



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

2023



AUGUST EDITION  
**NEWSLETTER**

**ANNAPOORNA**  
**THE GIFT OF NUTRITION**

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# Certificate of Appreciation at CSR CONCLAVE EDUCATION 2023

On August 4th, 2023, Annapoorna Trust was awarded the CERTIFICATE OF APPRECIATION at the CSR Conclave Education 2023, in recognition of the Trust providing Morning Nutrition at government schools through CSR in Karnataka. The Trust extends its heartfelt gratitude to the Honourable Chief Minister for this honour and appreciation. This CSR event was held at the Marriot, Bengaluru by the Government of Karnataka, under the guidance and supervision of Dr. Shalini Rajneesh IAS – Additional Chief Secretary at Planning Department, Govt. of Karnataka.



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Sri Siddaramaiah, Chief Minister of Karnataka, presided over the event as the Chief Guest. It was an eventful day filled with meetings. During the session, many ministers visited the Annapoorna Trust stall and were briefed about the morning nutrition mission. Mr. Sai Prasad Ivaturi – Trustee and Treasurer and Mr. Santosh Allath – National Manager, Govt. Alliances were present representing the Annapoorna Trust.

Some of the ministers who visited the stall were Sri D.K. Shivakumar – Deputy Chief Minister of Karnataka, who was felicitated at the event; Sri Sharanprakash Patil – Minister of Medical Education and Skill Development, also visited the stall. He was well aware of the developments in Sathya Sai Grama when briefed; Sri Madhu Bangarappa – Minister of Primary and Secondary Education and Sakala of Karnataka; Sri M B Patil – Minister of Infrastructure Development of Karnataka, who was keen to support the nutrition intervention in his home district, Bijapur; Sri Parameshwar – Minister of Home Affairs, Government of Karnataka, and Mr. D. Sudhakar – Minister of Planning and Statistics.



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At the event, Biocon, Embassy, Asian Paints were felicitated along with many other CSR partners for their contribution towards CSR in Karnataka.

The Karnataka government is actively considering a significant increase in CSR spending within the education sector and the skilling of youth across the state. For the fiscal year 2023-24, the government has outlined a projected CSR requirement of around ₹2,854 crore. Between 2016-2017 and 2020-2021, more than 50% of the CSR funds have been spent on the education sector, and the government is



looking at increasing engagement with corporates to increase contributions towards improving education.

Appreciation and recognition are a major boost for excellence in performance and productivity. Annapoorna Trust will work relentlessly until no child goes to school hungry ever!

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# Morning Nutrition launch with SOPRA STERIA IN BENGALURU

On 8th August 2023, Annapoorna Trust restarted the SaiSure morning nutrition program with Sopra Steria at St. Theresa Primary School in Bengaluru. This program was launched in August 2022, a year back, for 230 children. This year too, about 240 children will receive SaiSure Malt Multi Nutrient health mix with government-sponsored milk for all 5 days a week.



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SaiSure is a health supplement mix designed specifically to provide the vital nutrients and micronutrients essential for growing children. The tasty and highly nutritious health mix augments the milk provided by the government to the school children in the morning making it a wholesome drink.



Morning nutrition has shown remarkable improvement in children in terms of higher attendance, lower dropout rates, improved health parameters, a marked increase in academic performance and attentiveness – and the list goes on.

Mr. Bheem, Mr. Jaleel, and other employees from Sopra Steria were present for the launch event. Mr. B. S. Sai Bhaskar – Partner Relationship Manager from Annapoorna Trust and Ms. Regina Reeta – Headmistress of the school were present.

Sopra Steria headquartered in Paris, is a European-based consulting, digital services, and software development company. Under the banner of 'Yogdaan' – Sopra Steria India CSR initiative, undertakes various activities focusing on community services, education, environment, healthcare, sanitation, and skill development. Annapoorna Trust's collaboration with Sopra Steria from one year is going strong and looks forward to continued partnership in creating a nourished society.



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# Nutrition and Nutraceuticals for India: UNITING TRADITIONAL WISDOM AND SCIENTIFIC INNOVATION FOR OPTIMAL HEALTH

A round table about Nutrition and Nutraceuticals for India was held on August 12, 2023, at Sarla Memorial Hospital, Sathya Sai Grama, Muddenahalli, as part of the India Startup Festival (ISF) 2023.



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## Introduction

India has seen considerable problems with dietary inadequacy, notably in several demographic groups. Despite improvements in a number of sectors, malnutrition is still a major problem in the nation. Under-nutrition affects children under the age of five in the form of stunting (low height for age), wasting (low weight for height), and underweight (low weight for age), as well as maternal malnutrition, which affects pregnant and lactating women more often in rural areas.

In India, deficiencies in important vitamins and minerals such as iron, iodine, vitamin A, and zinc are frequent.

Anemia, delayed cognitive development, and increased susceptibility to infections are just a few of the severe health issues that can result from these deficits. India is struggling with the problems of undernutrition, overnutrition, and an increase in obesity, especially in metropolitan areas. A difficult public health dilemma is presented by this twin burden of malnutrition. The root causes of dietary inadequacies in India include poverty, illiteracy, gender inequity, and insufficient access to healthcare services.



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# Nutraceuticals for India

The nutraceutical and health supplement industries in India have been expanding, but they also confront a number of difficulties. There is confusion regarding the precise dosage of vitamins and minerals needed by the human body because herbal ingredients are occasionally combined with nutritional vitamins, minerals, and amino acids to provide health benefits under the guidelines of ICMR-governed FSSAI regulations, which are also administered by pharmaceutical regulations.



