

# ANNUAL REPORT

## 2022-2023

SRI SATHYA SAI  
ANNAPOORNA TRUST





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## **SRI SATHYA SAI ANNAPOORNA TRUST**

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Dedicated to



**Our Inspiration, Master and Guide**  
**BHAGAWAN SRI SATHYA SAI BABA**

whose life and message inspire us.  
And to the millions of beautiful children,  
who have given us a higher purpose in life.

## Our Guiding Philosophy

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.



# Love All, Serve All

- Bhagawan Sri Sathya Sai Baba



## **SADGURU SRI MADHUSUDAN SAI**

Founder & Trustee, Sri Sathya Sai Annapoorna Trust

# Opening Letter from our Founder

## *Answering the Call of Hidden Hunger!*

What shall we tell a child, who goes to school hungry, about his fortune to be born in the greatest nation of the world? Can we teach to tiny empty tummies? Can a tired mind be trained to its truest potential? Can a hungry generation of innocence, raised without nutrition, be expected to become enlightened citizens? Can the developed nation of the future be built with malnourished frail young physiques? These were some of the questions that we needed to find answers to, and the search for answers to these unsettling questions set us on a journey to feed every hungry school-going child in our country, and now even beyond!

This extremely crucial social investment is now India's largest morning nutrition initiative by an NGO - the **Sri Sathya Sai Annapoorna Morning Nutrition Programme**. This social venture has taught us to learn and improve our offering, as well as delivery, continually with the growing number of beneficiaries from a few thousand to more than a million, now.

An agrarian economy that just began to pride itself with food security also had to do something urgently to satisfy the hidden hunger in children by fortifying the morning nutrition with essential micronutrients, at the same time making it tasty and easy for the children to consume. Thus, the **millet-based SaiSure nutraceutical product fortified with micronutrients** became the right innovation that could be scaled and sustained across 23+ States and Union Territories.

We have started to find answers to our questions and are happy that the solutions are working well. The good part is that while it's nourishing the nation, it is also unburdening the already struggling rural healthcare system through healthy childhood. The multiplier effect of generating income for thousands of rural farming households, employment for hundreds of rural youths and women, and endless opportunities for thousands of corporate volunteers and companies through CSR, is the additional benefits that this programme has generated.

The more we do, the more we realize that there is much more to be done. While we serve over a million children as of now, we look forward to raise the bar and increase this to **10 million** children in the coming year through **public-private partnerships**. And this shall be our way of life, till we feed every little hungry stomach every morning so that our vision of **'Let no child go to school hungry, ever,'** be fulfilled sooner than later.

**Sadguru Sri Madhusudan Sai**

*November 2023*







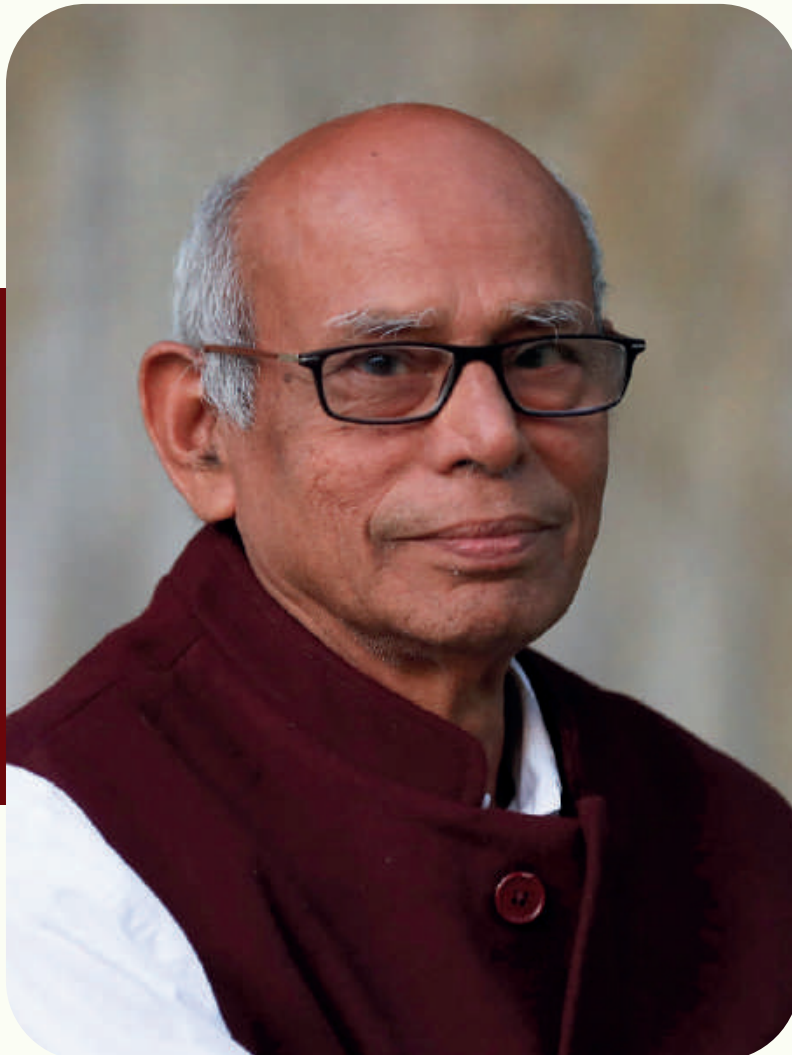
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# Message From the Chairman's Desk

## Mr Narasimhachari Sampath The Chairman of the Trust

**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 Friends,**

After three years of the pandemic that brought the world to a standstill, the global economic recovery faces obstacles, including the Ukraine-Russia war, which disrupts the social and economic fabric of nations. These crises have worsened the issue of malnutrition worldwide. India, despite launching the Green Revolution over five decades ago, continues to grapple with the problem of hunger.

The Annapoorna Morning Nutrition Program stands at the forefront, reaching out to needy government school children to eradicate hidden hunger. In July 2023, we reached 3 million children across the nation and remain committed to ensuring **no child goes to school hungry**. Their filled stomachs and contented smiles inspire us to reach more of them. As schools return to normalcy post-pandemic, this year saw the introduction of SaiSure Malt Multi Nutrient Health mix in the Vidarbha region of Maharashtra and in Goa, thanks to NSS volunteers under the Amrutha Grama Yojana Program. We celebrated Diwali by partnering with ITC Aashirvaad to serve Gulab Jamuns to 100,000 children.

We are proud to introduce millet-based nutrition alongside our existing malt-based products. The U.N. General Assembly declared **2023 as the International Year of Millets**, recognizing their immense health benefits. In Andhra Pradesh and Telangana, we launched **SaiSure Millet (Ragi) Multi Nutrient Health mix**, reaching 1 million by October 2022 and expanding to 3 million by July 2023.

In January 2023, we inaugurated the state-of-the-art **"SaiSure Nutraceutical Facility"** in Chikkaballapur, capable of producing 750 tons per month to address the micro-nutrition needs of nearly 5 million beneficiaries.

We extend our gratitude to our partners, supporters, volunteers, and well-wishers for their continuous support in achieving the Sustainable Development Goals. Our founder, **Sadguru Sri Madhusudan Sai**, emphasized the concept of **Individual Social Responsibility (ISR)** during an event in Hyderabad. While CSR and ESR are mandated by the government for societal well-being, ISR should also be discussed, making every individual accountable for the society's best interests.

If government, corporates, and organizations work together at the same pace to eliminate hunger, no child will go to school on an empty stomach. Let us strive to provide morning nutrition to every child, the future torchbearers of the nation.

*With Best Wishes,*

**Sri Sampath N,**

*Chairman, Board of Trustees,*

*Sri Sathya Sai Annapoorna Trust*

*Oct 2023*

# Message From the Secretary's Desk

## Mr Anand Kumar Kadali Trustee & Secretary

**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 Trust, 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,**

When we initiated the morning nutrition program in July 2012, little did we anticipate the profound impact it would have, evolving into a vital component of our ongoing mission encompassing Nutrition, Healthcare, and Education. This journey has been guided and shaped under the sagacious leadership of Sadguru Sri Madhusudan Sai.

The inception of this transformative endeavour can be traced back to a small interview room in Bangalore, where **Sadguru** imparted words of guidance that set the wheels in motion. His divine grace paved the way for our engagement in breakfast seva, commencing with just 50 children in a humble village in mid-2012. Today, this initiative reaches approximately 30,00,000 children across 23 Indian states and 5 Union Territories in over 40,000 govt schools and has expanded its reach to five other countries – Nigeria, Sri Lanka, Thailand, Australia and Indonesia.

The directive from Sadguru was clear and unwavering – **"No child should go hungry to school ever."** His prophetic vision, echoing in our ears, foretold the growth of this seva to encompass all corners of the country and eventually the world. Breakfast, often deemed the most crucial meal of the day, is unfortunately overlooked and skipped by many, particularly in impoverished rural areas. The concept of **'Breakfast Seva'** emerged as a unique and highly relevant solution to address the plight of children attending school on an empty stomach due to challenging family circumstances.

Hunger knows no boundaries – it transcends race, religion, caste, creed, gender, and geography. In response to this universal need, **'Love for the hungry'** materialized as the Breakfast Seva, attracting like-minded individuals who joined hands to provide a nutritious morning meal filled with love to multitudes of school-going children.

The innate goodness within every human, awaiting encouragement, support, and direction, found expression in the selfless acts of love carried out by numerous volunteers. From students to school administrators, cooks to cleaners, guardians to government officials, and vendors to dedicated volunteers – the collective effort resulted in the joyous service of offering morning nutrition to these deserving children. Many cooks and teachers, crucial contributors to this seva, wholeheartedly participated, recognizing the critical need for morning nutrition in their students' lives. The love and purity with which these often-illiterate cooks prepare breakfast not only combat hunger but also contribute to the fight against illiteracy, exemplifying true inspiration.

What began as a modest initiative with only ten pairs of hands has now burgeoned into a network of nearly 50,000 volunteers over the course of a decade. Sadguru's wisdom continually underscores that those who engage in seva benefit more than the recipients. He reminds us that the real value of seva lies in its ability to reform and reshape the individual engaging in the act.

Each day, our volunteers have the opportunity to undergo transformation through their service. As we expand this seva to reach even more school children, we anticipate the inclusion of many more compassionate individuals in our mission.

With heartfelt gratitude, we offer our prayers to be everlasting participants in His mission.

*Warm regards,*

**Anand K Kadali,**

*Secretary and Trustee,*

*Sri Sathya Sai Annapoorna Trust*

*Nov 2023*



**Smt. Kusum Kunchaparty**  
Trustee

**Smt. Kusum Kunchaparty** is an accomplished Engineer whose professional journey spans working with the prestigious Defence Research and Development Organisation (DRDO). Her dedication to her field is marked by years of service, contributing significantly to the advancements in her domain. Her superannuation in 2022 marked the culmination of a distinguished career characterized by innovation and dedication to the field of science and technology.

Beyond her professional achievements, Kusum has extended her commitment to community service. An active member with the Sri Sathya Sai Annapoorna Trust, she has been an integral part of various philanthropic endeavors, embodying the spirit of giving back to society.

Currently serving as a Trustee with the Sri Sathya Sai Annapoorna Trust, Kusum continues her journey of service in a different capacity. Within the Trust, she assumes the crucial role of heading the Human Resources department, showcasing not only her technical proficiency but also her leadership skills in managing and nurturing the human capital integral to the Trust's mission.



**Dr. Narayana Murthy**  
Trustee

**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 Sri Sathya Sai Sanjeevani Hospitals, under the auspices of the Sri Sathya Sai Annapoorna Trust.



**Mr. Jayaprakash Tallam**  
Trustee

**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 Morning Nutrition Programme from its inception and has enormously contributed to its growth. At Annapoorna Trust, he is actively involved with the procurement, distribution, and delivery logistics of the SaiSure multinutrient health mix and ingredients for the entire Morning Nutrition Programme.



**Mr. Prabhakar Gupta**  
Trustee

**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 Morning Nutrition Programme from its inception and has enormously contributed to its growth. At Annapoorna Trust, he is actively involved with the procurement, distribution, and delivery logistics of the SaiSure multinutrient health mix and ingredients for the entire Morning Nutrition Programme.

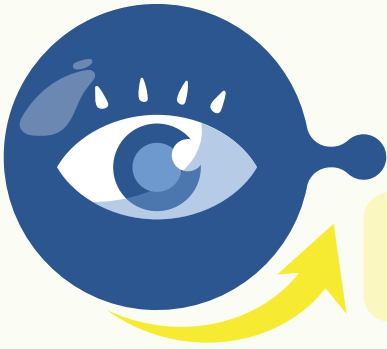


**Mr. Sai Prasad Ivaturi**  
Trustee and Treasurer

**Mr. Sai Prasad Ivaturi**, a Trustee and Treasurer of the Sri Sathya Sai Annapoorna Trust, is an 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, and 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.



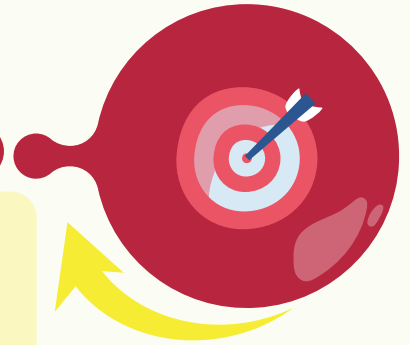




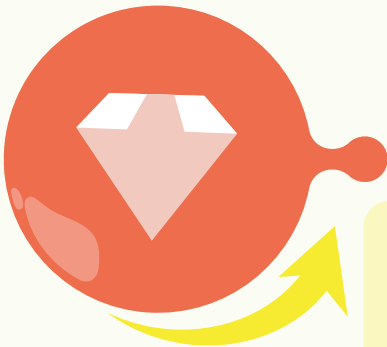
## VISION

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

- ✓ **Teamwork:** With Love, Humility, Compassion, Commitment.
- ✓ **Discipline:** Process, Accountability, Measurement, Impact, Outcomes.
- ✓ **Transformation:** Through selfless service to humanity.

## OBJECTIVES



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

# The essence of **Annapoorna Trust**



Healthy development is the basic right of every child, both physically and mentally, but not every child in India enjoys this right. Despite achieving remarkable levels of economic growth, India hosts a large number of malnourished children. Undernutrition leads to 'childhood stunting,' which is described as the underdevelopment of a child due to lack of nutrition and 'childhood wasting' or being too thin for their height.

According to the 2022 Global Nutrition Report, 34.7% of children under 5 years of age are stunted, and 17.3% of children under 5 years of age are wasted. The percentage of malnourished children in India was found to be 7.7% which comes to around 43 lakhs. There are over 14 lakh severely malnourished children in the country, as per the government's Poshan Tracker, the Women and Child

Development Ministry (As of March 2023).

Many of our school-going children have no access to balanced and nutritious food, the key reason being economic inequality. Many of them hail from poor and displaced tribal families that have a hand-to-mouth existence and come hungry to school. Despite state and central governments introducing schemes such as a mid-day meal program 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 underprivileged centers in the nation, led us, Sri Sathya Sai Annapoorna Trust, to provide free morning nutrition to the school-going children with a vision aptly resonated by 'Let no child go to school hungry, ever!' Aligning with the government's POSHAN Abhiyan programme, Annapoorna Trust works towards meeting the nutritional needs of children in various rural hinterlands of India. The Trust, set up in November 2015, primarily strives to feed nutritious, well-balanced meals to all school-going children in rural India and disadvantaged sections of society. It also seeks to enable the holistic development of children by actively engaging with the school authorities and helping them integrate an ethos of academic as well as human excellence. Morning Nutrition, 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. Annapoorna Morning Nutrition's coverage of beneficiaries has been growing exponentially over the years. Thanks to many caring individuals, like-minded institutional partners, and government servants who have constantly supported this noble initiative, today, the Trust provides Morning Nutrition to over 1,200,000 children who attend government schools, located typically in the rural hinterland, across 23 states and 4 Union Territories in India.





The high cost of many nutrient-dense foods in populations most at risk of undernutrition is a major barrier to resolving undernutrition 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 macro and micronutrient deficiencies.





Considering these aspects, the Trust has formulated SaiSure Malt Multi-nutrient Health mix and SaiSure Millet Multi-nutrient Health mix, designed to specifically meet the macro as well as micronutrients required for 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 an FDA-approved facility. It

can be easily consumed by simply mixing it in milk and is also easily transportable to remote geographies. It does not 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 2.50 as compared to other commercially available health mixes. In January 2023, the inauguration of SaiSure Nutritions LLP - a Multi-Nutrient Supplement unit that is a state-of-the-art nutraceutical manufacturing unit to produce SaiSure Health mix supplement for pregnant women, toddlers, preschool and school children, was held at Sathya Sai Grama in Muddenahalli.





The education department officials, the teaching staff of respective schools and volunteers play an active role in driving the Morning Nutrition program. Cooks, who are the backbone of the entire programme, are trained in the cooking process and hygiene aspects. The ripple effect caused by feeding hungry schoolchildren is simply breathtaking. It alleviates hunger and wasting among children and has catalyzed improvements in enrolments, punctuality, mental focus, academic performance, and health profile of the child, besides motivating the teachers who were previously teaching to empty stomachs from the morning.

Post-pandemic, Annapoorna Trust reengaged with many state governments and union territories to reinstate Morning Nutrition in government schools, thus aiding the nation to come back to normalcy at a faster rate. While making sure to continue providing nutrition to all the existing schools across the nation, the Trust also ventured into new territories in Tamil Nadu, Maharashtra, Jharkhand, Uttar Pradesh, Goa, and Tripura. The Trust's

efforts in starting 'SaiSure Millet Multi-nutrient Health mix' particularly in the states of Telangana and Andhra Pradesh, catering to nearly 5,00,000 children is noteworthy. With the aim to create awareness and increase the production and consumption of millets, United Nations, at the behest of the Government of India, declared 2023 the International Year of Millets. Annapoorna Trust furthers nutrition, food security and welfare of farmers by promoting millet consumption through SaiSure Millet Multi-nutrient Health mix.



