



SRI SATHYA SAI  
ANNAPOORNA TRUST

27<sup>th</sup>  
Dec  
2020

# 5th Anniversary Celebrations





# MORNING SESSION



December 27, 2020, marked the fifth anniversary of the Sri Sathya Sai Annapoorna Trust and eighth Anniversary of the Annapoorna Breakfast Programme. Sadguru Sri Madhusudan Sai, Suresh Kumar, Minister of Education, Government of Karnataka, Swami Japananda Maharaj ji, Founder and Chairman of Sri Ramakrishna Sevashrama - Pavagada, Sri N Sampath - Chairman of the Annapoorna Trust and Sri B N Narasimha Murthy, took their seats on the beautifully decorated stage.

Sister Bhuvana Santhanam gave an introductory talk welcoming everyone. She highlighted that in the Global Hunger Index Report, India has the highest percentage of children who suffer from acute malnutrition. She spoke about how a multi-pronged effort is required to combat this serious hunger issue, and how the Annapoorna breakfast programme with the 3S Model of samaja (society), sarkara (government) and sanstha (institution) has collaborated with various governments and corporate CSR teams, to unite and expand its service of offering morning nutrition completely free of any cost to needy beneficiaries across 6,000+ centres in 17 States and 3 Union Territories of India, and in many other countries too. Very soon, Annapoorna plans to serve 10,00,000 children every morning. Since the schools were shut during the Covid pandemic, the Annapoorna volunteers, lovingly addressed as the Covid Annapoorna Warriors, visited the families of most needy children and distributed over 100,000 relief kits which contained monthly rations. A short video of the Annapoorna Breakfast Seva Programme with glimpses of happy children, numerous centres, volunteer activities and more was showcased.





Sri Anand Kadali, Trustee and Secretary of the Annapoorna Trust, spoke about the beautiful journey of Annapoorna. He recollected two incidents related to the Annapoorna breakfast programme.

Sri Anand highlighted that Sri Sathya Sai Baba had once encouraged him to serve breakfast to one needy child every day. Swami asserted that this approach of feeding one child everyday must be shared with other people to inspire them too. Once the health and nutrition quotient was taken care of, one could erase all fears of health risks in growing children and can look forward to healthy and happy children.

Soon after this, a short video was presented showing the COVID relief effort which was undertaken by the Annapoorna volunteers. The volunteering teams of Kolkata and Jamshedpur from Sri Sathya Sai Aarogya Vahini Trust provided nutrition as well as healthcare to the affected regions during the devastating cyclone, Amphan.



Thereafter, the revamped website of the Annapoorna Trust was launched. Sister Vibhavari and Sister Nayana explained the new look of the website to Sadguru Sri Madhusudan Sai and Sri Suresh Kumar.



This was followed by a video presentation of SaiSure, a Multi-Nutrient Supplement programme which was launched in February 2019. The objective of this programme is to provide high quality nutritional supplements to expecting women, toddlers and children from rural India to bridge their nutritional gaps. The variants of SaiSure have been designed to benefit expecting mothers, toddlers (aged three months to three years), pre-schoolers (aged three to six years), and school children (aged six years +). Sri Bharani Prasad, one of the Directors of SaiSure and Dr Narayana Murthy, Trustee, Sri Sathya Sai Annapoorna Trust, presented variants of SaiSure to the dignitaries.



A new website was also launched for SaiSure. Sri Bharani Prasad and Santosh Allath, National Manager of the Sri Satya Sai Annapoorna Trust, presented the website to Sadguru.





The Annapoorna team had assisted the Sri Sathya Sai Loka Seva Gurukulam team to launch the website for online classes during the pandemic. A revamped website was launched with interesting features that enable easy access to the online classes for not just the thousands of students of the Sri Sathya Sai Loka Seva Gurukulam, but is freely available to eager and enthusiastic children all over the world. The young and dynamic duo Sri Prashant R and Sri Mahidhar Reddy presented the website to Sadguru Sri Madhusudan Sai on stage.

Next on the agenda was the launch of yet another new website - Integrated Rural Development Programme (IRDP). 70% of India lives in its villages and the future of the country is dependent on the future of its villages. So, an explicit focus on rural development is required for the progress of the country. College students have the energy, skills and the capacity to make an impact and address the challenges rampant in our villages.

The Integrated Rural Development Programme (IRDP) was launched at Nagarjuna College of Engineering and Technology (NCET) in collaboration with Sri Sathya Sai Annapoorna Trust as a 2 semester course in 2017. The Sri Sathya Sai University for Human Excellence (SSSUHE) has introduced a course on Integrated Rural Development spanning three semesters for all its students to expose and orient them for service in the rural areas of the country. Sister Vibhavari and Sister Nayana presented the new website to the dignitaries on the dais.





