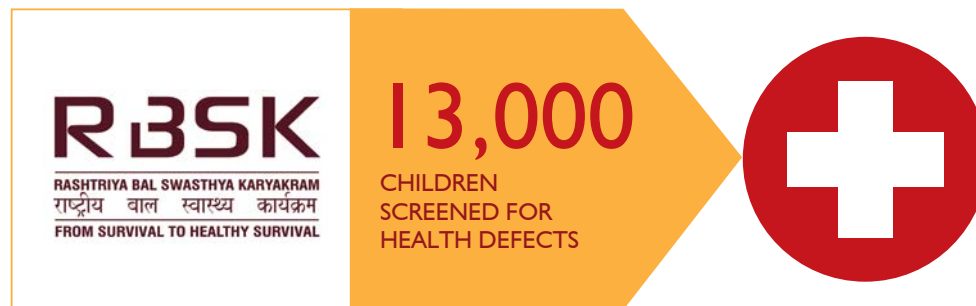
Mother of a child who receives breakfast at the Center in Doddabele, near Kengeri, Bangalore, Karnataka

HEALTHCARE



Annapurna conducts regular health screening and dental camps for the children in the schools. The screening tests are designed in line with the guidelines of United Nations and aligned with the specifications of the Rashtriya Bal Swasthya Karyakram, Ministry of Health and Family Welfare, Government of India.

With a focus on the 4Ds in children – Defects, Deficiencies, Diseases and Developmental Delays, we aim to contribute to the children’s health through timely detection, prevention, education and medical management.



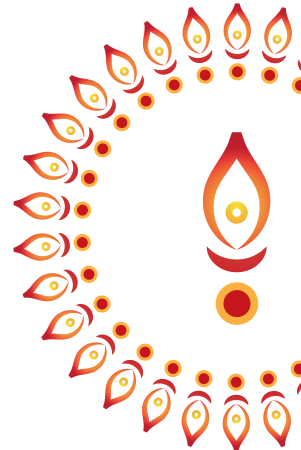
EDUCATION



T rue education should enrich the heart and nourish the soul. In keeping with this spirit, the volunteers work closely with the children, parents, teachers and school authorities to ensure that the children are nourished holistically. Through story-telling, group singing and other such interactive activities, children are taught the importance of the secular and universal human values of truth, righteousness, peace, nonviolence and love.

Computer skills, spoken English lessons, environment awareness and other such useful and practical classes are also undertaken for the children after school.

We also sponsor higher education of children who show a keen interest in academics. Till date, over 40 children have received such a sponsorship.



FROM CONCEPT TO COMPLETION

WATER AND SANITATION



Access to clean drinking water and good sanitation is a basic human right. In schools and villages that lack these basic comforts, Annapoorna executes drinking water projects and constructs toilets.

Simple and cost-effective RO water plants, bio-sand filters and other such solutions are developed on a need-basis in the villages. From concept to completion, the entire project is executed in a seamless and scientific manner. On completion, each family is given a smart card that enables them to receive 20 litres of potable water every day.



30,000

VILLAGERS NOW
HAVE ACCESS TO
CLEAN DRINKING
WATER EVERYDAY



CORPORATE SOCIAL PARTNERSHIP



Good work always finds company. In the last couple of years, Annapoorna has garnered support and patronage from many corporates and institutions, who are equally passionate about child nutrition and well-being.

Employees from companies such as Oracle India, Sapiens and Cisco, as part of their corporate social responsibility, have put in many hours of volunteering with us and have always come back wanting for more. With each passing year, we have continued to add more corporate partners.



WORDS OF ENCOURAGEMENT



“ I became aware of Annapoorna during the Oracle Volunteer event. We were interacting with a group of school children in a village on the importance of health and hygiene. But Annapoorna had gone many steps ahead and procured toothbrushes, toothpastes and even set up water filters for the children! Their work in the field of child nutrition is awe-inspiring and I hope to continue volunteering with them. Thanks to Annapoorna and my employer, my dream of working for the less-privileged children has come true. ”

Kavya Mishrikoti

Bid Office Support, Oracle India



“ I have been a volunteer with Annapoorna for the past couple of years. A few months back, there was a CSR Competition held in my organisation. Employees were encouraged to present the work and impact of the NGOs they were involved with. I chose to talk about Annapoorna and the impact it was having on the rural children and communities. Out of 31 presentations, Annapoorna was adjudged the best and won the first prize! While I wish more such prizes and recognitions come our way, the smiles and love we receive from the school children will always remain the best reward. ”