Annapoorna Trust is the nutrition partner with NSS under Amrutha Grama Yojana, in providing SaiSure Malt Multi-nutrient Health mix to 80,000 school-going children in the aspirational districts of Raichur, Yadgir, and Kalaburagi, inaugurated in Sept 2022 in the presence of the hon'ble Chief Minister, Basavaraj Bommai and Additional Chief Secretary at Planning Department, Mrs. Shalini Rajneesh. Aply supported by many corporate and institutional partners like AWS InCommunities, Kellogg's, Feeding India by Zomato, Persistent Foundation, Narayana Health, Oracle Volunteering, Lions, Sabre, BIAL, and many more, Annapoorna Trust has furthered nourishing-the-nation-through-nutrition.



In 2022-23, Sri Sathya Sai Annapoorna Trust bagged awards in the categories of 'Most Committed NGO,' 'NGO of the Year,' 'NGO Leadership Award,' 'Best School Health Programme of the Year,' and 'Lead India Power Women Award.'

Relentless in efforts and unstoppable, Annapoorna Trust and its volunteers have been reaching out to school-going children from the disadvantaged sections of the country, striving towards envisioning 'Amrit kaal' of India ascend to new heights of prosperity.



# What's Unique About Us

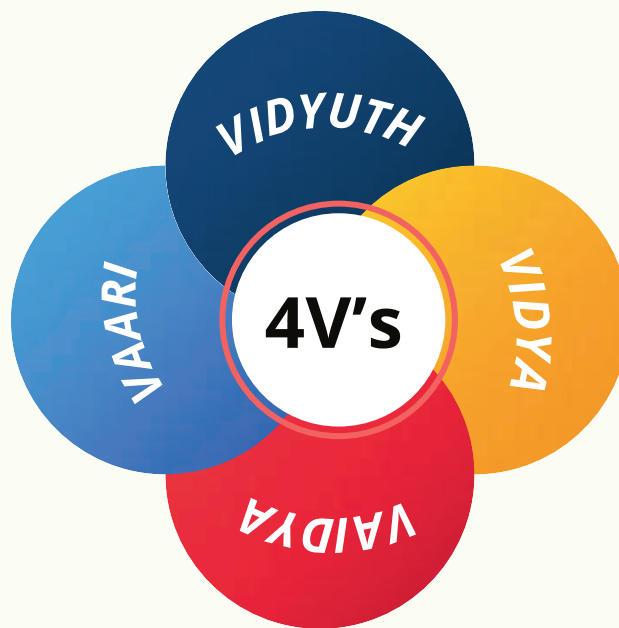
Our greatest strengths are our volunteers and schoolteachers. From identifying needy schools and centres, to negotiating the best compensation for vendors and working tirelessly to reach a nourishing breakfast for children on time, the volunteers lead the way. Comprising of men and women across professions and age groups, our volunteers are united in their passion to participate in the cause of nation-building. The schoolteachers work hand-in-hand with Annapoorna Trust officials by taking more responsibilities in the interest of the welfare of the students and local communities by coordinating among education department officials, cooks, and volunteers from various backgrounds. We have a decentralized 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 morning nutrition to children. The uniqueness is also in Annapoorna Trust, working as a liaising agent between the government and corporate partners, thereby benefiting society.





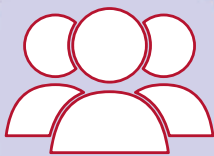
## OUR HOLISTIC APPROACH TO CHILD WELFARE AND NUTRITION

It is said it takes a village to raise a child. To ensure that children continue to reap the benefits of morning nutrition 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 4V's of Vidya, Vaidya, Vaari, and Vidyuth.



- »» Reach out and partner with children, their parents, teachers, and village elders through Morning Nutrition 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.

## OPERATIONAL FRAMEWORK:



### 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

Decentralised day-to-day operations  
Regular meetings for feedbacks to ensure proper execution with school staff, volunteers.  
Coordinating timely distribution of SaiSure health mix at designated centres.

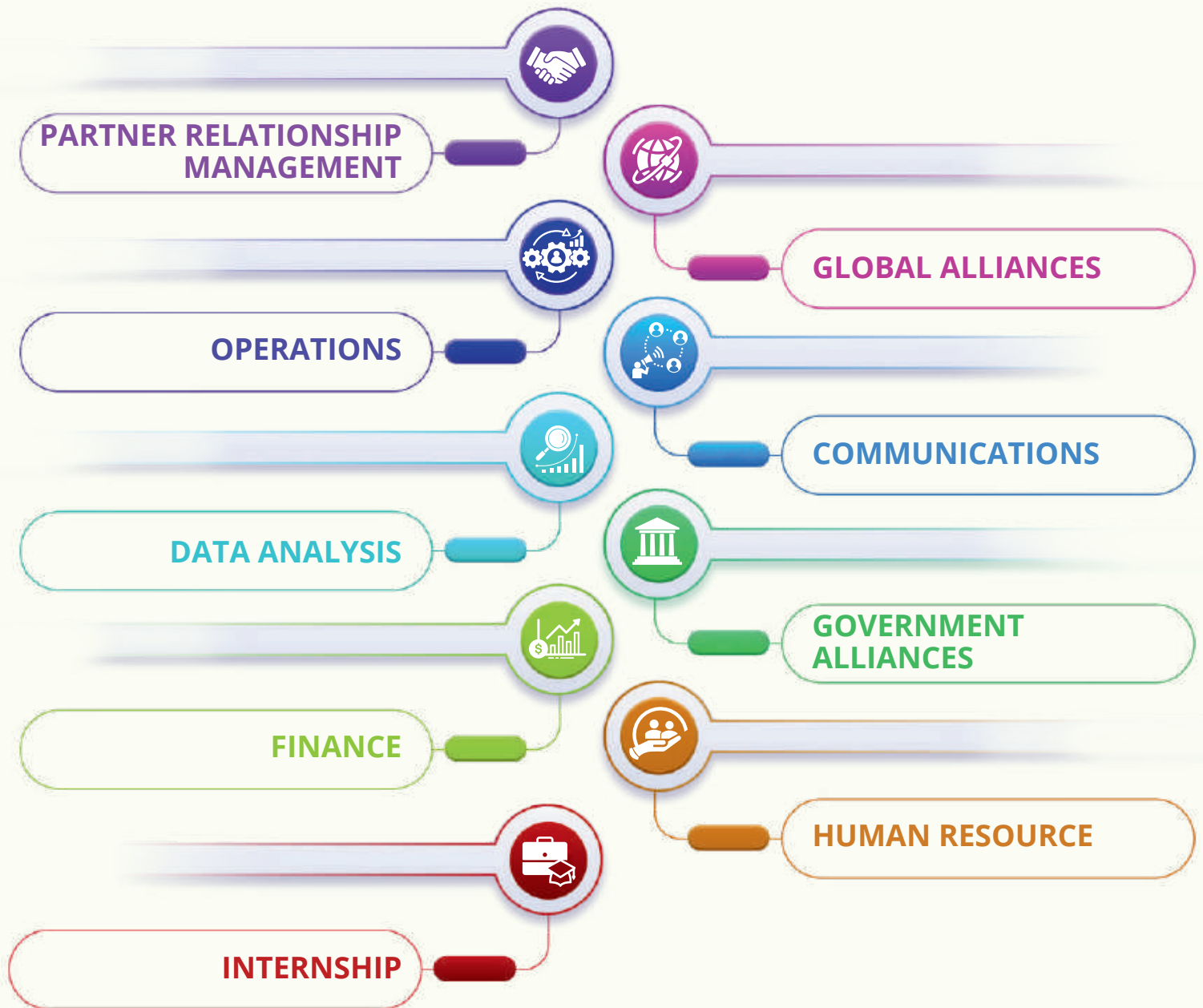


### PASSION

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

# ORGANISATION STRUCTURE

Key Functions at Annapoorna Trust



# ANNAPOORNA TRUST STAFF LIST

## NATIONAL MANAGER

NAME	FUNCTION
Santosh Allath	Govt Alliances
Ashish Bhardwaj	CSR
Sushanth Karanth	Corporate Communications
Vivek Kumar	Marketing

## REGIONAL MANAGERS

NAME	FUNCTION
Kiran B P	Karnataka
Surendra Babu Kandalam	Andhra Pradesh
Srikanth Vooturi	South
Dhananjay Rao Ejapu	Telangana
T Sarvanan	Tamil Nadu & Puducherry
Jayakrishnan Nambudiri S	Kerala
Chandan Kumar	Bihar, Jharkhand & Chattisgarh
Arvind Kumar	NCR

## HUMAN RESOURCE

NAME	FUNCTION
Prashanth Murthy	Senior Executive, Human Resources
Sowmya H C	Accountant & HR Assistant

## EDUCATION COORDINATOR

NAME	FUNCTION
Praveena B	Co-Ordinator, Education

## CORPORATE COMMUNICATIONS

NAME	FUNCTION
Vibhavari K	Corporate Communications Manager
Anandhi Hemanth Kumar	Content Writer

## GLOBAL ALLIANCES

NAME	FUNCTION
Swetha Donthu	Hon. Consultant

## CSR & GOVERNMENT ALLIANCES

NAME	FUNCTION
Anand Kumar Kadali	CSR & Government Alliances Head
B S Sai Bhaskar	Partner Relationship Manager
Yogesh Kamath	Manager - CSR Partners & Government Alliances
Shipra Chaddha	Hon. Consultant, CSR Partner Alliances
Sunil T G	Hon. Consultant, CSR Partner Alliances
Venkateshwara Rao Bandaru	Hon. Consultant, CSR Relationship Manager
Pushkar S Raghavan	Hon. Consultant, CSR Partner Alliances
Gowri Sanker Rupakula	Hon. Consultant, CSR Partner Alliances
Venkateshwara Rao Bandaru	Hon. Consultant, CSR Relationship Manager

# ANNAPOORNA TRUST STAFF LIST

## FINANCE

NAME	FUNCTION
Sai Prasad Ivaturi	Chief Financial Officer
Kiran Kumar G	General Accountant
Amrita Ivaturi	Accounts Officer, Payments Section
Padma Radhika	Donor Relationship Manager
Subhasini S	Data Analyst

## IT

NAME	FUNCTION
Sai Prasad Ivaturi	IT Head
Shruthi S Deepak	Application Developer

## OPERATIONS

NAME	FUNCTION
Jayaprakash Tallam	Chief Operations Officer
Prabhakar Gupta	Chief Operations Officer

## TAMIL NADU STATE

NAME	FUNCTION
Chockalingam S N	Hon. Consultant - Regional Operations
Mahalingam P	Regional co-ordinator

## ANDHRA PRADESH

NAME	FUNCTION
A Rajasekhar	Senior Executive, Operations
R Yogendra	Executive - Operations
Guntuboyina Santhosh Kumar	Executive - Operations

## KARNATAKA STATE

NAME	FUNCTION
Rajiv R	Regional Manager
Anil R Lingayat	Senior Executive - Operations
Manjunath T S	Executive - Operations
Muniraju G V	Executive - Operations
Krishna Reddy	Executive - Operations
Manoj Kumar N	Executive - Operations
Santhosh N K	Executive - Operations
Manoj O R	Executive - Operations
Rajashekhar K N	Executive - Operations
Kalyan Kumar S	Executive - Operations
Dilli Rambabu	Executive - Operations
Srinivas G Kulkarni	Executive - Operations
Shekhar K	Executive - Operations
Ravikumar P N	Executive - Operations
Arvind Kumar K	Executive - Operations
Shivashankar T	Executive - Operations

## TELANGANA STATE

NAME	FUNCTION
Mahadev Naresh	Executive - Operations

## NUTRITION EXPERTS

NAME	FUNCTION
Divya Suhane	Nutrition Consultant
Ms Meenakshi Hejmadi	Nutrition Consultant
Ms Sai Tulsi	Nutrition Consultant
Ms Vidhya R	Nutrition Consultant

## CENTER LEADS

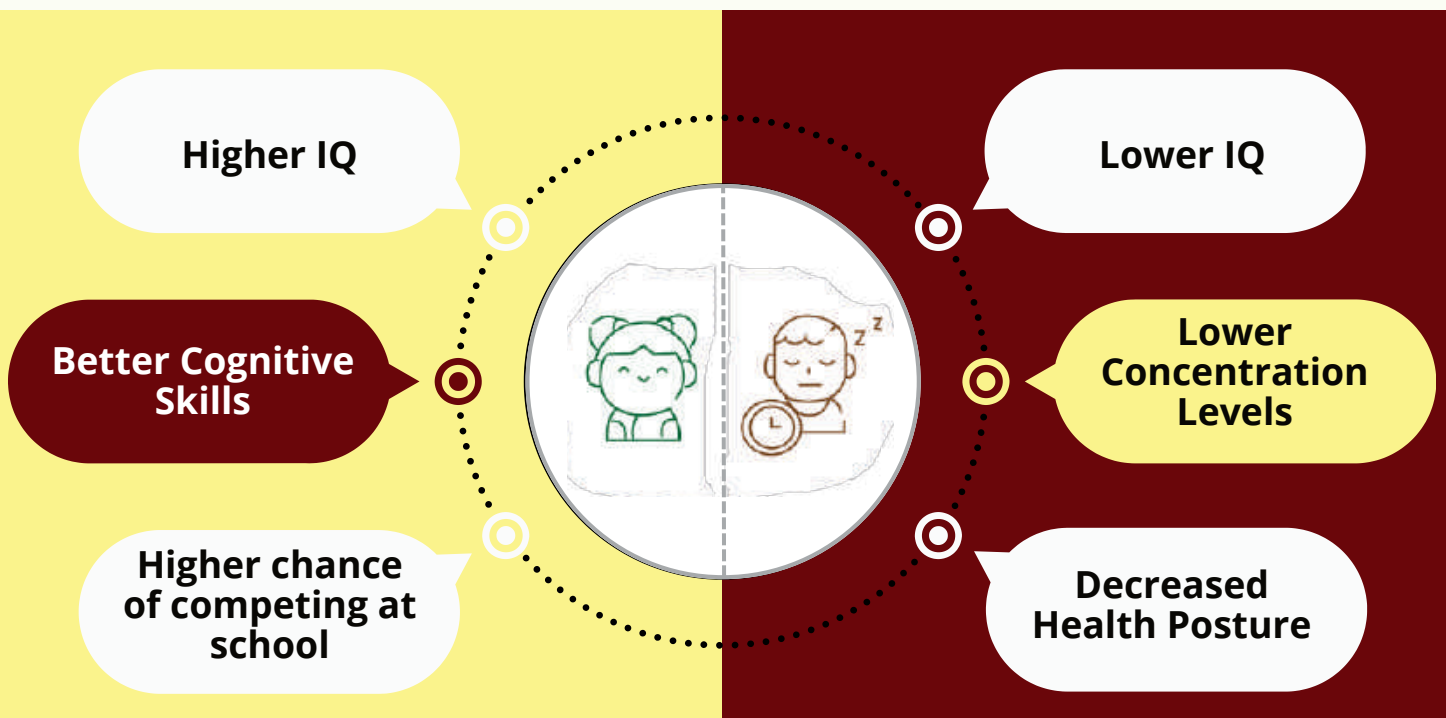
STATE	LEAD	PHONE NUMBER	NO. OF VOLUNTEERS
KARNATAKA	Kiran B P	97387 74388	190
TELANGANA	Dhananjay Rao Ejapu	98852 45662	160
ANDHRA PRADESH	Surendra Babu	72596 38505	10
TAMIL NADU	Chockalingam S N	98949 68442	10
KERALA	Jaya Krishnan	99952 71278	15
MADHYA PRADESH	Santosh Allath	96117 87975	5
ODISHA	Dr Kumud	94380 36171	5
GUJARAT	Jigesh H Parikh	94269 19406	5
JHARKHAND	Chandan Kumar	87895 78419	20
BIHAR	Chandan Kumar	87895 78419	28
CHATTISGARH	Venkat Kompella	94079 10863	8
PUNJAB	Vivek Kumar	98156 20317	5
HARYANA	Ashish Bhardwaj	96110 99884	18
UTTAR PRADESH	Shipra Chadda	98106 00689	13
UTTARAKHAND	Mr Dabral	98973 69049	20
WEST BENGAL	Subhajit Roy Mukherjee	98366 69996	15
ASSAM	Nandini Menon	90666 01858	5
JAMMU & KASHMIR (UT)	Vimal Randwal	94191 07550	10
DELHI (UT)	Ashish Bhardwaj	96110 99884	9
PUDUCHERRY (UT)	Santosh Allath	96117 87975	30
RAJASTHAN	Vivek Kumar	98156 20317	3
TRIPURA	Santosh Allath	96117 87975	2
MAHARASHTRA	Anil Lingayat	97410 53517	25
NAGALAND	Santosh Allath	96117 87975	2
SIKKIM	Santosh Allath	96117 87975	3
MIZORAM	Anand Kumar Kadali	99019 99196	3
HIMACHAL PRADESH	Vivek Kumar	98156 20317	7
GOA	Santosh Allath	96117 87975	12
LADAKH (UT)	Sai Prasad Ivaturi	96320 22331	2
DADRA and NAGAR HAVELI and DAMAN and DIU (UT)	Santosh Allath	96117 87975	3
		<b>TOTAL</b>	<b>643</b>

As of Aug 2023

# Annapoorna Morning Nutrition Programme

*For School Children*

## WHY MORNING NUTRITION TO CHILDREN?



Healthy children are the building blocks of a healthy future of India. By serving balanced and filling morning nutrition, we seek to meet the nutrition gap in children from rural India and disadvantaged sections of the society.



**Hidden Hunger Eradication**



**Increase in Attendance**



**Increased Focus**



**Energises Body & Mind**



**Optimizes Weight Gain**



**Builds Immunity**



## HOW WE OPERATE

### Annapoorna Trust's Decentralised Model of Service

At Annapoorna Trust, we believe that rapid and large-scale transformation is possible only when all the stakeholders join hands together and work towards a common cause. Annapoorna Trust's 3S principle advocates the role of Sarkāra (Government), Samsthā (Good Institutions), and Samāja (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. Annapoorna Trust works together with collaborators to make the free Morning Nutrition programme work efficiently without any hassles and makes sure the children are being served the required nutrition every single day. The government provides access and permissions for the Trust team members to leverage existing school infrastructure like kitchens, along with the Trust providing necessary ingredient requirements for preparing Morning Nutrition. Many a time, the village and the elders come forward and provide cooperation to make the arrangement work, by taking care of the incidental expenses. The school teachers and the cooks also come forward willingly for the morning nutrition programme towards betterment of students and the entire ecosystem.