This was followed by the launch of the book The Divine Guidance - Part Two, which contains all the guidance received from Bhagawan Sri Sathya Sai Baba through Sadguru Sri Madhusudan Sai, which had led to the origin and the success of the Annapoorna Breakfast Seva programme, and the establishment of the Sri Sathya Sai Annapoorna Trust. Certainly, the breakfast programme has positively influenced the lives of many families and has now emerged as one of the largest breakfast-serving NGOs in India, in terms of the number of children who benefit from it.



On this significant day, Annapoorna Trust dedicated 50,000 books to the Education Department, Government of Karnataka, which would be distributed to needy school children. This was made possible because of Micro Focus, one of the world's largest enterprise software providers, and Sai Siva Notebooks Industries, known for its unrelenting quality, prompt supply and sincere service. Sri Manoj EG, Global Human Resources Business Partner and Country HR Leader at Micro Focus India, and Sri Siva, Chairman of Sai Siva Notebooks Industries handed over the books to Sri Suresh Kumar.

Much gratitude was expressed to the corporates who have been associated with Sri Sathya Sai Annapoorna Trust. It is because of their undeterred support, selfless service and commitment that 500,000 school-going children get to eat a wholesome breakfast every single morning. The corporates felicitated were Micro Focus, First American India, Bangalore International Airport, Fanuc India Private Limited, McAfee, Samsung, Oracle, Aditya Birla, Zoho, Evexia Nutrition Pvt Ltd, Pristine, Griffith, D A Pandu Memorial RV Dental College, Sai Deep Exports and Dani Rasa Foundation.



# CORPORATES FELICITATION



**Sri Manoj E G**

**Country HR Leader at Micro Focus India**

Supported with providing cooked food for 100 schools  
and SaiSure for 300 schools for the past 3 years

**Sri Chandra Mouli**

**Manager at First American India**

Supported by providing 2 transport vehicles to  
Annpurna in the states of Telangana and Karnataka





## Smt. Prathibha Kulkarni

Deputy Manager of Corporate Social Responsibility  
at BIAL

Supported 70 Schools for serving over 5000 children in  
Devanahalli and Chickballapur with cooked food and Sai Sure.



## Sri Vishwanath

Leader Indian Corporate Affairs and  
Senior Manager Business Operations at  
McAfee Software India Pvt Ltd

McAfee has adopted 30 Number of Schools  
in the District of Chickbalapur.





**Mr. Ashish Bhardwaj**

Senior Manager in Oracle

**Sri Nideesh**

Technical Consultant at Oracle

Oracle team has conducted approximately  
50 CSR events.

**Sri KS Rao**

Senior Vice President and Head  
Investor Education and Distribution Development  
at Birla Sun Life Mutual Fund

Supports our breakfast program in  
Chickaballapur region and also supports our  
many projects in Education and Healthcare.





## Sri. Nidhish

**Product Marketer at ZOHO Corporation India**

IT support system has been provided by Zoho like email, ERP, storage etc. and lifetime license has been also given to Annapoorna.



## Sri Gurusharan

**Marketing professional at Pristine**

Supported us for the past 1 year in our Sai Sure production for 3 lakh children. On time delivery and support, high quality consulting and storage process management.





## Dr. Dinesh

Is a Professor and Former Principal of  
DAPM. R.V Dental College.

## Sri MK Arvind

Managing Director of Sai Deep Exports

Supports by providing the highest quality products  
manufacturing innovative feed editions, pre mixes,  
and health care products





## Smt. Indu Priya

Trustee of the Dhani Rasa Foundation  
at Chennai

NGO engaged in the area of Women Empowerment  
and many other Social Service Activities



## OTHER CORPORATES

FANUC India Pvt Ltd.

Tech Mahindra Foundation

MTM Traders

EVEXIA Nutrition Pvt Ltd.

Samsung India Pvt Ltd.



Following this, Sri Suresh Kumar delivered a talk. Full of admiration for the activities that Annapoorna is involved in, he assured that the sarkar would always support samaja and the sanstha. He also said that the government would be very happy to work with Annapoorna to ensure that every child is well fed.

The next speaker was Swami Japanandaji Maharaj ji who was highly impressed with the love and efforts of the Annapoorna team and the effectiveness of SaiSure. He emphasised the fact that it was due to the grace and blessings of Baba that more and more people are associating with Annapoorna and getting transformed. He praised the holy land, serene atmosphere, and pure intent as well, for being additional factors contributing to the success of the Annapoorna Breakfast Seva programme.

Sri B N Narasimha Murthy in his talk stressed on the importance of feeding the needy by narrating an incident in the life of a gentleman from California who was inspired by the life and teachings of Sri Sathya Sai Baba.