Yogesh Shetty

Application Developer, Intel







“ The breakfast programme has transformed the students in more ways than we could ever imagine. One of the Headmasters of a Government school in Chikkaballapur once shared with me that the Annapoorna volunteers had become role models for the students. Some of the students had told him that they wanted to emulate the volunteers when they grow up and serve breakfast to needy students for free! It was both humbling and satisfying to know that we were inspiring the future generation of our country to walk the path of service. ”

SUNIL TG

Advisor – Service Delivery, Dell EMC



“ Annapoorna has been a life-altering experience for me. Being caught up in the corporate life, in an imaginary race towards a high-flying position, and limiting my relationships to only close family members was not something I had envisioned when I returned to India from the US after my higher studies. There was a constant sense of incompleteness and shallowness inside. Until one day when I joined a friend in the distribution of breakfast to school students in south Bangalore in 2014. Seeing the satisfaction on the faces of the students, their parents, and the volunteers, inspired me to adopt a slum near my house to serve hot breakfast to the children. Three years later, and having helped served lakhs of hot meals to those children, my life seems more meaningful and is enriched with tremendous positivity. ”

Dr Girish Suryanarayana

Senior Research Scientist, Siemens



WORDS OF ENCOURAGEMENT

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

Smt. Shalini Rajneesh

Hon. Principal Secretary, Primary & Secondary Education,
Government of Karnataka

“ Sri Sathya Sai Annapoorna Trust, Muddenahalli has started the pilot project of serving breakfast in over 200 Government schools reaching more than 12,000 primary school children. Many children come to school on an empty stomach and without any breakfast how can we expect them to study well! These children come from a poor background and hence they don’t have any breakfast. We will start this programme with schools around Bhimli, Pedagantayada and Chinagadili and slowly expand to other areas as well. My idea is to expand this service to 1 lakh children in the coming months and then expand it to the entire state. Many like-minded individuals / NGO’s such as Annapoorna Trust must come forward to make this noble initiative a grand success and the next generation, our children, healthier in mind and body. And for the success of this programme, our Government will provide all the support and might that is required. ”

Sri Ganta Srinivasa Rao

Hon. HRD Minister, Government of Andhra Pradesh





“Dhanathil Sirantha thanam ...Annathanam.”

“ Providing Food is the best charity of all charities. We, the Puducherry Government, would like to convey our heartfelt gratitude to Annapoorna Trust for providing breakfast to the primary school children in Pondy and Karaikal, and our support and collaboration will always remain for Annapoorna Trust. ”

Sri Narayan Swami

Hon. Chief Minister, Government of Puducherry



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

Sri Kamala Kannan

Hon. Education Minister, Government of Puducherry



ENCOURAGEMENT AND INTERACTION

Ms. Anitha Ramachandran, Hon. Collector, Yadadri District, Government of Telangana and Mr. Pailla Shekar Reddy, MLA, Bhongir constituency in Yadari-Bhuvanagiri, Government of Telangana, interacting with, and encouraging the volunteers at Annapoorna.

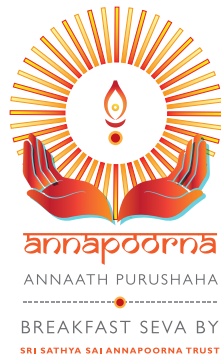
Today, Annapoorna serves morning nutrition in 160 schools to 6500 children at Bhongir constituency in the state of Telangana.