Similarly, SaiSure is an example of Annapoorna Trust adding value to the 'Ksheera Bhagya scheme' of the Government of Karnataka, where the government provides milk to children, while Annapoorna Trust adds the nutritional element in the form of the health mix.





## MORNING NUTRITION MENU:

### OPTION 1: SaiSure Malt Multi-nutrient Health mix

SaiSure is a multi-nutrient supplement, a malt-based composition, offered totally free of cost, for pregnant women, toddlers, pre-school, and school children. It is designed to meet 50% of the recommended daily allowance (RDA) of most of the Micronutrients. It is easily scalable and integrates well with the prevailing national nutrition programmes. This health supplement is known to aid in hidden hunger eradication, increase in attendance, increased focus, energises body & mind, optimizes weight gain and builds immunity. SaiSure is available in vanilla and chocolate flavours. It is well received by children due to its delicious taste.



### OPTION 2: SaiSure Millet Multi-nutrient Health mix



Finger Millet popularly known as Ragi, has a very good nutritional profile, encompassing all the essential macronutrients - carbohydrates, fibres, fats, and proteins, along with noteworthy levels of key micronutrients - vitamins C and E, and minerals, to boost immune, skin, and hair health. Being a good source of natural calcium, Ragi strengthens bones in growing children. The health mix is easily prepared by boiling with milk or water, along with jaggery or salt. Jaggery, an excellent source of iron, calcium, and phosphorus, also adds to the nutritional value of the drink.

## OPTION 3: COOKED BREAKFAST AT GOVT. SCHOOL KITCHEN Customised to Regional Palate

Where sophisticated kitchen infrastructure, as well as cooks, are available, cooked breakfast is provided, customized to the regional palate. The menu is meticulously planned, making sure that the breakfast is wholesome in its nutrition quotient and meets quality standards.

### SAMPLE MENU

<b>MONDAY</b>	Avalakki Bhaath/ Poha
<b>TUESDAY</b>	Upma
<b>WEDNESDAY</b>	Vegetable Rice Pulav
<b>THURDAY</b>	Vegetable Upma
<b>FRIDAY</b>	Rice Pongal



## OPTION 4: Basic Foods suitable where cooking food is not feasible.



**Cookies or Other  
Nutritious Snacks**



**Chikki**



**Bananas**

Chikki's served in 3 varieties:

- »» Peanut chikki
- »» Peanut-millet chikki
- »» Peanut-millet-sesame chikki

## 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).
- »»» Easily transportable to remote geographies and does not require expensive means of storage.
- »»» Demonstrable positive results backed with scientific data with studies.
- »»» Available in tasty vanilla and chocolate flavours for SaiSure malt mix, cinnamon, and cardamom flavours in SaiSure millet mix, and hence children relish the drink.

### Physical



- Alleviates hunger and wasting among children.
- Increases enrolments and attendance.

### Mental



- Improves academic performance.
- Motivates teachers to put in their best effort.

### Social



- Provides volunteer opportunities to all individuals.
- Irrespective of life stage, age, gender.
- Interesting service at the beginning of the day before college/office hours.
- Local communities' involvement.

### National



- Brings quality to the overall efforts of the government.
- Amplifies the impact of government spending on programs.

### Spiritual



- Brings internal transformation among the volunteers and local communities.
- Gives joy, serving children who are the future of the nation.

# SaiSure Malt Multi Nutrient Health Mix

*Annapoorna Trust's Nutritious and Delicious Choice*



Malnutrition is one of India's greatest human development challenges. It is home to a very large number of malnourished children. Access to quality nutrition, the prevalence of maternal anaemia, childhood stunting, and wasting are some of the major challenges faced in India. The need for good quality multi-nutrient supplements for vulnerable groups, especially in rural areas, is significant and will play an important role in bridging nutritional deficiencies. Current multi-nutrient supplements available in the market are beyond the reach of the economically weaker sections, and hence school-going children are unable to get these supplements on a daily basis. Sri Sathya Sai Annapoorna Trust has been working towards eradicating hunger and malnutrition in children and has been serving over 1,200,000 hungry children in 23 States and 4 Union Territories of India through the SaiSure Nutrition Health mix enriched with immunity boosters.

SaiSure Malt Multi-nutrient Health mix is offered totally free of cost, for pregnant women, toddlers, preschool, and school children. It is designed to meet 50% of the recommended daily allowance (RDA) of most micronutrients. This health supplement is known to aid in hidden hunger eradication, increase in attendance, increased focus, energises body & mind, optimizes weight gain and builds immunity. SaiSure can be scaled up and expanded rapidly since it is easy to prepare and is quite cost-effective. It can



be distributed with milk, provided by some states at government schools, and is available in Vanilla and Chocolate flavours.

SaiSure is manufactured in an FSSAI Licensed, FDA-approved, and TUV labs validated, WHO-GMP certified manufacturing facility in Bangalore with the highest quality standards. The compositions have been approved by CFTRI, Mysore, and the State Food Laboratory, Bangalore.

## Post-COVID relaunch in many districts of Karnataka



Post-pandemic, morning nutrition by providing SaiSure micronutrient health mix to school-going children, was relaunched on a large scale in several districts of Karnataka, including Chikkaballapur, Ramanagara, Tumkur, Uttara Kannada, Dakshina Kannada, and Mandya. Nearly 5,00,000 children in the entire state are being benefited.

## Serving the children with the support of Corporate Partners

Annapoorna Trust, supported by LIONS Club International, served 2,477 children in Doddaballapur district and will further expand to 5,000 children soon. A unique project with Kellogg's, the world's leading producer of cereal, was undertaken to serve government school-going children with SaiSure micronutrient mix and Kellogg's cereal on alternate days, in the states of Andhra Pradesh and Karnataka. Likewise, in collaboration with Rotary Bengaluru Platinum City, Rotary Bengaluru East and Rotary Bengaluru IT Corridor wings, the Trust is serving children in many schools in Bengaluru city. SaiSure is also provided to a school in Bangalore along with Sopra Steria, a Paris-based European Tech company. With NSS Under Amrutha Grama Yojana, Annapoorna Trust provided SaiSure micronutrient health mix for 80,000 children in aspirational districts of Raichur, Yadgir, and Kalaburagi. In collaboration with Narayana Health, the Trust is serving many school-going children in rural Bengaluru.

## SaiSure Malt Multi-nutrient Health mix for SAM and MAM children

Supported by corporate partners, Annapoorna Trust served several SAM (Severe Acute Malnutrition) and MAM (Moderate Acute Malnutrition) children. With Persistent Foundation, the Trust served SAM and MAM children in the Ramanagara district of Karnataka and Ranga Reddy district in Telangana. Along with Oracle Volunteering, 1175 MAM children in Chikkaballapur were served. Together with Divine Will Foundation, the Trust is continuing to serve the SAM and MAM children of Chikkaballapur.

## Expansion and new launches of morning nutrition (SaiSure) across various states

New launches were carried out in Jamshedpur and Ranchi in Jharkhand, Mizoram, Cuddalore in Tamil Nadu, Ayodhya in Uttar Pradesh, Vidarbha region of Maharashtra, Canacona in Goa, Puducherry for 25,000 children in the presence of Dr. Tamilisai Soundararajan - Hon. Lt. Governor of Puducherry, Mr. N Rangasamy - Hon. Chief Minister of Puducherry and Mr. A Namasivayam - Hon. Education Minister of Puducherry at Raj Nivas, Puducherry, and Sadguru Sri Madhusudan Sai - Founder and Trustee of Sri Sathya Sai Annapoorna Trust.

Expansion of SaiSure morning nutrition was undertaken in Tripura, with the number of children benefiting increasing to 3,018 from 1,491. Likewise, the expansion also took place in Puducherry, increasing from serving 25,000 children to 27,575 children. In Uttarakhand as well, the expansion took place with numbers reaching over 7,500 children.



*During the launch of morning nutrition under the Amrutha Grama Yojana programme, Kalaburagi with Mr. Basavaraj Bommai - Former Chief Minister of Karnataka, Dr. Shalini Rajneesh - Additional Chief Secretary & Development Commissioner, Karnataka and Mr. Dattatraya C. Patil Revoor - MLA Kalaburagi South, Karnataka*

## Improvement/Impacts Seen

### Longitudinal and latitudinal impact areas of SaiSure:

- »»» Reduction in hunger quotient/nutrition gap in the children.
- »»» Arresting drop-out rate of children.
- »»» Punctuality and increased school attendance.
- »»» Motivation for teachers to teach students who are willing to learn.
- »»» Better enrolment.
- »»» Improved focus on studies with a marked increase in class attentiveness.
- »»» Better academic performance.
- »»» Improved health parameters.
- »»» More chances of children finishing school.
- »»» Building literacy and more chances for a skilful workforce.
- »»» Bringing quality to government spends on various schemes.
- »»» Bringing in Longer Sustainability of the program by collaborating with Panchayat/Self Help Groups and Government Bodies.

## Social Impact on The Children

We have also seen transformations in the way the children see society. They have respect and gratitude for 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 society when they grow up. This, we believe, is an unsaid transformation and achievement that is immeasurable and significant.



## Impact on the villages

Due to the close connection of the volunteers with the schools and therein with the village communities, rural uplift and transformation in the villages have been achieved - through a focus on education, healthcare, drinking water, and sanitation needs of the villages, thereby making them models of sustainable growth and development, leading to the 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 a few hundred children in 2015 to 1,200,000 children as of March 2023. This is because 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 to the welfare of the needy children.

Annapoorna Trust also provides a neat and efficient social platform that helps us receive corporate CSR funds both in India and outside India. The virtuous ecosystem and effective collaborations created by Annapoorna Trust positively affect 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 Trust, through its Morning Nutrition Program, is committed to addressing hunger, promoting education, and steering specific Sustainable Development Goals (SDGs) towards the 2030 Agenda for Global Sustainable Development sent by the United Nations. Today Annapoorna Trust contributes to 4 of the SDG goals directly and is also planning to design and implement its program to contribute to many more SDGs.





## SDGS

## ANNAPOORNA TRUST'S ALIGNMENT



**SDG 2: Zero Hunger**

The Trust's main goal is to remove school hunger, especially across the needy and underprivileged sections of the society.



**SDG 3: Good Health and Well being**

Our Morning Nutrition Program with uniquely formulated SaiSure Malt Multi Nutrient Health mix and SaiSure Millet Multi Nutrient Health Mix, catering to rural and economically weaker sections of the society, are rich in macro and micronutrients aiding in the growth and overall health of the children.



**SDG 5: Gender Equality**

The Trust'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.



**SDG 17: Partnerships for the Goals**

Annapoorna Trust collaborates with various state governments, institutions, corporates and foundations to provide daily morning nutrition for needy school-going children, thus aligning with our goal of 'Let No Child go to School Hungry, Ever!'

## Nutrition Values of SaiSure (Mothers & Children)

NUTRIENTS	SaiSure for Expecting Mothers (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	0.21
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
<b>Fat Soluble Vitamins</b>				
Vitamin A (Retinol) mcg	400.00	50.00	300.00	50.00
Vitamin D (Calciferol) mcg	2.50	25.00	2.50	25.00
Vitamin E (Tocopherol) mg	2.30	25.00	3.50	50.00
Vitamin K2 (mcg)	20.00	36.00	17.00	31.00
<b>B-Complex Vitamins</b>				
Vitamin B1 (Thiamine HCl) mg	0.30	18.00	0.70	50.00
Vitamin B2 (Riboflavin) mg	0.80	15.00	8.00	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
<b>Other Water soluble Vitamins</b>				
Vitamin C (Ascorbic Acid) mg	40.00	68.00	20.00	50.00
<b>Minerals</b>				
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	-	-	-

## Nutrition Values of SaiSure (Pre-Schoolers & Toddlers)

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)	10.80	12.00	10.50	7.00
Dietary Fibre (g)	3.00	50.00	1.50	25.00
Sugar (g)	2.30	-	2.30	-
<b>Fat Soluble Vitamins</b>				
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>B-Complex Vitamins</b>				
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) mg	30.00	100.00	15.00	50.00
Vitamin B9 (Folic Acid) mcg	47.00	100.00	23.50	50.00
Vitamin B12 (Me-Cobalamine) mcg	1.00	100.00	0.50	50.00
<b>Other Water soluble Vitamins</b>				
Vitamin C (Ascorbic Acid) mg	40.00	100.00	20.00	50.00
<b>Minerals</b>				
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

# SaiSure Millet Multi Nutrient Health Mix

## *A powerhouse of nutrition*

Millets have been proclaimed as 'nutri-cereal' and 'superfood' due to their high nutritional value. Sponsored by India and supported by more than 70 countries, the year 2023 was declared the 'International Year of Millets,' by the United Nations General Assembly (UNGA) with the intention of increasing public awareness of the health benefits of millets.



Ragi, or finger millet, has a long history of use in India. About 2,000 years ago, Ragi was a highly prized nutritious crop in traditional agricultural methods in India. Ragi along with other millets are slowly finding its resurgence among urban and rural populations alike and are rising stars in kitchens across India. Annapoorna Trust, with its initiatives of launching ragi or the finger millet in the Morning Nutrition program, has played a key role in the revival of this Superfood.

The simple and humble finger millet is a superfood that offers a bounty of nutritional benefits encompassing all the essential macronutrients – carbohydrates, fibres, fats, and proteins, along with a noteworthy level of key micronutrients – vitamins C and E, and minerals. Being a good source of natural calcium, Ragi strengthens bones in growing children. It is also high in B complex vitamins thiamine, riboflavin, niacin, and folic acid. Ragi malt with jaggery is said to be a good medicine in the prevention of anaemia.





SaiSure Ragi variant, prepared at SaiSure Nutritions LLP, Chikkaballapur, is being served to government school-going children, in Telangana state and further expanding to Tamil Nadu, Maharashtra, and Uttar Pradesh. Akin to the SaiSure Malt Multi Nutrient health mix, essential micro, and macronutrients are added to the SaiSure Ragi variant making it a complete wholesome millet meal. To satisfy the local palates of children, it is prepared in cardamom and cinnamon flavours. The cooks need to just add this millet mix in the boiling water along with jaggery to give the sweet taste. Easy to prepare and tasty to drink, this health mix has received positive feedback from teachers, cooks, and children.



## SaiSure millet multi nutrient health mix served in Andhra Pradesh and Telangana



Nearly 5,00,000 school-going children in the states of Andhra Pradesh and Telangana. Relaunch of morning nutrition in Telangana took place in the presence of Smt. P. Sabitha Indra Reddy, Hon'ble Education Minister of Telangana, in Bhuvanagiri district in August 2022. With initiatives taken by Sri Vinod Kumar, Vice Chairman of Telangana State Planning Board, expansion of the program was undertaken on a large scale.

Nearly 3,00,000 children are receiving this millet health mix in various districts of Telangana – Jayashankar Bhupalapally, Ranga Reddy, Medchal-Malkajgiri, Kumuram Bheem Asifabad, Jagtial, Jangaon, Karimnagar, Mahabubnagar, Mancherial, Nagarkurnool, Nizamabad, Siddipet, Rajanna Sircilla, Peddapalli, Yadadri Bhuvanagari, Narayanpet, Nirmal, Adilabad, and Wanaparthy.

Likewise, about 2,30,000 children were served with millet mix during 2022-23 in Andhra Pradesh in Punganur in Chittoor district, Kanigiri, Darsi, Markapuram, Yerragondapalem, Giddalur and Addanki in Prakasam district, Chandragiri, Sullurpeta and Srikalahasti in Tirupati district, Rentachintala in Palnadu district and Nellore district.



## Expansion with new launches in other states

Annapoorna Trust expanded its morning nutrition by serving SaiSure millet health mix in Hosur taluk of Krishnagiri district in Tamil Nadu. A new launch took place in Ghaziabad district in Uttar Pradesh, providing the millet health mix to 1,200 children. Likewise, the millet health mix is provided in Vidarbha region of Maharashtra as well.

Regular consumption of millets, ragi in particular, is known to significantly improve the key nutrition parameters among growing children. A powerhouse of nutrition, it can be a game changer in addressing the challenges of 'hidden hunger.'



## SaiSure Millet Health mix – Fortified Ragi Java - Nutritional Information

NUTRIENTS	Qty	per 100gm	per 10 gm	%RDA
Total Energy (kcal)		310	31	2.58
Energy From Fat (kcal)		14.2	1.42	
Protein (g)	gms	7.4	0.74	2.45
Total Fat (g)	gms	1.60	0.16	0.53
MUFA (g)	gms	0.43		
PUFA (g)	gms	0.37		
Saturated Fat (g)	gms	0.23		
Trans Fat (g)	gms	0		
Cholesterol (mg)	gms	0		
Total Carbohydrate (g)	gms	66.7	6.67	3.34
Dietry Fibre (g)	gms	9.7	0.97	4.85
Sugar (g)	gms	0	0	
<b>NUTRIENTS - MINERALS</b>				
Sodium	mgm	320.0	32.0	3.2
Potassium	mgm	388.0	38.8	2.6
Calcium	mgm	303.0	30.3	4.0
Phosphorous	mgm	223.0	22.3	3.2
Magnesium	mgm	124.0	12.4	5.1
Iron	mgm	37.5	3.8	25.0
Zinc	mgm	20.0	2.0	25.0
Iodine	mcg	337.0	33.7	25.0
Selenium	mcg	100.0	10.0	25.0
Copper	mcg	626.0	62.6	8.3
<b>NUTRIENTS - VITAMINS</b>				
Vit A	mcg	3.1	0.3	
Vit B1	mgm	0.3	0.0	2.3
Vit B2	mgm	0.2	0.0	0.9
Vit B3	mgm	1.0	0.1	0.9
Vit B6	mgm	5.0	0.5	25.0
Vit B7	mcg	1.0	0.1	0.2
Vit B9	mcg	500.0	50.0	25.0
Vit B12	mcg	6.3	0.6	25.0
Vit C	mgm	125.0	12.5	25.0



## SaiSure Jaggery Powder - Nutritional Information

NUTRIENTS	Qty	per 100gm
Total Fat	gms	0
Saturated Fat	gms	0
Trans Fat	gms	0
Cholesterol Total	gms	0
Total Carbohydrate	gms	95.91
Dietary Fiber	gms	0
Protein	gms	1.06
Sugar		85.9%
<b>NUTRIENTS - MINERALS</b>		
Sodium		0.020%
Moisture		<3%
Sulphur		<2PPM
Iron	mgm	20.9
Calcium		0.22%
<b>NUTRIENTS - VITAMINS</b>		
Vitamin A	mcg	0
Vitamin C	mgm	13.49



# Collaborations with the Government



***Annapoorna Trustees and Officials meet Smt. Sabitha Indra Reddy - Minister of Education - Telangana, Smt. A Sridevasena - Education Commissioner - Telangana, Smt. Karuna Vakati - Secretary of Department of Education - Telangana***

The Government of India, along with the State Governments, has planned and propagated various initiatives (called the Poshan Abhiyaan program) to address the malnutrition gap, which is a major concern in the country. Seeing the impact that the Annapoorna Trust's program made on school-going children, some state Governments started to realize that the Annapoorna 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.