This man used to cook food for 25 to 30 homeless people and distribute food packets personally by walking two kilometres everyday. One morning, the food packets got exhausted earlier than usual and some regulars could not be given food that morning. He was saddened and tried to go away without them realising it. But one of them reached out to him and enquired why he had not met them that day. He apologised profusely saying that the food packets had been exhausted earlier that day. The homeless man responded quickly that he waited for this gentleman as he was the only one who ever spoke to him with love and compassion in his whole life. "What you give is not important, how you give is important", said Sri Narasimha Murthy.





Sadguru Sri Madhusudan Sai addressed the gathering next. He narrated the story of a great ruler who reigned during the Mahabharata times and was loved by all his subjects, as he did everything possible to keep them happy. The Lord was immensely pleased with him and wanted to bestow boons upon him but none of this fascinated the selfless King. He did not desire for heavens, kingdoms to rule and not even liberation. His only prayer to the Lord was to be able to wipe away the sorrows of those who suffer. Swami emphasised that this ought to be the ideal prayer for every Bharatiya.



“Similarly, the Annapoorna Trust can proudly say that every single volunteer, every Trustee and all other support staff live by the prayer that they are able to feed all the hungry children of this land. They have no desire for awards, rewards, recognition, certificates etc. They only wish that every child enjoys a sumptuous breakfast daily.” Sadguru applauded Sri Suresh Kumar for being a pillar of support to the educational institution, as well as to the Annapoorna breakfast programme. “Sri Suresh’s heart beats for the children of the State as well as of the country.” Swami requested him to remain a lifelong volunteer of Annapoorna. Sadguru asserted that serving the children is not an expense in His institutions as these children are the central point of focus. “Any money spent as an expenditure is considered as an investment in the future of the child, society, future of the country and the world. When the child is fed a scoop of upma, it is not just their belly that is filled. In fact, on seeing the outpour of love from fellow beings, their hearts are filled with hope, faith, confidence and love for the country and its countrymen. They develop a trust and a bond with the country who looks after their needs. The Annapoorna team toils day and night. Every single moment, their only thought is on how to reach out to more children. During the Covid times, the schools were shut, and the children were not getting even one meal a day and had to survive on water. The Trustees took the effort to visit the village teachers and find out the poorest families who couldn’t afford even two square meals a day, and distributed ration kits to those families for 2-3 months, till more support was received from the Government. While the world looked at this pandemic as an adversity, Annapoorna looked at it as an opportunity to reach out to more, to fill their hearts with love and to instill faith in humanity by their acts of service. Through their acts of service, they made everyone very proud.” The memorable morning concluded with Mangala Arati offered to Sadguru.



# EVENING SESSION



Everyone eagerly awaited the arrival of Sadguru Sri Madhusudan Sai for the evening programme. Vedic invocation was offered by the lady volunteers of the Annapoorna programme who chanted the Durga Suktam. Inspiring talks were then delivered by two speakers who shared their experiences of growth and learning from their journey with Annapoorna. Smt Gayatri Sundar and Sri Santosh Allath, have both been associated with the Annapoorna breakfast initiative ever since its inception, and they shared their unique perspective and their humble gratitude to Sadguru Sri Madhusudan Sai for the opportunity to share love with the children. Thereafter, volunteers of the breakfast programme who had provided not only outstanding service, but also demonstrated exceptional leadership, were felicitated.





The first recipient of the Annapoorna Award for Excellence was Ms. Monisha Ranjan, Corporate Relations Manager, who has initiated institutional collaborations which are actively participating with the Annapoorna Trust today. The award was accepted on her behalf by her two daughters, Gayathri Ranjan and Savitri Ranjan. The next Award for Excellence was given to Ms. Gayatri Sundar, a very active and spirited volunteer who also oversees corporate relations of the Trust.

Representing the ground transportation team, the next award was received by Sri Naveen Kumar B K, and Sri Manjunath T S, in honour of their dedicated efforts to assure the timely delivery of fresh, hot breakfast to children every morning. The Trust then proceeded to honour all the other volunteers who are part of this important programme from Visakhapatnam, Prakasam, Telangana, Chennai, Krishnagiri, Sivakasi, Jharkhand, Mandya, and Tumkur.



A special mention was made about Sri Subhajit Mukherjee from West Bengal for his selfless service in both the Annapoorna Breakfast programme, and for taking the lead to provide relief healthcare measures for those affected by the recent cyclone in the coastal areas.