ENHANCED NUTRITION TO CHILDREN At Government Schools across Karnataka



Annapoorna Health Mix

+



Ksheera Bhagya Milk



MoU WITH GOVERNMENTS

Five Governments express appreciation

May 2018 – MOU Sign up with
Education Department –
Govt of Karnataka



Nov 2017 – MOU Sign up with
Education Department –
Govt of Andhra Pradesh



Oct 2017 – MOU Sign up with
Local Self Govt Groups,
Govt of Kerala



Oct 2017 – MOU Sign up with
Bhongir District,
Govt of Telangana



Sep 2017 – MOU Sign up with
Govt of Puducherry



सत्यमेव जयते
Government of Puducherry



CORPORATE PARTNERS

Supporting Partners

ORACLE®



FANUC



feedsmeone



SAPIENS



Food Partners



UNIBIC





CORPORATE PARTNERS

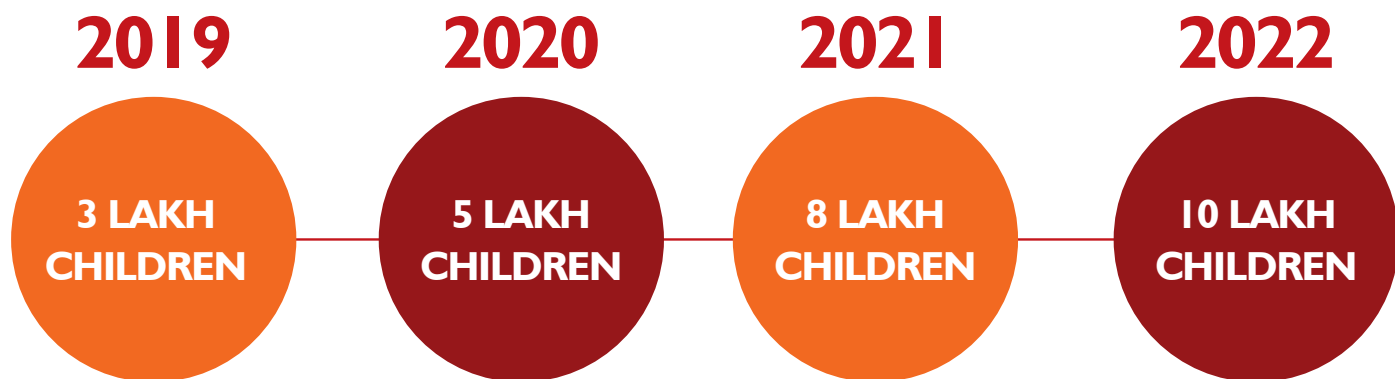
Healthcare Partners





THE WAY FORWARD

Serving nutritious breakfast for




SRI SATHYA SAI ANNAPOORNA TRUST

Consolidated Income and Expenditure Account

| EXPENDITURE | 2015-16 | 2016-17 | 2017-18 |
|--|-----------------|------------------|--------------------|
| Indirect Expenses | | | |
| To Administrative Expenses | 5,940 | 1,99,577 | 4,37,791 |
| To Bank Charges | 700 | 6,943 | 8,123 |
| To Cooks | 13,086 | 3,61,325 | 33,87,876 |
| To Depreciation | - | 90,737 | 2,24,906 |
| To Printing Expenses | - | 47,475 | 21,100 |
| To Provisions | - | 14,23,297 | 1,05,11,585 |
| To Transportation Charges | - | 12,079 | 5,55,836 |
| To Purchase of Breakfast | - | 4,61,756 | 13,18,914 |
| To Purchase of Banana and fruits | 2,47,527 | 23,72,792 | 4,89,993 |
| To Purchase of Milk | 1,45,759 | 9,63,379 | 68,781 |
| To Purchase of Sugar | 17,335 | 4,44,718 | 46,498 |
| To Purchase of Rice | - | - | 68,044 |
| To Other Expenses | - | 1,64,010 | 1,99,639 |
| To Purchase of Biscuits & Bakery | - | - | 1,18,03,150 |
| To Purchase of Vegetables | - | - | 2,83,046 |
| To Repairs and Maintenance | - | - | 47,051 |
| To Salary | - | - | 3,17,900 |
| To Payment of Education Fee | - | - | 3,75,300 |
| To Medical Expenses | - | - | 78,987 |
| To Marketing Expenses | - | - | 6,67,733 |
| To Health Mix | - | - | 36,000 |
| To Expenses related to volunteers meet | - | 43,750 | 2,84,952 |
| Excess of Income over expenditure | - | 1,73,585 | - |
| Total | 4,30,347 | 67,65,423 | 3,12,33,204 |

For Sri Sathya Sai Annapoorna Trust

The above figures does not include donation in kind and the financial statistics of the associates of Sri Sathya Sai Annapoorna Trust.

| INCOME | 2015-16 | 2016-17 | 2017-18 |
|--|-----------------|------------------|--------------------|
| Direct Income By Donation received | 3,35,001 | 67,36,056 | 2,93,04,280 |
| Indirect Income By interest | 137 | 29,367 | 1,36,988 |
| Excess of Expenditure over Income | 95209 | - | 17,91,936 |
|  | | | |
| Total | 4,30,347 | 67,65,423 | 3,12,33,204 |

Love All, Serve All





annapoorna

ANNAATH PURUHAHA

BREAKFAST SEVA BY

SRI SATHYA SAI ANNAPOORNA TRUST

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