During the financial year 2022-2023, new Memorandum Of Understanding (MoUs) were signed, and existing MoUs were renewed post-pandemic, along with district-level permissions with the governments of Andhra Pradesh, Goa, Himachal Pradesh, Haryana, Maharashtra, Mizoram, New Delhi, Sikkim, Telangana, Tripura, Tamil Nadu, Uttarakhand, which permits the implementation of Annapoorna Morning Nutrition Programme. NITI Aayog appreciated the initiatives taken by Annapoorna Trust in improving the health profile of rural children and was apprised of the fact that the Trust is working along the lines of policies laid by the Central and the State government towards making a well-nourished country. They also placed a request to expand this mission in many more aspirational districts.

The Trust operates through a committed base of 650+ volunteers who are located across multiple states of India and includes working professionals, homemakers, entrepreneurs, teachers, doctors, and retired professionals, along with 6600+ support staff, who bring in the much-needed diversity and experience to the program.



***Sdguru Sri Madhusudan Sai felicitating Dr. Tamilisai Soundararajan, Hon. Lt. Governor of Puducherry and Telangana at Raj Nivas, Puducherry***



***Sdguru Sri Madhusudan Sai felicitating Smt. Meenakshi Lekhi, Minister of State for External Affairs, India at Sathya Sai Grama***



***Sdguru Sri Madhusudan Sai felicitating Sri. Bedu Singh Panth - Minister of Information Technology, Sikkim at Sathya Sai Grama***

# Alignment with National Policies of Nutrition

## POSHAN ABHIYAAN

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 Trust targets improving the nutrition quotient in children, women, and adolescent girls.

To overcome acute levels of malnutrition, Annapoorna Trust has tied up with various state governments and union territories, with the able support of CSR partners and charitable foundations, to improve the nutrition quotient of rural government school-going children. Given the crucial need to overcome hunger and malnutrition spread largely in the country, Annapoorna Trust has set itself lofty goals year after year with the intention to reach out to the maximum number of needy children across the country. The growth has been exponential, with the number of beneficiaries growing in the last 8 years.





***Sri B Vinod Kumar, Vice-chairman of Telangana State Planning Board felicitating Mr. Anand Kadali, Trustee and Secretary, Annapoorna Trust at the Morning Nutrition launch in Karim Nagar, Telangana***

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 Trust. Apart from having a highly dedicated base of volunteers, our Trust has tied up with many like-minded organizations and institutional partners, having a common goal of weeding out hunger and malnutrition. Besides this, Annapoorna Trust is actively bringing on board many youths from across the country through tie-ups with various universities across various geographies in the country. The Trust has been at the forefront in promoting the OneRupee App - an online community of like-minded people, that encourages active participation from the youth, university students, and general public for the welfare of the children and communities in need, in the three verticals of nutrition, education, and healthcare. Last, but not the least, our Trust 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 Trust 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 Morning Nutrition Programme that was started back in 2012. The policy, which was approved by the Union Cabinet earlier in the year 2020, 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 morning nutrition in schools.

Annapoorna Trust has built its foundation on the idea of alleviating malnutrition and hunger through morning nutrition. With the Union Government too taking note of this and looking to implement it through the New Educational Policy, Annapoorna Trust's role in Nation Building has taken a strong leap. Annapoorna Trust, which runs the country's largest morning nutrition programme, reaching out to over 1,200,000 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 Trust's 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 Trust, 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 is a continuous journey that requires responsibility, courage, and strength to shoulder. Our association with the various Headmasters and teachers from schools across the country has redefined what a teacher can do when their best interests only lie with the children.

*"The teacher is not an instructor or taskmaster; he is a helper and guide."*

**- Aurobindo**

*"A gifted teacher is not only prepared to meet the needs of today's child, but is also prepared to foresee the hopes and dreams in every child's future."*

**- Robert John Meehan**

We work closely with the teachers and the mid-day meal cooks of government schools for the efficient fool-proof execution of the morning nutrition program for the welfare of the children. The teachers take a keen interest in the development of the children in their communities and work with enthusiasm to bring forward the nutrition initiative to the forefront. They play a key role by acting as a bridge between the Trust officials, volunteers, and government officials from the education department.

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 Trust, 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 Presence

## 10 YEARS OF SERVING THE NATION



As on March 2023  
(Serving and Planned)

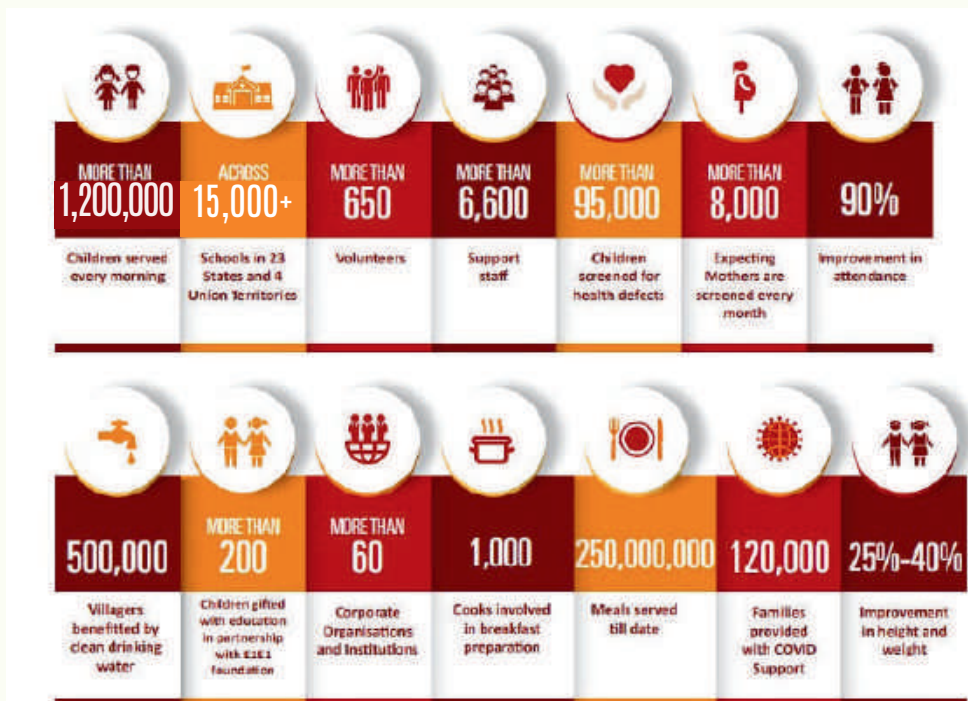
## Our Morning Nutrition presence

Our presence is in 15,000+ centres across 23 States + 4 UTs of India reaching out to 1,200,000+ children, providing them with morning nutrition on all school days. We also have our presence in Indonesia, Thailand, Nigeria, Australia and Sri Lanka

## OVERSEAS



Indonesia Thailand Nigeria  
Sri Lanka Australia





## ANNAPOORNA FOOTPRINT

State	Children	Schools
KARNATAKA	4,83,379	5761
ANDHRA PRADESH	3,22,917	4331
TELANGANA	2,86,475	4070
PUDUCHERRY (UT)	28,578	267
RAJASTHAN (Planned)	25,000	200
TAMILNADU	9,274	114
UTTARAKHAND	7,735	130
MIZORAM	4,000	113
UTTAR PRADESH	3,897	40
DELHI (UT)	3,286	9
TRIPURA	3,000	24
NAGALAND	2,624	72
JHARKHAND	2,489	16
BIHAR	2,000	11
HIMACHAL PRADESH	1,429	15
HARYANA	1,288	9
GOA	1,076	62
PUNJAB (Planned)	1,018	9
WEST BENGAL (Planned)	1,000	10
CHATTISGARH	1,000	5
LADAKH (UT) (Planned)	1,000	10
MAHARASHTRA	974	12
SIKKIM	536	22
J&K (UT) (Planned)	343	6
ASSAM (Planned)	200	10
KERALA	120	1
ODISHA	26	1
<b>Grand Total</b>	<b>11,94,664</b>	<b>15,330</b>

As of March 2023 (Serving and planned)

# MOU WITH GOVERNMENTS



**Goa**



सत्यमेव जयते  
Government of Gujarat

**Gujarat**



**Himachal Pradesh**



**Jharkhand**



**Karnataka**



**Madhya Pradesh**



सत्यमेव जयते  
Government of Mizoram

**Mizoram**



**Nagaland**



सत्यमेव जयते  
Puducherry  
Government

**Puducherry**



GOVT. OF SIKKIM

**Sikkim**



उत्तराखण्ड सरकार

**Uttarakhand**



**Telangana**



सत्यमेव जयते  
Government of Tripura

**Tripura**

# OFFICIAL PERMITS FROM GOVERNMENTS



**Andhra Pradesh**



**Bihar**



U.T. Administration of  
Dadra and Nagar Haveli and Daman and Diu

**Dadra and Nagar  
Haveli and  
Daman and Diu**



Government of Delhi

**Delhi**



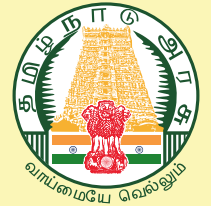
**Haryana**



**Kerala**



**Maharashtra**



**Tamil Nadu**



**Uttar Pradesh**

# Resumption of Morning Nutrition post COVID Pandemic

After a two-year disruption of life-routines due to the COVID pandemic, people have been gradually easing into normalcy. Businesses and, schools, colleges are back to normal after the COVID blues. Both Indian as well as global economies are recovering from the COVID shock. India has shown an impressive economic growth trajectory in the post-COVID times.

Annapoorna Trust stepped up in all ways possible to continue providing nutrition to the school-going children and school staff during the pandemic. Post-pandemic, the Trust officials and volunteers started focussing their scale of operations on the expansion of Morning Nutrition to newer territories and on relaunching existing morning nutrition programmes across the country. It was a huge task to change the scope back to the regular task of serving children in schools and to rework the strategies for operations. The Trust had always been in touch with the Education Department officials and hence the execution of the morning nutrition operations became simpler and quicker post pandemic. We reinitiated the morning nutrition programmes, primarily in the states of Karnataka, Maharashtra, Tamil Nadu, Puducherry, Telangana, Andhra Pradesh, and Goa.



In the state of Karnataka, we first started by re-initiating serving SaiSure Malt Multi-Nutrient Health Mix in the districts of Chikkaballapur, Ramanagara, Tumkur, Uttara Kannada, and Mandya districts to begin with. We expanded our reach further to various other regions of the state as well. At this juncture, many corporate and institutional partners like Persistent Foundation, Oracle Volunteering, Kellogg's India, Narayana Health, Bangalore International Airport Limited (BIAL), National Service Scheme (NSS), Adamyia Chetana, Sopra Steria, Lions International, Rotary India joined hands with Annapoorna Trust to reach out to school-going children.

Persistent foundation played a key role in supporting the undernourished children by providing SaiSure Malt Multi-Nutrient Supplement to boost their nutrition and immunity against the potential onset of Covid infections in Ramanagara district in Karnataka, and Siddipet, Ranga Reddy districts in Telangana state. Oracle came forward to support MAM children from Sidlaghatta and Gudibande taluks in the Chikkaballapur district of Karnataka.

BIAL continued its support in providing Morning Nutrition in areas surrounding Bengaluru airport. SaiSure multi-nutrient Health mix distribution at aspirational districts of Raichur and Yadgir along with Kalaburagi for 80,000 children was made possible with NSS Under Amrutha Grama Yojana. In association with Lions, Annapoorna Trust is serving nearly 2,500 rural children of Doddaballapur, Chikkaballapur, and Bengaluru North. As before, Adama Chetana has been a solid partner for providing morning nutrition in the city of Bengaluru and Hubli, Kalaburagi districts. Rotary and Sopra Steria also started their partnership with us in the city of Bengaluru. Last but not least, Narayana Health has associated with Annapoorna Trust in providing morning nutrition in Bengaluru South region of Kengeri.

Along with SaiSure Malt Multi-Nutrient Health Mix, Annapoorna Trust came up with a new variant known as SaiSure Millet Multi-Nutrient Health Mix - fortified Ragi with Jaggery added with vitamin and mineral premix in the states of Andhra Pradesh and Telangana. Local communities in Andhra and Telangana were already familiar with the age-old tradition of consuming ragi as a nutrient-rich food. Hence, it was also very well received for it to be served to govt. school children. Ms. Sabitha Indra Reddy – Minister for Education of Telangana, and Mr. Boinpally Vinod Kumar –

Vice Chairman Planning Commission, were instrumental in aiding us in expanding our reach in Telangana state. Likewise, Mr. Audimulapu Suresh - Honourable Minister for Municipal Administration and Urban Development (MA&UD) & Mr. Chevireddy Bhaskar Reddy – MLA of Chandragiri assembly constituency supported the morning nutrition program in various districts of Andhra Pradesh.



**Sadguru Sri Madhusudan Sai felicitating Sri. N. Rangaswamy - Chief Minister of Puducherry at Raj Nivas, Puducherry**



**Sri Peddireddy Ramachandra Reddy – Minister of energy, forest, science and technology, environment, mines and geology, Andhra Pradesh, with Mr. Anand Kadali, Trustee and Secretary, Annapoorna Trust (both at the centre), at the Morning Nutrition launch in Punganur, Andhra Pradesh**

It all started with the mega launch of a morning nutrition program on 3rd Aug 2022 in Bibinagar for 37,000 children in more than 300 schools in the presence of the education minister for expansion in districts of Yadadri Bhongir, Siddipet, Sircilla, Karimnagar, Jagatial, Jangaon, Adilabad, Mehaboob Nagar, Nizamabad, Medchal, Ranga Reddy and Hyderabad. Likewise, launches took place in Prakasam, Nellore, Chittoor, Bapatla, and Tirupati districts of Andhra Pradesh. By March 2023, Annapoorna Trust was serving morning nutrition to more than 6,00,000 children in the states of Andhra Pradesh and Telangana. Aligning with the 3S model of Sarkara (Government), Samaja (Society) & Sanstha (Organisation), the Trust works methodically and systematically.



***Sri B Vinod Kumar, Vice-chairman of Telangana State Planning Board, Mr. E Dayakar Rao - Minister of Panchayat Raj and Rural Development, Telangana and Sri Sunke Ravishankar - MLA Choppadandi, Telangana at the launch of Morning Nutrition in Karim Nagar, Telangana (Read from R - L)***

Corporate partners like AWS InCommunities, Feeding India by Zomato, Persistent Foundation, and ITC also joined hands in improving the nutrition quotient of the children. Zomato started partnering with us by providing Ferrero Rocher Chocolates to children and then aiding with grocery kits delivered to schools in Siddipet, Malleshwaram, and Champapet. AWS InCommunities is providing Morning Nutrition in the form of Ragi cereal health drink and

chikkis to 5000 government school-going children in Ranga Reddy district of Telangana. Annapoorna Trust collaborated with ITC Aashirvaad to celebrate and share joy and festive cheer during the Deepavali festival by serving Gulab Jamuns to more than 100,000 rural government school children across Andhra Pradesh and Telangana. With Kellogg's, about 5,000 children are served SaiSure Malt along with Kellogg's cereal, thus providing nutrition to the children for the entire week.



In Maharashtra, SaiSure Malt was launched in Akola, Amravati, Yavatmal, Washim, and Buldhana districts of Vidarbha. Nearly 1,000 government school-going children are benefiting from this morning nutrition. Universal Sompo General Insurance Company is supporting Annapoorna Trust in providing SaiSure to school-going children in Murtizapur taluk of Akola district. SaiSure Millet is also being provided in many schools in the Vidarbha region. Nutritious cookies are provided to nearly 900 children studying in schools in villages of Solapur district.

SaiSure Malt was launched in Cuddalore district, and SaiSure Millet was launched in Krishnagiri district of Tamil Nadu. Cooked breakfast during morning hours, in collaboration with Dani Rasa Foundation, was relaunched in Ambattur, Chennai school. Cookies are being provided to government school children in Salem district. Toast.org partnered with Annapoorna Trust and celebrated Earth Day by planting saplings in an Annapoorna breakfast beneficiary school in Chennai.

In Puducherry, SaiSure Malt was launched for 25,000 government school children in the presence of the Hon. Lt. Governor, Dr. Tamilisai Soundararajan and presence of our founder of Annapoorna Trust – Sadguru Sri Madhusudan Sai. Further expansion of SaiSure morning nutrition took place in Karaikal, Mahe, and Yanam districts of Puducherry.



In Ranchi district of Jharkhand, SaiSure Malt with milk was launched to cater to 1,000 children, and likewise, another new launch was held in Jamshedpur district, Jharkhand, benefiting another 1,000 children studying in government schools.



After a formal MoU was signed with the government of Goa, SaiSure Malt was launched as a pilot program to benefit nearly 1,000 government school children. Geno Foundation, with a formal MoU with Annapoorna Trust, came forward to provide nutritious oats cookies to government school-going children of North Goa on a daily basis.

SaiSure Malt was launched in the holy abode of Bhagavan Ram in Ayodhya, Uttar Pradesh, which will cater to 1,750 children. The launch was held in the presence of Mr. A K Sharma, Hon. Minister of Urban Development and Energy, Government of Uttar Pradesh, and Mr.

Sanjeev Kapoor, an Indian celebrity chef, entrepreneur, and television personality.