# EXCELLENCE AWARDS









# REGIONAL AWARDS



















## Annapoorna Trust Congratulates the Volunteers from Kolkata Region

## Annapoorna Trust Congratulates the Volunteers from Sivakasi Region in Tamil Nadu



The revered Chancellor of the Sri Sathya University for Human Excellence, Sri B N Narasimha Murthy then addressed the august gathering. He began by congratulating all the participants of the Annapoorna programme who demonstrated that the purpose of life is a life of purpose. He emphasised that dedicating “one’s service to the Lord is important, but self-realisation happens only through vichara, or enquiry. We must understand the higher teachings that Sadguru Sri Madhusudan Sai has imparted to the world in the last eight to nine months, and endeavour to practice those principals in daily life by applying both viveka (discrimination) and vairagya (detachment).





This brings us to the state of realising that we are the eternal atman, which is pure consciousness. Even the great masters continue to work to alleviate the suffering of others and help us to reach a state of Atma Jnana. Having been bestowed with the glorious opportunity to have the darshan of such a Sadguru, listening to his teachings, we should be looked upon as examples of people who are evolved, and understand the spiritual purpose of life. Practicing these teachings, we look forward to the next anniversary that we may have taken the next step in our own growth in realising that we are divine, and that everything is divine. Aham Bramha, Sarvam Bramha is the new mahamantra for the modern age given by Sadguru Sri Madhusudan Sai, which will allow us to become beacons of light in this world!"





The eager audience were then blessed with the divine discourse of Sadguru Sri Madhusudan Sai. He started with a quote by Lord Krishna from the Bhagavad Gita, "I have no duty whatsoever in all the three worlds, yet even though I have nothing to attain, or there is nothing that I have not attained, I engage myself in activity."

Sadguru said, "All avatars come to the world with only a single purpose, to teach man how to realise his own divinity.

This seva is one of the surest and shortest methods, a shortcut to divinity. When we do seva, we forget the identification with our individual self, the 'I' that binds us down. In that moment of nothingness, everything is present. If we then can expand that experience to every minute of our life, then every moment will be an experience of divine realisation. Seva is the easiest, fastest, and surest path to Divinity. Seva done selflessly and without any desire for any acknowledgement is the right seva.

The first beneficiary of the seva, is always the person who is performing the act of seva, which is making a promise to God to be less and less of yourself, and more and more like God. The body is nourished by food, but the soul needs to be nourished too, and that nourishment comes through these acts of service. Many governments are taking notice of the Annapoorna activities now and many requests are pouring in from all sides.

We will need more dedicated volunteers from all parts of the country in the times to come. The joy that people see in the volunteers who participate in the programme will inspire many others to join in this seva. Serving breakfast from the heart to the needy children will make them happy, as they will be inspired by the happiness of the volunteers. A heart full of love, a mind that is sensitive to the hunger and needs of the children, and hands that are ready to participate and act, are the only qualification required.

When Sri C Sreenivas met with the Prime Minister, he was told that it hadn't occurred to the government that breakfast was so important for the school-going children. Now in the National Education Policy 2020, it is mentioned that primary school children should be given breakfast because it improves their cognitive and developmental capabilities.





We now have a proven model of how we can work with the government and inspire and engage the teachers and the local people to take responsibility. The government, the society and the institutions must all participate. Two years from now on the seventh anniversary, Annapoorna should be present in every single State, and every Union Territory. It should have its office, people, and at least a few schools in every area. This service makes all other services more efficient, and the money that the government spends on the child will be more effective because the child will learn better, is happier and more knowledgeable.

The Annapoorna Trust will become one of the largest private Trusts in the country. No one needs any degree or special certificate to be a part of this programme; you must only be a humble, loving and willing volunteer, who is willing to dedicate a little time and energy for the sake of children. The prayer to Mother Annapoorna asks for the bhiksha of the wisdom that 'I am divine, and everything is divine,' and for detachment from selfishness.



This will be the gain of the volunteers in this opportunity. I am with you all the time, in the act of selflessness, divinity is always present, and each person is equal to Me; not a piece of Me, not a part of Me, not a parcel of Me, but equal to Me! Therefore, each of you is capable of such great things." Swami then concluded by bestowing His blessings on all the volunteers and devotees.



After a brief intermission, the audience happily reconvened for a musical offering by the children, both boys and girls, of the Sathya Sai Grama Ashram. The group offered a garland of nine devotional songs at Sadguru's lotus feet. The songs were interspersed with short videos of the children sharing the meanings of the songs and expressing their love for Him. Before beginning their concert, the children presented Sadguru with garlands and gifts which delighted both Him and all those present. The cultural offering was a wonderful performance filled with sincere devotion for their Lord and the demonstration of the vocal, acting, sincerity and simplicity of the children. Sadguru then proceeded to the stage for group photos, and distribution of prasad and gifts for the children. A beautiful anniversary cake was then presented, and as Mangala Arati was offered, Sadguru proceeded to feed each of the children a delicious bite of the cake with His hands! The children and audience were filled with joy and delight, as they departed from the Premamrutham auditorium with a heart full of love as the memorable day concluded.