Expanding its horizons into the Northeast, Annapoorna Trust expanded the reach of SaiSure Malt in the state of Tripura, benefiting nearly 3,000 children. Morning nutrition was also launched in the state of Mizoram for 4,000 children in the presence of the Hon'ble Minister of Mizoram – School Education, Sri Pu Lalchhandama Ralte.



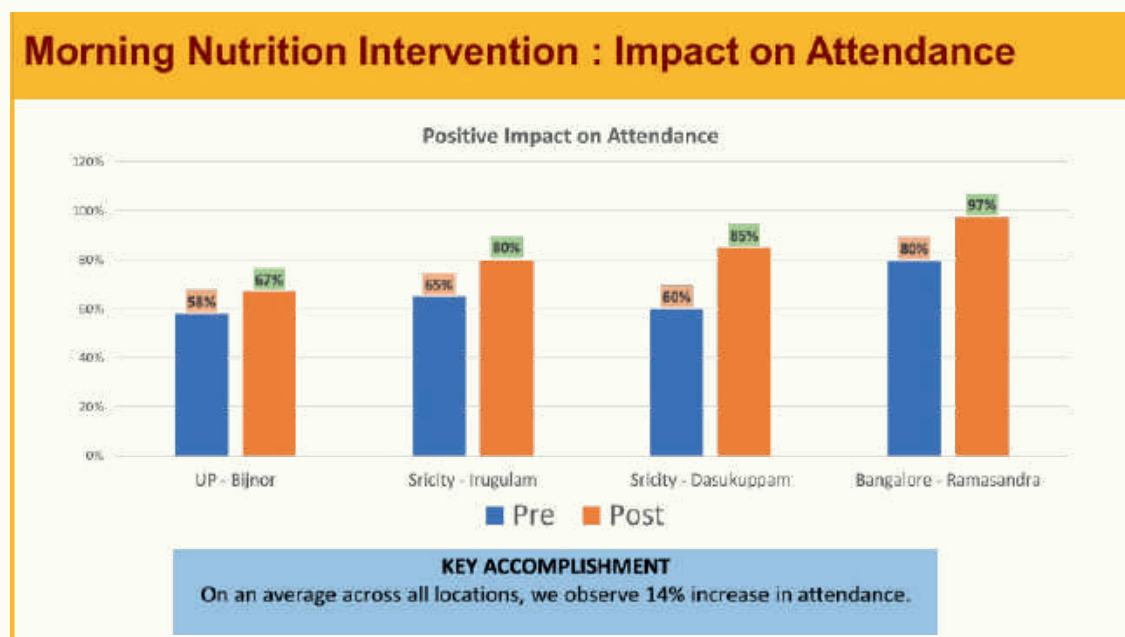
***(R-L) Mr. Lallu Singh – Member of Parliament Faizabad; Mr. A K Sharma (holding the SaiSure bottle), Hon. Minister of Urban Development and Energy, Government of Uttar Pradesh; Ms. Shipra Chaddha, Hon. Consultant, CSR Partner Alliances at Annapoorna Trust; Mr. Vishal Singh – Municipal Commissioner & Vice Chairman – Ayodhya Development Authority; Mr. Rishikesh Upadhyay – Ayodhya Mayor, at the launch of SaiSure Morning Nutrition Programme in Ayodhya***



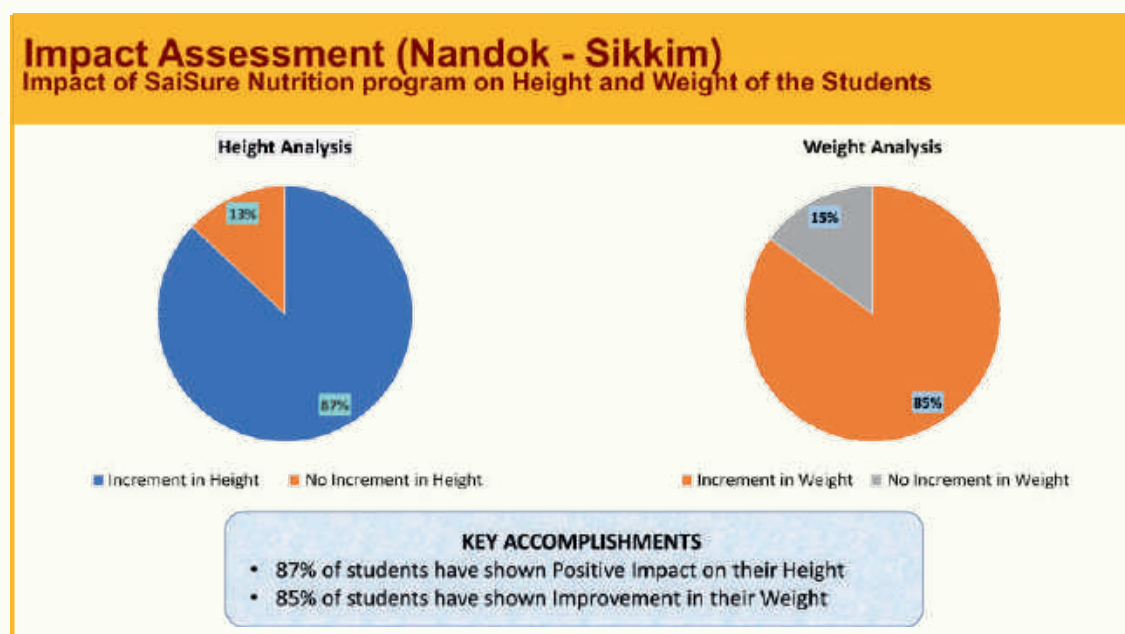
# Impact Assessment

In the year 2022-23, an assessment of the impact of morning nutrition on government school-going children was carried out in various locations in the country. An evaluation of pre and post morning nutrition intervention over a period of six months was undertaken quantitatively.

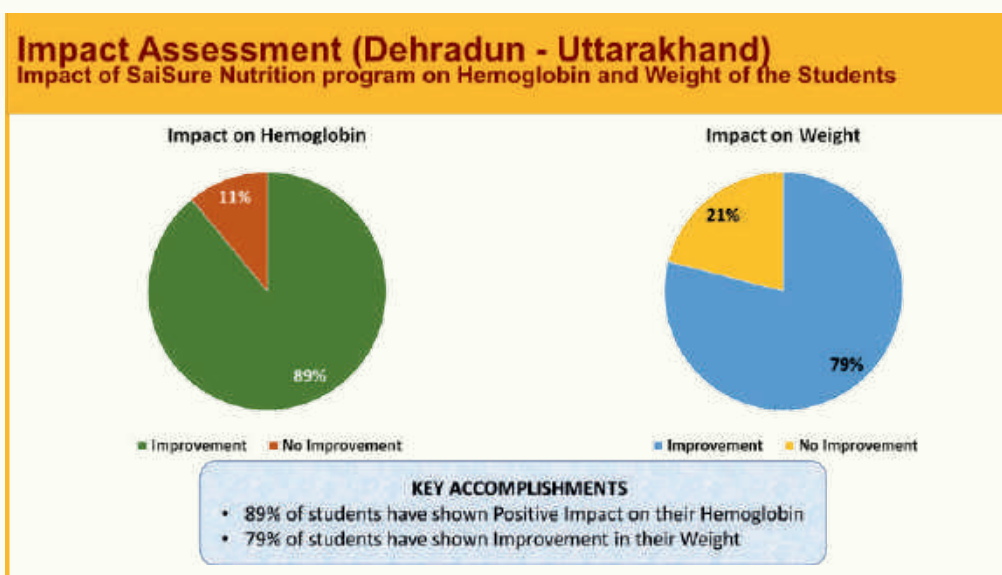
»» An assessment of impact on attendance was carried out in Uttar Pradesh, Andhra Pradesh, and Karnataka.



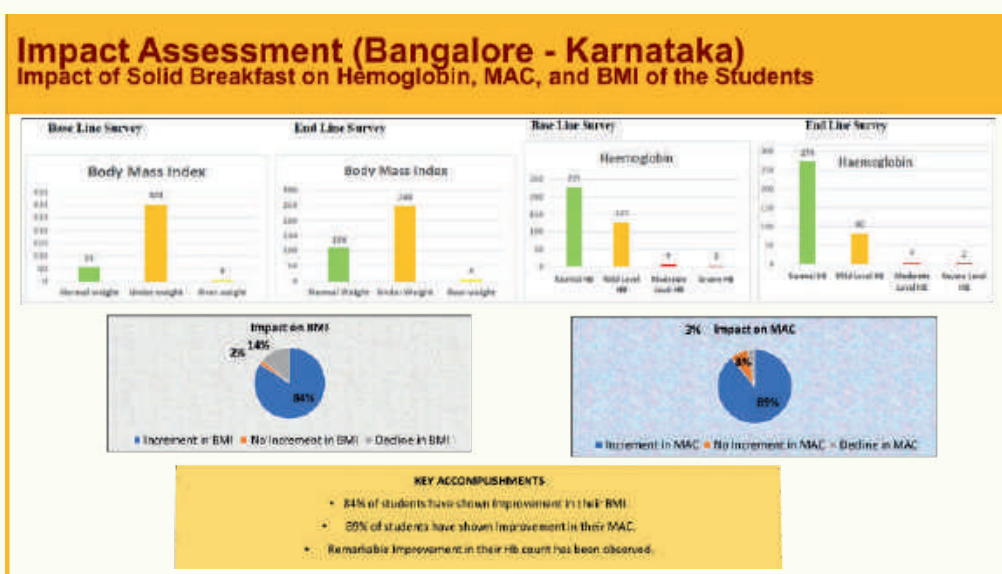
»» An assessment of impact on height and weight of students was carried out in Sikkim.



»» An assessment of impact on haemoglobin count and weight of the students was carried out in Uttarakhand.



»» An assessment on haemoglobin count, Mid-arm circumference (MAC) and Body mass index (BMI) of students was carried out in Bangalore.



This impact assessment done has brought to light many tangible improvements. As we have seen in the above representations, attendance in the government schools have increased which show kids are coming to school on time regularly. Thus, the children with filled stomach are showing interest in their academics, who otherwise would have come mostly on empty stomachs. They are now able to focus more and thereby, excel in academics. The school staff have noticed improvements in their health parameters with improved immunity. Due to reduced rate of drop outs, there are more chances of children finishing their schooling. This is a major motivation for the teachers to teach the children. The morning nutrition program is thus a beacon of light to the needy school-going children and is enabling a nourished society.

# CSR PARTNERS & GLOBAL COLLABORATION

## CORPORATE PARTNERS



## CSR FOOD PARTNERS



## SUPPORTING FOUNDATIONS



## APPROVED AS NON-PROFIT BY



## OTHER PARTNERS



# Our Collaborators



## AWS InCommunities

Amazon Web Services, Inc. is a subsidiary of Amazon that provides on-demand cloud computing platforms and APIs to individuals, companies, and governments, on a metered pay-as-you-go basis. AWS InCommunities, aims to make a positive change in communities, particularly in areas where AWS develops and manages its worldwide infrastructure.

Annapoorna Trust has collaborated with Amazon Web Services, Inc. in 2022-23, to provide Morning Nutrition to 5000 government school-going children in Ranga Reddy district of Telangana.

- »» Location – Ranga Reddy district, Telangana
- »» No. of servings – 4,55,000
- »» No. of children benefitted – 5,000
- »» Variants served – SaiSure Millet (Ragi) Multi Nutrient Health Mix with Jaggery; Chikkis
- »» Peanut, Peanut-Millet, Peanut-Millet-Til.



## LG

LG Electronics India Pvt. Ltd., is one of the most formidable brands in consumer electronics, home appliances, IT hardware and mobile communications space. LG Electronics brand philosophy is making LIFE'S GOOD for people. Their CSR initiatives are aimed at creating a better environment for people by eradicating hunger, providing healthcare to underprivileged section of society and welfare of armed forces and their dependents.

LG has been a great partner. In the present year 2023-24, they are working in sync with Annapoorna Trust in providing morning nutrition to 25,802 government school-going children in Karnataka, Haryana, and Uttar Pradesh. Variants like SaiSure with milk and Ragi based laddoos, biscuits, chikkis are provided to the children. The Trust looks forward to continued collaboration for this noble initiative.





## Kellogg's



The Kellogg company, doing business as Kellogg's, is a food manufacturing company and world's leading producer of cereal and convenience foods including cookies, crackers etc. Their purpose in India is to nourish India's potential with its fortified grain-based cereals. Kellogg's had been associated with Annapoorna Trust since the last 2 years in providing their flagship product, 'Chocos' to children in rural areas.

In 2022, Sri Sathya Sai Annapoorna Trust in collaboration with Kellogg's has initiated Morning Nutrition Program for Rural Students in Karnataka and Andhra Pradesh. A total of 5,128 students from both the states are benefitted by this program under "Feeding Programme for under privileged children."

- »»» Location – Gowribidanur taluk in Karnataka and Satyavedu taluk in Andhra Pradesh
- »»» No. of servings – 12,24,124
- »»» No. of children benefitted – 5,128
- »»» Variants served – SaiSure Malt Multi Nutrient Health Mix and Kellogg's cereal with milk.



## First American (India) Foundation – Light a Life (LAL)



First American (India) foundation is an actively growing organization and a proud member of the First American Financial Corporation family. FAI leverages its CSR contribution in the field of education, healthcare, employability, livelihood enhancement, etc.

Annapoorna Trust's association with FAI began from the year 2019. FAI has been instrumental in providing vehicles for ease of distribution of food and dry ration items to various beneficiaries, which proved to be valuable during the pandemic. In the year 2023, Light a Life (LAL) is supporting Annapoorna Trust in providing morning nutrition to 13,328 school children in 266 Govt. rural schools located across Chikkaballapur and Ramanagara districts of Karnataka, besides one blind school in Hyderabad.



## BIAL

Kempegowda International Airport Foundation's (KIAF), (a subsidiary of Bangalore International Airport Limited (BIAL)) main objective is to create social value through targeted interventions for communities around the Airport and social ecosystem at large.

The journey of Sri Sathya Sai Annapoorna Trust Organisation with BIAL began in early 2018, after both the organizations discovered a joint interest in providing Morning Nutrition to school-going kids. During the year 2022, KIAF has been instrumental in partnering with Annapoorna Trust in providing Morning Nutrition to around 1200 children in Devanahalli.

- »»» Location - Devanahalli, Bangalore
- »»» No. of servings - 3,00,000
- »»» No. of children benefitted - 1,200
- »»» Variants served - Cooked breakfast



## Persistent Foundation

The Persistent Foundation was established in 2009 to expand the vision and define the scope of Corporate Social Responsibility. Health, Education and Community Development are the areas of work and Pune, Nagpur, Bangalore, Hyderabad, and Goa are the locations for execution of identified projects.

Persistent Foundation has been associated with Annapoorna Trust since 2021. During the year 2022-23, more than 990 SAM and MAM children between 2 years to 6 years received SaiSure Multi-Nutrient Supplement Health mix to boost their nutrition and immunity against the potential onset of COVID infections in Telangana state and Karnataka.

- »»» Location -Chikkaballapur districts of Karnataka; Siddipet and Ranga Reddy districts of Telangana state
- »»» No. of servings - 1,78,200
- »»» No. of children benefitted - 990 SAM and MAM
- »»» Variants served - SaiSure Malt Multi Nutrient Health Mix with milk.





## Feeding India by Zomato

Feeding India, a non-profit by Zomato, is dedicated towards making India hunger-free. All its initiatives are designed to provide essential food support to underserved communities in the form of raw grains, freshly cooked food or packaged food products depending on the need.

This one-pointed zeal has resulted in Zomato joining hands with Sri Sathya Sai Annapoorna Trust in achieving the vision of "Let No Child Go To School Hungry, Ever!" Zomato first started by providing chocolates to school children and later were instrumental in providing dry ration in 2022-23 to the doorstep of Govt schools in Telangana, and also in supporting 2,060 children in Himachal Pradesh. The collaboration is continuing in the year 2023-24 as well with much enthusiasm.

- »» Location – Chikkaballapur in Karnataka; Siddipet and Ranga Reddy in Telangana
- »» No. of servings – Dry ration - 2,25,000 servings; 16,754 chocolates served.
- »» No. of children benefitted – 16,754 served with Ferrero Rocher chocolates; 1000 dry ration kits in Telangana.
- »» Variants served – Dry ration kit and Ferrero Rocher chocolates.



## Narayana health

"Narayana Health" (NH) brand is strongly associated with the mission to deliver high-quality, affordable healthcare services to the broader population. NH aims to make a positive difference in the lives of the people by engaging in activities that eliminate or alleviates pain and suffering to the underprivileged sections of the society.

Narayana Health has partnered with Annapoorna Trust in 2022-23, to provide daily morning nutrition to more than 360 children in 4 Government schools in Kengeri, Bengaluru. Annapoorna Trust is happy to continue this partnership in the present year 2023-24 as well for this noble initiative.

- »» Location – Kengeri in Bangalore
- »» No. of servings – 55,440
- »» No. of children benefitted – 360
- »» Variants served – Cooked breakfast.





## JC Penney



J C Penney India is one of the nation's largest retailers of apparel, home, jewellery, and beauty merchandise with a growing portfolio of private and national brands. The 'BEAT' (Bengaluru Engagement Action Team) CSR, which brings to life JCPenney India's philanthropy goals by collaborating with a chosen NGO partner to engage associates in social activities that give back to the community in meaningful ways.

In the year, 2023-24, J C Penny India is supporting Annapoorna Trust in providing SaiSure Malt Multi Nutrient Health mix to 5,500 school children in government schools of Karnataka. The Trust expresses its appreciation and happiness in collaborating for this noble initiative.



## Sabre



Sabre is a leading software and technology company that powers the global travel industry. With the belief that 'Giving Back Together is Transformational,' Sabre intends to make a difference in society at large through its CSR initiatives. At the Global Capability Center, Bengaluru, Sabre focuses on community initiatives that promote education and capacity building for future generations.

In the month of January 2023, Sabre collaborated with Annapoorna Trust to provide 'SaiSure Multi Nutrient Health Mix to more than 300 rural government schools in Gulbarga and in aspirational districts of Raichur and Yadgir.

- »» Location – Gulbarga, Raichur, Yadgir in Karnataka
- »» No. of servings – 13,54,496
- »» No. of children benefitted – 84,656
- »» Variants served – SaiSure Malt Multi Nutrient Health Mix with milk.







## Toast, Inc

Toast, Inc. is a cloud-based restaurant management software company based in Boston, Massachusetts. Toast.org is the philanthropic branch of Toast, Inc. which is focused on solving critical food issues that impact communities across the nation. Toast.org also supports and participates with organizations who make a significant contribution in areas of Food accessibility, Community and Environment.



Annapoorna Trust partnered with Toast, Inc. in helping the setting up of RO plant in Chennai and in providing Morning Nutrition to 21,000 school children in Karnataka & 600 children with cooked breakfast in Tamil Nadu.

- »»» Location – Chennai in Tamil Nadu; Chikkaballapur in Karnataka
- »»» No. of servings – 9,40,800
- »»» No. of children benefitted – 21,600
- »»» Variants served – SaiSure Malt Multi Nutrient Health Mix with milk and cooked breakfast.



## Oracle Volunteering

Oracle Corporation is an American multinational computer cloud technology corporation headquartered in Austin, Texas. Oracle Volunteers lead and participate in virtual and in-person projects with hundreds of non-profits and public institutions year-round.

In collaboration with Annapoorna Trust, Immunity Boosting kits for 1175 children with malnutrition (MAM children) were provided in Chikkaballapur district of Karnataka, in the wake of COVID pandemic, in 2022. In the year 2022-23, Oracle provided SaiSure to 10390 children in 245 schools in Karnataka.

- »»» Location – Siddlaghatta and Gudibande in Karnataka
- »»» No. of servings – 5,78,250
- »»» No. of children benefitted – 1175 MAM children and 10,390 school children.
- »»» Variants served – SaiSure Malt Multi Nutrient Health Mix with milk.





## Lions Club International

Lions are a global service network of volunteers that make a difference in their local communities. Lions Clubs was established in India, in Bombay, in February 1956. Lions Clubs in India are the second largest group of volunteers in the world after USA.

In the academic year 2022-23, Lions Club district 317F and Annapoorna Trust have come forward to support with Saisure Multi Nutrient Health mix distribution in 26 schools for 2477 children in Doddaballapur Municipality. Lions Club Hyderabad – Sainikpuri District 320C also collaborated with Annapoorna Trust in providing dry ration kits to more than 1200 families to downtrodden communities in Telangana during Mar and Apr 2022.

- »» Location – Doddaballapur district in Karnataka and Khammam, Nalgonda and Medchal – Malkajgiri districts in Telangana
- »» No. of servings – 5,44,940 SaiSure; Dry ration - 2,70,000 servings
- »» No. of children benefitted – 2,477 children and 1200 families - dry ration to downtrodden communities.
- »» Variants served – SaiSure Malt Multi Nutrient Health Mix with milk and Dry ration kits.





## Zoho

Zoho Corporation, headquartered in Chennai, India is a multinational technology company that makes web-based business tools and provides operating system for businesses involving cloud-based suite of applications. Zoho considers social impact and corporate social responsibility as central to its mission and its activities. They work towards combining profit and positive impact as well, in a holistic way.

Our association with Zoho started from the year 2017. As Annapoorna has scaled its operations from a few hundred school children to 1.2 million children, it has increasingly leveraged digitalization and automation of infrastructure and processes such as invoicing, payments, reporting and data collection to achieve a high level of operational efficiency and financial accountability. Zoho offers support to Annapoorna Trust in the form of life-time access to a suite of cloud-based software applications, absolutely free – email spacing, complete ERP and payment systems required to run small and medium enterprises, analytics and storage spacing.



## NSIL

NewSpace India Limited (NSIL) is a Public Sector Undertaking of the Government of India and the commercial arm of Indian Space Research Organisation (ISRO). It is responsible for producing, assembling, and integrating the launch vehicle with the help of industry consortium. NSIL addresses the concerns of social, economic, and environmental well-being of the society through its CSR initiatives in the areas of education, sports, healthcare, skill development, sanitation, sustainable development, disaster management support, and social justice and empowerment.

NSIL has partnered with Annapoorna Trust in supporting the Morning Nutrition Programme in Gauribidanur taluk of Chikkaballapur district in Karnataka.



## FANUC

FANUC India Private Limited is a subsidiary of FANUC CORPORATION and was established in 1992 with its headquarters in Bangalore.

FANUC India's main objective is to provide the Indian market with the entire range of top of line FANUC products coupled with value-added services, thereby delivering the least cost of ownership to our customers. FANUC India social initiatives span the country – from Kashmir to Coimbatore, in various segments such as Childcare, Education and Healthcare.

FANUC India is the first client of Sri Sathya Annapoorna Trust, and the relation started in 2016. FANUC has been instrumental in providing Morning Nutrition and setting up RO water plants. The employees of FANUC visited the Morning Nutrition beneficiary schools on a regular basis. During the COVID pandemic, they supported the Trust in providing dry ration kits. Sri Sathya Sai Annapoorna Trust holds the goodwill of FANUC India for the years to come and looks forward to working together.



## JAMIPOL

JAMIPOL (Jamshedpur Injection Powder) is a joint venture company, promoted by Tata Steel, SKW Stahl Metallurgies AG, Germany and Tai Industries, Bhutan for the production and marketing of Desulphurising Compounds used by the Steel Industry for desulphurisation of hot metal (liquid iron).

JAMIPOL, through its CSR initiatives, ensures proactive participation towards education, health and safety, women empowerment, and employment; specifically focusing on the betterment of underprivileged societies and enabling them to earn a sustainable livelihood. Furthermore, it promises interventions in the areas of disaster relief, farm stress, etc.

Since July 2022, Annapoorna Trust with the support of JAMIPOL has been serving 575 children with SaiSure Multi Nutrient Health Mix with Milk, in BPM School, Jamshedpur. The Trust looks forwards to expansion in other schools in Jamshedpur with the support of JAMIPOL.



## Universal Sampo General Insurance

Universal Sampo General Insurance Co. Ltd. is a joint venture of Indian Bank, Indian Overseas Bank, Karnataka Bank Ltd., Dabur Investment Corporation and a leading general insurer from Japan, Sampo Japan Insurance Inc. It is the first company in the Indian general insurance industry formed through a public-private pairing.

As part of its social responsibility, Universal Sampo primarily focuses in the areas of Women Welfare and Empowerment, Education, Road Safety, Healthcare and Socio-economic, Environmental Sustainability and their activities include eradicating hunger, poverty and malnutrition, promoting health care including preventive health care and sanitation and many more.

Aligning with their objectives and mission, Annapoorna Trust joined hands with Universal Sampo General Insurance Co. Ltd. to provide Morning Nutrition to 377 government school children in Akola district of Maharashtra in 2022-23 and in the current year, is serving nearly 500 children.



## Sopra Steria

Sopra Steria, a European leader in the field of technology, renowned for its consulting, digital services and software development, helps its clients drive their digital transformation and obtain tangible and sustainable benefits.

The fundamental principles of Sustainable Development are a major part of Sopra Steria's DNA. In India, Sopra Steria's Corporate Responsibility is managed under the banner of "Yogdaan"- Sopra Steria India CSR Initiative focussed on 6 key areas in the field of Education, Healthcare, Sanitation, Skill Development, Community Services and Skill Development.

Sopra Steria has joined hands with Sri Sathya Sai Annapoorna Trust from Aug 2022 in providing SaiSure Multi Nutrient health mix at St. Theresa Higher Primary School in Bangalore.



## ITC

ITC Limited is an Indian conglomerate company headquartered in Kolkata. It has a diversified presence across industries such as FMCG, hotels, software, packaging, paperboards, specialty papers, and agribusiness.

The core objective of ITC's Corporate Social Responsibility is to generate livelihoods for marginalized communities, not just for today but also for the future, through its Mission Sunehra Kal programme.

In October 2022, during the festival of Diwali, Annapoorna Trust collaborated with ITC Aashirvaad, to celebrate by sharing joy and festive cheer and served more than 1,00,000 rural government school children with gulab jamuns, across Andhra Pradesh and Telangana. The sweet served indeed made a visible difference by bringing smiles and happiness to the rural children.



## Big Basket

BigBasket is a large online grocer headquartered in Bengaluru, India, and currently owned by Tata Group. BigBasket began as a tech startup company, founded in October 2011. It brings the convenience of groceries and home essentials delivered to the doorstep.

Since its inception in 2011, BigBasket has made efforts to reduce its environmental footprint by making several green decisions like the usage of electric vehicles, reusable packaging materials, use of paper bags, etc. To enhance its social impact, BigBasket helps spread awareness of the goodness of giving, focusing on areas like improving nutrition in deprived communities, care for water resources, air cleansing, rural development, women empowerment, quality education, and many more.

From the beginning of the year 2023, BigBasket has supported Annapoorna Trust towards crowdfunding across India. The contributions made by donors are supporting Morning Nutrition served to the government school-going children.



## Geno Pharmaceuticals

Geno Pharmaceutical, incorporated in the year 1975 as the deemed Limited Company, started its operations in the year 1977 in Bombay and shifted production to Goa in the year 1979. Through their Geno Pharma Division, Geno Trauma Care, and Geno Clean Care, they provide strong healthcare solutions to make India healthier.

Geno Foundation is supported by Geno Pharmaceuticals. It was actively involved in serving the community during the pandemic by providing oxygen concentrators, medical equipment, PPE kits, and other essentials, food for COVID warriors, and providing food grains to the needy in Goa.

Annapoorna Trust has signed a formal MoU with Geno Foundation to provide nutritious oats cookies to the government school-going children of North Goa. It will be served to 85 students on a daily basis. Plans are already on to expand to more schools in the upcoming academic year. Annapoorna Trust thanks Geno Foundation for partnering in these initiatives and looks forward to the continued association in the days to come.



## McAfee

McAfee is the device-to-cloud cybersecurity company. Inspired by the power of working together, McAfee creates enterprise and consumer solutions that make our world a safer place for the benefit of all.

As part of its corporate social responsibility ("CSR") objectives, McAfee strives to build a society where people, society and the environment co-exist in harmony and carry out various social responsibility activities. McAfee's core focus areas as part of its CSR are to promote Education, Employability and Livelihoods Enhancement.

McAfee has been associated with Annapoorna Trust since 2019, with the idea of "Together is power", thereby joining hands in "Nourishing The Nation Through Nutrition". They have generously supported Annapoorna Trust's cause of Nutrition programme for govt. schools around Chikkaballapur district. During the COVID pandemic in 2021, they have also supported dry fruits and off-the-shelf food distribution to Covid hospitals in Chikkaballapur.



## Micro Focus

Micro Focus is a British Multinational software and information technology organization. It is one of the world's largest enterprise software providers and delivers trusted and proven mission-critical software that keeps the digital world running.

Micro Focus takes initiatives towards various areas, including community and social impact through 'Micro Focus INSPIRE India programs,' thereby supporting United Nations Sustainable Development Goals focusing on no poverty, quality education, gender equality and others. From 2017, Micro Focus, in collaboration with Sri Sathya Sai Annapoorna Trust, has taken various initiatives for the benefit of the Society at large. During the COVID pandemic in 2021-22, Micro Focus partnered with Annapoorna Trust extensively by providing SaiSure Multi Nutrient Health mix, Grocery COVID Relief kits, cooked meals and Immunity Boosting kits in the states of Karnataka, Tamil Nadu and Telangana.



## Samsung

Samsung was born in 1969 with an ambition to create human driven innovations that defy barriers to make a better world for all. After over 50 years in the industry, the company continues to innovate and create technology.

Under the Company's CSR mission of "Enabling People", Samsung aims to help people fulfil their true potential and has made conscious efforts to ensure that interventions are need based, community oriented, sustainable and impact headline human development indicators. Samsung expects to make interventions and investments to improve the quality of life of the people by focusing on the social causes. In line with this, From the years 2018-2020, Samsung had partnered with Annapoorna Trust in building a strong relationship by adopting schools in providing Morning Nutrition, water purifiers and other essentials catering to the school children.



## Raymond

Raymond is a diversified group with a significant presence in the Textile and Apparel sector and diverse segments such as Consumer Care, Realty, and Engineering in national and international markets. With roots dating back to 1925, as a small woollen mill in Thane (Maharashtra), manufacturing coarse woollen blankets, Raymond Brand has evolved into a leading manufacturer of the finest fabrics in the world. Reckoned for its pioneering innovations and having enjoyed the patronage of millions of consumers, Raymond is amongst the trusted brands in India.

Raymond's community initiatives are conceptualized to create inclusive growth for the lesser privileged sections of society. Through its tailoring initiatives, Raymond has been upskilling the tailors' community through knowledge dissemination on high-end tailoring and quality trims and focuses on the welfare of underprivileged children over the age of 16 by providing them vocational courses through Raymond Rehabilitation Center.

Raymond has supported Annapoorna Trust by supporting the Morning Nutrition Programme in Karnataka in 2022-23.



## John Distilleries

John Distilleries Pvt Ltd is an Indian company that produces distilled beverages.

In line with its environmental, social and governance (ESG) goals, John Distilleries has enabled the creation of a green zone by planting saplings and installing Effluent Treatment plants (ETPs).

Since 2019, in line with its mission of providing service to society, John Distilleries has joined hands with Sri Sathya Sai Annapoorna Trust in providing Morning Nutrition to rural Govt. school children in Karnataka state.



## Star India Health Insurance

Star Health and Allied Insurance Company Limited commenced its operations in 2006 as India's first Standalone Health Insurance Company.

Star Health and Allied Insurance Company, has partnered with Sri Sathya Sai Annapoorna Trust since 2020 to provide nutritious Morning Nutrition to rural school-going children. While this partnership continues to grow, helping many children hailing from poor economic conditions to continue their education, it has also resulted in improved health parameters for many.



## Menzies Aviation

Menzies Aviation Bobba, a joint-venture company of Menzies Aviation and Bobba Group, is one of the world's leading Ground Services and Cargo Handling providers. Currently, Menzies Aviation operates at over 200 airports in 37 countries across six regions.

Menzies Aviation consists of an umbrella of CSR activities focused on broad themes like providing shelter for the aged and underprivileged, promotion of healthcare, sanitation and safe drinking water, education, rural development projects, promotion of gender equality, etc., designed to improve overall socio-economic indicators of Company's area of operation.

Menzies Aviation has partnered with Annapoorna Trust from the year 2019 to provide Morning Nutrition to government schools in areas around Devanahalli, Bengaluru Rural.



## Surya Software

Founded in 1999, Surya Software Systems specializes in providing financial control and risk management solutions for Banking and Financial Institutions. Headquartered in Bangalore with an office in Connecticut, USA, and with an implementation base spanning several countries across continents, Surya's solutions help corporates minimize risk, improve profitability, and effectively monitor financial performance.

Surya Software Systems has supported Annapoorna Trust in its Morning Nutrition programmes benefiting school-going children in Karnataka in the year 2023.



## MTAR Technologies

MTAR is a leading precision engineering, manufacturing, and integrator firm. It is a major equipment supplier to India's prestigious Space, Nuclear, Defence, and Aerospace programs. Through its various CSR initiatives, MTAR Technologies gives back to society through community engagement, mainly in the fields of education, child welfare, and healthcare.

Partnering with Annapoorna Trust, they supported the morning nutrition program to provide SaiSure Millet Multi Nutrient Health Mix along with jaggery to government school-going children in Telangana.



## RuralShores

RuralShores is an Indian rural Business process outsourcing (BPO) company. It is a BPO based in rural India with delivery centres across various Indian States. RuralShores was founded in May 2008 with the objective of assimilating rural India into Knowledge economy by providing job opportunities to the rural youth of the country. RuralShores is headquartered in Bengaluru and has set up 19 delivery centres in 8 Indian states.

They have been in association with Annapoorna Trust since 2015 and have played an active role in contributing to Nutrition, Education, and Healthcare verticals.



## Care Edge

CareEdge enables customers to make informed decisions through best-in-class tools and insights. CareEdge Ratings is one of India's leading credit rating agencies with a track record of servicing diverse sectors for almost three decades. It plays a pivotal role in developing bank debt systems and capital market instruments, including CPs, Corporate Bonds, and Structured Credits.

CareEdge is committed to educating, developing infrastructure for education, and empowering the children of India, creating employment opportunities, supporting like-minded NGOs, financial assistance to low-income families, promoting activities for cleanliness, healthcare, tribal medical care, etc., through its CSR initiatives. CareEdge is supporting Annapoorna Trust in providing Morning Nutrition to nearly 1,770 rural government school-going children across 27 schools in Ayodhya during March 2023.



## Red Education

Red Education is the global leader in specialist training and professional services for the IT community across the Asia Pacific, the Americas, Europe, India, and the Middle East. They are passionate about empowering every student with the necessary skills and knowledge by providing the ultimate technical training experience.

In August 2022, Red Education partnered with Sri Sathya Sai Annapoorna Trust to provide Morning Nutrition to rural govt. school children in Chikkaballapur district. They have continued this partnership with Annapoorna Trust in the year, 2023-24 as well.



## Aditya Birla Group

A global conglomerate, the Aditya Birla Group is in the League of Fortune 500 Companies. With over seven decades of responsible business practices, their businesses have grown into global powerhouses in a wide range of sectors – metals, pulp and fibre, chemicals, textiles, carbon black, telecom and cement.

Aditya Birla Sun Life AMC Limited has supported Annapoorna Trust in its CSR initiative during the year 2017-18 by supporting the Morning Nutrition programme to govt. school-going children around Chikkaballapur region.



## Dell

Dell India Private Limited is a multinational computer technology company that develops, sells, repairs, and supports computers and related products and services. The CSR policy of Dell India aims to ensure an increased commitment at all levels of the organization, to operate its business in an economically, socially and environmentally sustainable manner. One of the areas where it directs its CSR programmes is its support of preventive health care.

Dell India came forward to support the health verticals of Annapoorna Trust by providing oxygen concentrators during the COVID crisis in 2021-22.



## LSG Sky Chef

LSG Sky Chefs is best known as one of the world's largest airline catering and hospitality companies. With over 75 years of culinary excellence, LSG Sky Chefs are industry leaders in choreographing culinary excellence and providing high-quality food for everyone on the go.

The LSG Group has aligned its approach to sustainability with that of the United Nations (UN) by committing to six of the international organization's 17 Sustainable Development Goals (SDGs) included in its 2030 Agenda for Sustainable Development. The prioritization of these six SDGs reinforces the LSG Group's focus on sustainability and the company's impact on the planet.

They have supported Annapoorna Trust by contributing to Morning Nutrition Programme at Chikkaballapur in 2022-23.



## iValue

iValue, for over 15 years, has been concentrating on Network Security, Storage, and Networking solutions for its channel partners. Their capability set encompasses implementing and deploying solutions that power Data, Network, and application (DNA) management for enterprises.

From the year 2020, iValue has supported Sri Sathya Sai Annapoorna Trust in the Morning Nutrition program for government school children in the state of Karnataka.



## Paytm

Paytm was one of the pioneers in starting the Digital Revolution in India. Today, it is one of the leading Payments App having more than 300 million Indians using Paytm to pay at their stores. Also, more than 20 million merchants and businesses are powered by Paytm to accept payments digitally.

Donations are the lifeblood of any NGO or Social service organization. As a leading payment platform in India, Paytm is helping Sri Sathya Sai Annapoorna Trust receive donations from a wide range of potential donors by creating a platform to accept payments smoothly. Sri Sathya Sai Annapoorna Trust is indebted to Paytm for its relentless selfless service to the Trust.



## Caplin Point Laboratories

Caplin Point Laboratories was established in 1990. Today it is one of the leading suppliers of Pharmaceuticals across the globe.

At Caplin Point, Corporate Social Responsibility is more than just a statutory requirement. The company strives towards creating a sustainable, functioning, and healthy environment for people. In the year 2021, Caplin Point has partnered to provide Morning Nutrition to students studying in Government schools in Tamil Nadu.



## KCP Cements

KCP is a 80 year old diversified business group with a turnover of over 250 million USD with interests in Cement, Heavy Engineering, Sugar, Power and Hospitality. It has 9 manufacturing plants over various geographies in India and Vietnam.

KCP plays an active role in the sustainable empowerment of communities in the areas of Education, Healthcare, and Infrastructure. KCP has supported Annapoorna Trust in the year 2021 by sponsoring Morning Nutrition for children in the state of Tamil Nadu.





## JM Frictech India Pvt Ltd

Established in 2008, JM Frictech India Pvt Ltd (JMI) manufactures Wet Brake and wet Clutch System (Mechanical and hydraulic Brake Parts) with its actuation parts. JMI is the most preferred supplier to all Tractor OEMs in India and also supplies to Construction and material handling equipment segments.

In collaboration with Sri Sathya Sai Annapoorna Trust, JMI took an initiative towards the 'Swachch Bharat' mission by constructing toilets at schools in Tamil Nadu in the year 2021-22.



## Saideep Exports

Committed to providing the best solutions to the animal sector, Saideep Exports entered the animal health products and feed additives industry in 1997. Strategically located in Bangalore, India, the company is involved in the manufacturing and marketing of an extensive range of innovative feed additives, premixes, and healthcare products to enhance nutrition, growth and health of the poultry, livestock, swine, aqua/marine and equine/camel sectors.

Saideep's vision is built on the foundation of providing the highest quality products and aims to be a leader through its services and innovation. It is working towards its goal of creating value addition to its customers. Saideep Exports has been supporting Annapoorna Trust since 2018. They have provided technical inputs in the making of an improved version of our flagship SaiSure Malt Multi Nutrient and SaiSure Millet Multi Nutrient products.



## Signode

Signode is a Global Manufacturer of Steel and Plastic Strapping, Stretch Film Systems. Signode in India is the leading Industrial Packaging Solutions provider with manufacturing facilities at Rudraram-Telangana, Surangi-UT of Dadra & Nagar Haveli, Rudrapur, Uttarakhand, Bengaluru, and Dahej.

As part of the Employees Social Service Society, their CSR initiatives include supporting differently disabled persons, support for education, environment, and sustainability, blood donation camps, tree plantation, and others.

Signode has partnered with Annapoorna Trust in its commitment to the society in the Telangana region during 2019-22.



## fives

Fives, headquartered in Paris, is an international industrial engineering group with multi-sector expertise. Fives designs and manufactures machines, process equipment and production lines for the world's largest industrial groups. It has more than 200 years of history, with its presence in 25 countries across the globe.

Fives CSR approach reflects the Sustainable Development Goals of the United Nations (UN) to "Achieve a better and more sustainable future for all" by 2030. In line with this, in 2019, Fives India Engineering and Projects Pvt. Ltd., partnered with Annapoorna Trust in providing Morning Nutrition to rural government school children in Karnataka state. In 2021, they supported the Morning Nutrition programme in Tamil Nadu region.





## PD Navkar Bio Chem Pvt Ltd

PD Navkar Bio Chem is a pioneer in flour treatment in India and a leading manufacturer and exporter of food additives, micronutrient premixes, enzymes, bakery ingredients, excipients, API's, and fine chemicals with a clientele base across the globe.

PD Navkar, a reputed third-party manufacturer, has partnered with Annapoorna Trust since the year 2022 to incorporate vitamin and minerals premix for our SaiSure Malt Multi Nutrient and SaiSure Millet Multi Nutrient product.



## SUPPORTING FOUNDATIONS



### Rotary International

Rotary is a global network of 1.2 million neighbours, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. In a richly diverse country, Rotary India harmoniously brings together citizens with a common desire to make the world a better place. Starting in 1920 with one club, today Rotary India is a vibrant community of over 2 Lakh members from 4500+ across all its states and union territories.

In line with its mission of providing service to others, Rotary Bengaluru East, Rotary Bengaluru IT Corridor wings, and Rotary Platinum City have joined hands with Sri Sathya Sai Annapoorna Trust in the year 2022, by providing SaiSure Morning Nutrition to children at Government schools in Bangalore.



### Asha Jyoti Foundation

Asha-Jyothi (AJ) is a volunteer based non-profit organization dedicated to serving the needs of the underprivileged by providing access to Education and Healthcare. Their goals are achieved through assisting, implementing, and supporting charitable projects focusing mainly on education and health care. Their mission is guided by its core values of strength, commitment, collaboration, and integrity.

Asha-Jyothi has been instrumental in supporting various NGOs and organizations towards uplifting women, making them financially independent, improving healthcare, educating a child, improving school infrastructure, and so on. Asha-Jyothi has supported Annapoorna Trust during the COVID period by sourcing oxygen concentrators.



### Dani Rasa Foundation

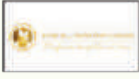
Dani Rasa Foundation, based in Chennai, primarily focuses on improving the social conditions of underprivileged people. They are actively engaged in community-building exercises like food distribution, conducting medical camps, etc. They have been in association with Annapoorna Trust since 2018.

Dani Rasa Foundation, in collaboration with Annapoorna Trust, has built a state-of-the-art centralised kitchen in Chennai for the preparation of morning breakfast for needy govt. school children. This kitchen fitted with the latest equipment, made to a capacity for churning out at least 5000 meals per day, for the underprivileged poor, is the first of its kind in India. Dry ration kits and food packets were provided to daily wage labourers and migrants during the COVID pandemic



### Divine Will Foundation

DWF was established in 2013 with the goal of providing and supporting projects that would serve those in need in whatever way possible. It has been funding various educational, medical, nutrition, sustainable energy, and water purification projects as well as programs focused on spiritual topics and social uplift both in the US and Internationally. The foundation also consults with other individuals and organizations globally who wish to participate in helping those in need in their communities. In its focus on one of its core initiatives of eradicating hunger, DWF conducted a number of feeding projects in nine USA locations. It also contributes towards Annapoorna Trust by supporting Morning Nutrition projects for government school-going children in India.



## Divine Will Foundation (Canada)

Divine Will Foundation (Canada) is a Canadian Charity corporation focusing on the three areas, globally: Nutrition, Education and Healthcare, for the needy. It was established with the goal of making the world a better place.

DWFC believes that good nourishment, a 'Values Based Education' and good medical care are the basic needs for every child that will enable them to become productive citizens of the world and bring about the change that we envision.

Divine Will Foundation (Canada) (DWFC) is committed to eradicating hunger globally. It is supporting Annapoorna Trust in the noble intervention of providing SaiSure nutrition & cooked breakfast to Anganwadi and government school-going children in the states of Karnataka and Andhra Pradesh.



## SAI Global Mission

SAI (Societal Advancement Initiatives) Global Mission, a non-profit organization located in California USA. SAI Global Mission works to improve disadvantaged societies through compassionate service, contributing to universal harmony and global moral advancement. Since 2006, Sai Global Mission is dedicated to the upliftment of society through Healthcare, Education and Nutrition.

SAI Global Mission supports and collaborates with Annapoorna Trust in providing Morning Nutrition to underprivileged children.



## Aarogya Vahini Trust

Sri Sathya Sai Aarogya Vahini - A project of Aarogya Vahini Trust is a charitable trust, based in Kolkata, District of West Bengal, India formed in 2016, and is part of the International Community of Organisations of the SAI Global Federation of Foundations - focusing on the Healthcare domain in India.

The Trust, in alignment to the Sustainable Development Goals on health and nutrition of the United Nations and from the National and International Health Policies, primarily focuses on Preventive Primary Healthcare with an objective to bring about societal transformation through Compassionate Healthcare by touching lives through healing.

Aarogya Vahini Trust has jointly conducted many Nutrition initiatives with Annapoorna Trust, benefiting several underprivileged children.



## Adamyia Chetana

Adamyia Chetana is a voluntary organization started in the year 1997 by late Shri Ananth Kumar, Former Cabinet Minister, Government of India in the fond memory of his mother Smt. Girija Shastry as a tribute to her indomitable spirit. Adamyia Chetana focuses on the fields of education with Anna (Food), Akshara (Education), Arogya (Health), Prakruti (Environment) and Samskruti (Culture) as its core intervention areas.

Adamyia Chetana serves hot nutritious mid-day meals to more than 2 lakh school children every day. Its mission is to create sustainable, replicable models for the social betterment of the underprivileged and also to develop a sense of appreciation of the Indian culture and value system among the younger generation.

Adamyia Chetana have been in association with Annapoorna Trust since 2018. In collaboration with them, SaiSure Multi Nutrient Health mix is served once a week to more than 1,50,000 government school-going children in Bengaluru Urban, Hubli, Dharwad and Gulbarga. During the second wave of COVID pandemic, they supported in providing 7,100 packed meals to the frontline workers across 40 hospitals in Bengaluru.



## Ramakrishna Sevashrama

Founded in 1991 by Swami Japananda ji, Ramakrishna Sevashrama is located in Pavagada of Tumakuru district. Its associate organisations are Swami Vivekananda Integrated Rural Health Centre, Shree Sharadadevi Eye Hospital and Research Centre, Sri Ramakrishna Peripheral Heart Centre and Sri Sharadadevi Institute of Vision Management. It is steadfastly working for the eradication of TB, Leprosy, and Blindness.

Sri Ramakrishna Sevashrama has been a significant partner of Annapoorna Trust in providing SaiSure Multi Nutrient Health mix to nearly 1 lakh school-going children on a daily basis in the areas of Pavagada and surrounding taluks of Tumkur district. In 2021, with their active support, the Trust came forward towards the nutrition intervention of SAM and MAM children in aspirational districts of Yadgir and Raichur, along with Kalaburagi in Karnataka. Collaborating with Annapoorna Trust, 1,400 dry-ration kits were provided to mid-day meal cooks of government schools in and around Tumkur district, during the COVID pandemic.



## Partnerships For Change (PFC)

Partnerships For Change® (PFC), a non-profit organization headquartered in San Francisco, is dedicated to the promotion of sustainable development through direct humanitarian action and transforming social and economic conditions of underserved communities around the globe. It is a team of social impact strategists and practitioners. PFC's sustainable forays are to advance compassion and abolish cruelty to people, animals, and the environment by accelerating economic, social and health empowerment projects, awaken the conscience from compelling stories, and build advocacy with awareness and policy change.

PFC collaborated with Annapoorna Trust through its subsidiary in India, Rural India Supporting Trust (RIST) in reaching out to more than 15,000 mid-day meal cooks of government schools and daily wage labourers during the COVID pandemic.



## Rural India Supporting Trust (RIST)

Established in 2007, Rural India Supporting Trust (RIST) was born from a simple yet powerful idea – the idea of equity. They are of the opinion that access to high quality services is a right for everyone, not a privilege for a few. RIST believes that being a responsible funder is of the utmost importance and actively works to build open and transparent partnerships. RIST's objectives are met, when their partners provide the best possible services to those who need them most.

Aligning with their objectives, RIST has supported Annapoorna Trust during the COVID pandemic by distributing over 15,000 dry ration kits particularly to mid-day meal cooks of government schools and daily wage labourers, during 2021-22, across various states in Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Bihar, and West Bengal.



## GAIN Foundation

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Working with governments, businesses, and civil society, they aim to transform food systems so that they deliver more nutritious foods for all people, especially the most vulnerable. At GAIN, they believe that everyone in the world should have access to nutritious, safe, and affordable food.

The Global Alliance For Improved Nutrition (GAIN), in collaboration with Annapoorna Trust provided Nutrition support for 2000 daily wage workers during the COVID pandemic in the states of Telangana, Bihar, Tamil Nadu, and West Bengal.



## Tech Mahindra Foundation

Founded in the year 2006, Tech Mahindra Foundation is the Corporate Social Responsibility (CSR) arm of Tech Mahindra Limited. Working extensively on the vision of 'Empowerment through Education' with three key focus areas - Education, Employability, and Disability to empower all to rise, they work towards bringing social change and touch lives through their 150+ projects with the help of 90+ partners in 11 locations across India.

Annapoorna Trust in collaboration with Tech Mahindra Foundation distributed 580 dry ration kits to mid-day meal cooks of government schools during the COVID pandemic in the year 2021 at Vizianagaram and Vishakhapatnam districts of Andhra Pradesh.



## PBMT

Prashanthi Balamandira Trust (PBMT) is a public charitable Trust that came into existence in 1981. It is embedded firmly in the philosophy of 'Love All Serve All' and aims to contribute for the children of the world along with the community that fosters these children, by joining hands with its allied Trusts/ Foundations/ Societies globally under the umbrella of Sai Global Federation of Foundations (SGFF), which brings together an international community of like-minded individuals who work selflessly to alleviate human suffering, promote environmental responsibility and create newer opportunities for those in need.

The common goal of the Trust together with all its sister Foundations and Trusts is to transcend the barriers of gender, caste, religion, ethnicity, nationality, and colour, and align with the principle of the 2030 Agenda for Sustainable Development of the United Nations, by focussing on the four prime areas of Education, Healthcare, Nutrition and Community Service. Their mission is to provide free education, nutrition, healthcare, and other socio-economic necessities - to the needy children without any discrimination.

Annapoorna Trust has jointly conducted many community service projects with Prashanthi Balamandira Trust (PBMT).



## SSSHET

Established in May 1970, the Sri Sathya Sai Health and Education Trust (SSSHET) is a Public Charitable Trust. Since inception, it has founded and run nationally renowned Healthcare Institutions across the country providing Totally Free of Cost services to all, irrespective of caste, religion, nationality or financial status.

Since the year 2012, Trust has embarked on a journey towards addressing the global burden of Congenital Heart Diseases through the Sri Sathya Sai Sanjeevani Centre for Child Heart Care in Chhattisgarh, Palwal, Navi Mumbai and Chikkaballapur.

SSSHET has jointly conducted many community initiatives with Annapoorna Trust, wherein Annapoorna Trust has worked towards contributing nutrition to many underprivileged women and children.



# Corporate Volunteering

The COVID-19 pandemic caused a dramatic increase in global poverty and unemployment among the masses. It has been disruptive in terms of the global economy causing devastating impacts on communities across the globe.

However, with the world getting back to normalcy, corporates across the globe are coming forward to help alleviate the damages caused by the pandemic, by giving back to society through social responsibility initiatives. Many companies joined hands with Annapoorna Trust in improving the nutrition quotient of government school-going children across different states in the country.



## **BIAL (The Kempe Gowda International Airport Foundation)**

The Kempe Gowda International Airport Foundation, Bengaluru team, led by CSR Manager Ms. Pratibha Kulkarni, along with 35 school teachers of Devanahalli visited Sathya Sai Grama in October 2022.

The teachers and cooks of the government schools supported by Kempe Gowda International Airport Foundation in association with Annapoorna Trust, who are part of this Morning Nutrition program from Devanahalli came to Sathya Sai Grama for a visit. This was followed by a session in which they were given an overview of the NEH (Nutrition, Education and Healthcare) mission. Post lunch, they were taken on a guided tour of the campus and the hospital.



It was a welcome change and motivation for the teachers as well, to learn about holistic way of transforming children in an ambient environment.



## Kellogg's

As part of the Employee Volunteering activity, Kellogg's employees and Sri City Foundation members visited MPUPS School, a morning nutrition beneficiary school, in Cherivi village, Satyavedu Mandal, Andhra Pradesh.

Activities like drawing and quiz competitions were organized, and to motivate the children, the winners were given various prizes like sketch pens, pens, pencils, erasers, etc., and all the children were given dairy milk chocolates, much to their delight!



## Persistent foundation

The employees of Persistent Foundation visited Anganwadi centres in Rajendra Nagar, Sherlingampally, of Ranga Reddy District. They interacted with the Anganwadi teachers personally and received positive feedback on the SaiSure Malt Multi-nutrient health mix with milk served to the children. They also spoke to the parents who had come to the centre and received rave reviews.







## Oracle volunteering

The Oracle senior leadership team visited our hospital, educational blocks, and SaiSure Nutritions Nutraceutical manufacturing unit in Sathya Sai Grama, Muddenahalli, Chikkaballapur, and appreciated the great services being rendered in the verticals of the Nutrition, Education, and Health sector.

They also visited Annapoorna beneficiary School in Alwal, Medchal-Malkajgiri district and spent quality time with the children by organizing a few outdoor and indoor games. A lot of gifts were given as a surprise to the children, along with chocolates, fruits, and sumptuous food.



## Toast.org

During the month of April 2022, Toast partnered with Annapoorna Trust's Chennai chapter to celebrate Earth Month. The event, held on 09 Apr 2022, was aimed at reducing carbon footprint and addressing climate solutions by planting saplings at TV Nagar school, which is a beneficiary school of Annapoorna's morning nutrition program. The event culminated with a sumptuous, cooked breakfast served to 500 students.





## Red Education

The Red Education team visited Sathya Sai Grama in August 2022. They were taken on campus tour and visited Sri Sathya Sai Sarla Memorial Hospital and were further briefed about free value-based education, free nutrition, and free health care services that our organization has been providing to the rural poor and the deprived sections of the society.

The team then visited Chegatenahalli Government High School, Chikkaballapur, and took an active part in spending quality time with the children and served SaiSure. They interacted with them about developing self-confidence and the importance of health and hygiene as part of a healthy lifestyle.



## Sopra Steria



The employees of Sopra Steria visited Sathya Sai Grama in Muddenahalli, where they were apprised of the services rendered in the 3 verticals of Nutrition, Education, and Health sector by visiting the hospital, education blocks, SaiSure Nutritions Nutraceutical manufacturing unit. They also visited government schools nearby where SaiSure Malt Multi Nutrient Health Mix is being provided as part of the morning nutrition programme.

In another event, the employees participated in a volunteering event in the government school where morning nutrition is provided to the children by the collaboration of Sopra Steria and Annapoorna Trust. The employees interacted with the children and spent quality time with them. They also served SaiSure Malt Multi Nutrient Health Mix, thus spending a fruitful day with the children.

## BIMTECH, Greater Noida

70 MBA students from BIMTECH, Greater Noida participated in the Annapoorna Morning Nutrition program in Noida and Delhi Schools (Annapoorna beneficiary schools). They served morning nutrition to nearly 600 children along with snacks. The MBA students played games with the children and also highlighted the importance of good nutrition and good hygiene to them. The children were overjoyed with the attention and love they received.



# Testimonials

## Mr. Thawar Chand Gehlot

Governor of Karnataka



Under the guidance of Sadguru Madhusudan Sai, as said in our ancient Vedic verse, "Sarve Bhavantu Sukhinaḥ, Sarve Santu Nirāmayāḥ" – this Trust has actively participated in various noble social causes along with the spiritual upliftment of individuals on the lines of ancient Indian wisdom, by initiating various service projects like providing morning nutrition to more than 10,00,000 government school children, establishing more than 30 institutions, the establishment of Sri Sathya Sai University of Human Excellence where education is offered free of cost up to the Ph.D. level to the citizens of our country. In my opinion, this is a most commendable work, and we congratulate the Trust for the same.



## Dr. Tamilisai Soundararajan

Hon. Lt. Governor of Puducherry  
and Telangana

I thank Sadguru Sri Madhusudan Sai for the nutritional programme for downtrodden children (Annapoorna Morning Nutrition Initiative), 27 educational campuses, and for motivating and supporting women. The free medical college that Sadguru has established, is the dream of the entire nation.

The multi-nutrient health supplement called SaiSure is provided to government school children along with milk. According to me, nutritional food is required for children to study well and score good marks. For those who suffer from poverty, this nutritional powder would be beneficial in providing the necessary vitamins required for the child's development. This is the prime reason for us to come forward to take up this initiative. I wish to extend this initiative to pregnant women as well, in the coming days.

## **Ms. Sabita Indra Reddy**

Education Minister of Telangana



Today I would like to stress the importance of nutritious food. Most of the children come to school early in the morning, and we are not sure if they had something to eat at home or not. Hence, they are hungry and are always anticipating the mid-day meals. SaiSure Millet Multi Nutrient Health mix provided every day in the morning will give them the required energy and nutrition. Previously, people used to eat only rice. Nowadays people and children are getting to know the importance of millets and energy rich foods. The children need to be habituated to nutritious food and not junk food. Our Honourable Chief Minister of Telangana, Mr. K Chandrashekar Rao gives more priority to government school children. His intention is to provide quality nutritious food to the children studying in Government schools. I am very happy Annapoorna Trust has included SaiSure Millet Multi Nutrient Health mix as part of morning nutrition in Government schools. By joining hands, we are trying to mitigate the problems for the benefit of society.



## **Mr. Harish Rao**

Minister of Finance, Telangana State

The Annapoorna Morning Nutrition Programme, which is engaging various governments, corporates, other NGOs, and local communities in these noble initiatives to participate, is a key factor in bringing the concept of social responsibility among communities. 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. Healthcare, Education, and Nutrition are three areas of focus for the trust, and we will provide the necessary support wherever needed.



### **Mr. Adimulapu Suresh**

Minister of Municipal Administration and Urban Development, Andhra Pradesh

I offer my oblations and gratitude at the lotus feet of Sadguru Sri Madhusudan Sai for all the services rendered in the field of nutrition and healthcare, even at the remote place that is surrounded by a forest, Yerragondapalem in Andhra Pradesh. I thank Mr. Anand Kadali - Secretary and Trustee of the Trust, Sri Subramaniam, teachers, and all the volunteers who made this program possible. With Swami's blessings, we should be motivated to undertake many such activities, especially the expansion of the Morning Nutrition program across the entire state of Andhra Pradesh, so that lakhs of poor children are benefited.



### **Ms. Meenakshi Lekhi**

Minister of State for External Affairs,  
Govt. of India

India has a significant role to play in bringing peace across the world together. I am very glad to learn about the vision of Sri Sathya Sai organization which focusses on healthcare, nutrition, and education. I laud Sri Sathya Sai's Annapoorna Morning Nutrition Programme, which serves free Morning breakfast to government school-going children across various government centres in the country. I also laud the services of Sri Sathya Sai Loka Seva Gurukulam, which imparts free education to young children in the rural hinterland, and appreciate the endeavours of Sri Sathya Sai Sanjeevani Hospitals that treat heart diseases free-of-cost. By spreading the messages of spirituality, Sri Sathya Sai organization has a very big role to play by becoming the flag bearers of India's message of spirituality and well-being to the world, thus making India the 'Vishwa guru' of the world in spreading the message of peace, harmony, and happiness.

## **Dr. Shalini Rajneesh**

Additional Chief Secretary and  
Development Commissioner



Previously, while working in the Education department, a Formal Memorandum Of Understanding (MoU) with the Karnataka State Government was signed with Sri Sathya Sai Annapoorna Trust, which permits the implementation of the Annapoorna Morning Nutrition Programme. The tasty and highly nutritious SaiSure health mix augments the milk (Ksheera Bhagya Scheme) provided by the government in the schools as part of their mid-day meals and thereby makes it a wholesome drink for the children. SaiSure has not only provided nutritional value to the child's development but also enabled them to grow physically and mentally while receiving formal education.



## **Ms. Neerja Birla**

Founder and Chairperson of MPower  
(An initiative of Aditya Birla Education Trust)

I express my gratitude to Sadguru Sri Madhusudan Sai for his exemplary work in the field of education, health, and nutrition. I feel very honoured to accept the 'Change Champion Award' that has been conferred upon me. This further enthuses my team and me to remain committed to our path. It is my absolute privilege to be part of this prestigious event that celebrates human excellence and the spirit of service and thank Sri Sathya Sai University for Human Excellence for organising these awards and carrying forward the mission of service to all of mankind.



## **Mr. A Balasubramanian**

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

The way the Annapoorna Morning Nutrition 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.



## **Mr. Sunil Manohar Gavaskar**

Indian cricket commentator and former cricketer

India is home to the largest number of children in the world. But not all our children have a well-balanced and nutritious diet. The Annapoorna Morning Nutrition Program was conceived as a solution for this. Started in 2012 by a few volunteers, they served breakfast for 50 children in a rural school. But over the years, this has increased, and there are more schools and more children that are now being served. I request the patrons to join this noble mission in serving the needy school children across the nation.





### **Ms. Sreemathy Venkatraman**

MSc (Foods & Nutrition) P.G.DND, CDE,  
CBN Clinical Nutritionist/Chief Dietician  
Regional Officer IAPEN, Bangalore Chapter

I am pleased to know that an attempt has been made to improve the under-nourishment in children by Sri Sathya Sai Annapoorna Trust by providing Multi Nutrient Supplement, named SaiSure, along with milk provided by the Government as Ksheera Bhagya program. This right initiative will potentially augment most of the required nutrients for children, which are absolutely essential for normal growth and development.

The composition of SaiSure for children has the right amount of nutrients in standard recommendation daily allowance (RDA). This multi nutrient powder is developed scientifically and has medically prescribed amounts of daily calories, protein, vitamins, Iron, Calcium and trace elements (Iodine, zinc, copper and selenium). This will definitely improve the daily nutrient value of the children, especially vulnerable group, who are more prone to nutritional deficiencies.

On reviewing the medical documents of SaiSure for Children, I am more than happy to recommend SaiSure for Children for daily use, which will help in achieving balanced nutrition for growing children.



### **Ms. Santosh Primta**

Centre Head Teacher, GCPS,  
Kasumpti, Shimla (H.P.)

Children like the chocolate flavour of SaiSure Malt Multi Nutrient Health mix very much. They are getting the required nutrition from this on a daily basis. They are incredibly happy consuming this health drink. On tasting this health drink, the teachers at the schools have remarked that it was indeed very tasty. Due to this program, attendance has increased in the school. We can also observe a positive physical and mental development among the children. We are overall very happy with the SaiSure morning nutrition program.

## Mr. Ashok Gupta

DEO, Kumaram Bheem Asifabad,  
Telangana



Annapoorna Trust, with the assistance of school headmasters, is supplying stocks of SaiSure Millet Multi Nutrient Health Mix from Chikkaballapur, a distance of nearly 1000 kilometres from here. On learning about the Nutrition programme and assessing the state of the schools, the district collector responded positively for execution and expressed appreciation for the plan. The collector also agreed to donate 300 rupees per month and acknowledged the potential for the cooking agencies to be put to work. I extend my heartfelt gratitude to the members of the Annapoorna Trust and the collector. A group of 4-5 trust representatives approached us and expressed their intention to provide food for the students in our remote village. We appreciate the Trust's initiative and the efforts of the people involved.



## Smt. Gayatri

MEO, Laxmipur, Telangana

I express my heartfelt thanks to Sri Sathya Sai Annapoorna Trust, Muddenahalli, for satisfying the hunger of our school students by providing nutritious health drink in the morning at school. As a result of this, the children come to school regularly. Sadguru Madhusudan Sai, the Divine equivalent, has identified the problem of hunger in underprivileged children. He has a very big heart to feed all the children of government schools in the state, undertaking a lot of expense and effort. Our school staff and children owe a lot to Him. May His blessings be upon our children.

## **Mr. Subhash Ram Bau Jadhav**

Head Master Zilla Parishad Marathi School,  
Kharab Dore village, Murtizapur Taluk, Akola  
District, Maharashtra



Zilla Parishad Marathi Primary School has a total strength of 31 studying from classes 1 to 5. Ours is the first school to have started serving SaiSure Malt Multi Nutrient health mix in Akola Zilla Parishad. There are marked improvements noted in the children, some of them being punctuality in arriving at school, much interest and eagerness to drink milk with SaiSure, and an increase in their weight. Our sincere thanks to Sri Sathya Sai Annapoorna Trust and Universal Sompoo for this noble initiative.



## **Mrs. Bhanu Priya**

Parent  
Annapoorna Beneficiary - Tirupati District  
and Mandal, Andhra Pradesh

We are daily wage workers who step out of our house early in the morning to find a job and make a living. I am so grateful to Annapoorna Trust for serving my child with a hot and healthy breakfast, every single morning, which I am unable to provide. It was only the midday meal, sponsored by the government, the first meal of the day, which my child had been consuming on an empty stomach since morning. Now my child is active throughout the day with a stomach filled with nutritious food. His concentration has increased, and he is able to study well. The SaiSure supplement served along with breakfast is his favourite drink to go with, instead of coffee or tea. This service has helped the school and all its children and their families to live comfortably and happily. Thank you to one and all.

# Awards and Recognition

## CSR SUMMIT AND AWARDS 2023

Sri Sathya Sai Annapoorna Trust bagged two awards in the '7th Edition of CSR Summit and Awards 2023' held in Mumbai on 14th March 2023, in the categories namely, 'NGO of the Year' and 'Most Committed NGO.' Apart from the two, 'NGO Leadership Award' was awarded to Sadguru Sri Madhusudan Sai. The event was organised by UBS Forums, where various NGOs and Corporates were felicitated for their contribution towards making a positive impact to humanity and nation-building.



## Certificate of Appreciation at CSR CONCLAVE EDUCATION 2023

Sri Sathya Sai Annapoorna Trust was awarded a CERTIFICATE OF APPRECIATION at the CSR CONCLAVE EDUCATION 2023, held in Bangalore on 4th August 2023, in recognition of the Trust providing Morning Nutrition at government schools, working for social equity through CSR in Karnataka. The Trust extends its heartfelt gratitude to the Honourable Chief Minister for honouring it with this certificate.



## NGO Leadership Award 2023

Sri Sathya Sai Annapoorna Trust was awarded the NGO Leadership Award at the 10th edition of National CSR Leadership Congress and Awards, held at the Taj, MG Road, Bengaluru on 15th September 2023. The Award highlights organizations and individuals that have embraced the CSR and sustainability agenda delivering not just a neutral impact on the environment as a consequence, but a clear benefit.



## Sustainable Initiative of the Year 2023

Annapoorna Trust received 'Sustainable Initiative of the Year 2023,' award in the 2nd Edition Sustainability Summit & Awards 2023 held at the Taj, MG Road, Bengaluru on 28th September 2023. This was awarded in recognition for the Morning Nutrition project in the state of Telangana - SaiSure Millet (Ragi) Multi Nutrient Health mix with jaggery provided to 25,00,000 government school children.



## Annapoorna Trust featured in Goodera's list of 16 Best Non-Profits

Sri Sathya Sai Annapoorna Trust has been recognized and featured in Goodera's list of 16 Best Non-profits For Empowering the World Through Education In 2022 And Beyond, on the occasion of International Day of Education 2022.



## Best School Health Programme of the Year - 2022 Award

Annapoorna Trust was felicitated with the “Best School Health Programme of the Year - 2022 Award” at the Indian CSR Awards, an event organised by Marketing and Brand Honchos at Gurgaon. The team received the award from Dr. Kiran Bedi, 24th Lt Governor of Puducherry, and the 1st woman IPS officer in the country.



## Lead India Power Women 2022 Award

As part of the International Women's Day celebration held on 08 March 2022, Mrs. Padma Radhika from Sri Sathya Sai Annapoorna Trust was selected as the winner of "Lead India Power Women 2022" held at Shilpa Kala Vedika, Hi-Tech City, Hyderabad, India. This event was jointly organized by Lead India Foundation and Liberty Foundation headed by Dr. Hari Eppanapally – Chairman, Lead India Foundation, Mr. Bhanu Prakash Reddy Varla – Founding Member & Chief Executive Officer – Lead India Foundation USA and Dr. Hari Krishna Maram – President, Lead India Foundation.



## United Nations Sustainable Development Goals Action Awards 2020: Solidarity Award

Annapoorna Trust was selected for the Solidarity Award, a special edition of the UN Sustainable Development Goals Action Campaign, which recognizes the top 50 most heart-warming and impactful acts of humanity that have improved the lives of others, inspired resilience, and lifted hopes in the ongoing global health crisis due to COVID.



Previously, Annapoorna Trust was also a recipient of Dr APJ Abdul Kalam Award of Excellence & Rotary Karnataka NGO Awards in 2020. It was also the winner of CSR Times award in 2018 and 2019, Spirit of Humanity 2019, CSR Health Impact 2018 and iVolunteer 2017.



# Financials

## Income & Expenditure Statement for the Year ending March 31, 2023

Particulars	AS AT 31 MAR 23		AS AT 31 MAR 22	
	Domestic (₹)	FCRA (₹)	Domestic (₹)	FCRA (₹)
<b>INCOME</b>				
Donation and Contributions	56,909,803	15,866,030	29,437,722	51,321,832
Interest income	152,532	274,745	216,093	306,149
Other Income				
<b>Total income</b>	<b>57,062,335</b>	<b>16,140,775</b>	<b>29,653,815</b>	<b>51,627,981</b>
<b>EXPENDITURE</b>				
Administration and Maintenance Expenses	471,801	130,547	413,013	105,801
Donations made	1,755,000		8,510,000	
Administrative Expenses	551,829	21,206	462,035	
Award Nomination Fees				
Awareness program Expenses	317,166	86,540	777,789	107,892
Purchase of Bananas				
Bank charges	635	16,360	846	24,054
Purchase of Biscuits			144,260	
Purchase of Breakfast	1,885,284	696,230	176,703	
Payment to cooks	3,591,869	417,267	440,553	115,416
Materials for Distribution		262,699		
Depreciation	1,010,090	38,774	1,739,795	85,693
Event Expenses	61,799			
Flood Relief Expenses				
Fuel charges	787,098	83,721	234,962	238,536
Godown Rent	317,792		110,244	27,784
Healthmix	433,789	125,371		
Insurance	109,405		21,765	
Purchase of milk	676,214	1,519,819	469,443	

Other Expenses	114,980		159,622	
Pooja Expenses	34,670		34,353	
Postal charges	58,602		1,330	
Printing and stationery	649,381	89,609	69,552	42,472
Catering Expenses				
Covid Expenses			7,728,915	16,434,774
Groceries	418,415	1,452,445	750,218	
Medical camp & Relief Expenses	10,443		2,571,130	104,258
Scholarship	164,222		2,186,000	23,400
Consultancy fees	669,040	30,600	390,932	130,500
Conveyance	292,923	39,385		
Electricity Charges	19,219			
Gowshala	37,550			
Provisions	9,708,861	7,280,919	1,413,125	
Salary	12,334,312	32,811	4,692,417	4,174,775
Transportaion Charges	1,601,387	518,254	446,962	154,943
Travelling expenses	2,451,448	185,816	716,330	583,456
Uniforms				
Statutory Expenses	40,800		308,507	
Employee cost	2,521,197		1,028,298	950,377
Annual membership expenses	5,817		77,097	
Packing Charges			31,872	
Rent	170,500		81,500	
<b>Total</b>	<b>43,273,538</b>	<b>13,028,373</b>	<b>36,189,568</b>	<b>23,304,131</b>
Excess of Income/Expenditure	13,788,797	3,112,402	-6,535,753	28,323,850

# The Way Forward



**2023**

3,000,000  
children

**2024**

10,000,000  
children

**2025**

12,000,000  
children

Sarkāra Samāja Samsthā

SRI SATHYA SAI ANNAPOORNA TRUST





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

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



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