Concerns regarding inconsistent product quality and the absence of established testing procedures raise questions about the effectiveness and safety of the products. There are no explicit requirements for any preclinical or scientific research to support the safety and health benefits of nutraceuticals or health supplements. The distinction between food and nutraceuticals is extremely small, which causes misunderstanding about their categorization and regulation. This is the biggest challenge associated with nutraceutical products. Future laws must consider the precise categorization, functional applications, and advantages of ingredients like turmeric (curcumin), ginger (gingerol), pepper, etc., because they are used in both AYUSH and pharmaceutical preparations in addition to food and nutraceutical/health supplements.

## Millets as nutraceutical food

Nutraceutical/health supplement millets are a growing topic of interest and investigation outside of already available conventional and functional food, both in terms of cultivation and nutrition. Because of their remarkable nutritional profile and possible health advantages, millets are sometimes referred to as nutraceutical foods. A wide range of vital elements, such as dietary fiber, protein, vitamins, especially

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B-vitamins like niacin, thiamin, and vitamin B6, and minerals may be found in millets. Since they have a balanced nutritional profile, they provide value to a healthy diet with a low glycemic index (GI). Millets' blend of dietary fiber, complex carbs, and proteins can increase satiety and aid in weight control. They can support bone health by maintaining minerals like calcium, magnesium, and phosphorus, or they can support digestive health by encouraging healthy gut microbiota. Millets include a variety of antioxidants, such as flavonoids, phenolic compounds, and other phytochemicals, and they can help to reduce cholesterol, blood pressure, and inflammation.

It is important to keep in mind that the precise nutraceutical value of millet might change based on the millet type, as well as depending on cooking, processing, and individual health conditions. Utilizing the potential nutritional benefits of a range of millets in the diet will help reap those benefits. It is advised to stay current with new findings in this area of study as well as consult with medical experts for personalized dietary guidance.

## Programs to address issues related to nutrition.



Governments may also offer financial incentives to farmers for agricultural production, such as subsidies, grants, and low-interest loans for focusing on these subjects. Investment in R&D, creation of procurement procedures, guaranteeing a minimum support price for millets, construction of processing facilities,

The National Health Mission (NHM), the Integrated Child Development Services (ICDS), and the Poshan Abhiyaan (National Nutrition Mission), among others, are some of the nutrition-focused programs and initiatives that the Indian government has put in place to address these issues.



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and production of millet goods with added value. A comprehensive and well-coordinated approach to promoting nutrients in millets can be achieved by incorporating millets into nutrition programs in Public Distribution Systems, encouraging sustainable and organic farming practices, training programs, international trade promotion, evidence-based policy decisions and strategies, awareness campaigns, and collaborations between government agencies, research institutions, non-governmental organizations (NGOs), and the private sector.



## Nutrition Security

India is moving from food to nutrition security. Millets are the candidate crops that are now termed as Smart foods as they are good for people's health, good for farmers, and good for the planet as are climate resilient with low water footprints and carbon neutral. Finally, they are good for businesses.



NUTRIHUB, Indian Institute for Millet Research (IIMR), Hyderabad, built a value chain on millets with multi-stakeholder linkages to mainstream millets through various interventions. International Year of Millets 2023 is a major breakthrough, through which awareness creation is built to create demand for millets through export markets by the 400-plus startups nurtured and technically backstopped by Nutrihub, IIMR.

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Now India is a Global hub on millets, and the Hon'ble PM dedicated IIMR as a Global Centre of excellence. Nutrihub works with various state governments to mainstream millets in publicly funded programs for ICDS, and MDM, and is also keen to collaborate with Sri Sathya Sai Annapoorna Trust to enable nutritional outcomes and enhance the incomes of millet farmers.



The role of nutraceutical products is to improve health and emphasize the need to use natural products.

The round table had many esteemed speakers who shared their insights on nutrition, role of millets for better health and to encourage agriculturists to grow millets.

Dr. Raj Bhandari spoke about the importance of nutrition to prevent chronic diseases, and the role of millets in improving the health of people and Mother Earth, which is otherwise battling global warming. He concluded that Millets are not an option but imperative.

Dr. B Dayakar Rao – Principal Scientist at IIMR, shared his views on taking the International Year of Millets from 2023 and beyond. Only when we take the cultivation of millets and support the farming community for long years, can we build confidence in them to switch from traditional cultivation of rice, wheat, etc., to millet-based cultivation.

This was followed by Ayurvedic expert Dr. Anupama Uppuluri, who spoke about the role of traditional Ayurveda and its value in improving health. She said that each body's needs are different, and Ayurveda has been used for ages by our ancestors to benefit health and longevity. She, however, said that there is a lack of scientific data and there is a need to generate data through this platform and stakeholders.

Dr. Raja Sriswan M spoke about nutrition and the role of NIN (National Institute of Nutrition) as a father figure in India's Nutrition policies through the development of dietary guidelines that can be understood by the common person.

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He also said that aspects of nutrition that not only improve physical health, but also mental health should be looked into. Explaining that many coastal areas have been flourishing due to the abundance of iodine and DHA in the seafood they get, he said these nutrients need to be fortified in children's diets. He also emphasized the importance of millets, which can improve the fiber content of the diets of south Indian foods that are otherwise rich in refined cereals (rice). He said there is a need for introducing millets through PDS in these states that can improve agricultural productivity (less use of water). Fruits and vegetables being the cornerstone of any healthy diet, he highlighted that at least 5 servings need to be consumed for optimal health, and for those with chronic diseases, 7 servings are recommended each day. These can be grown through modern techniques such as aeroponics, which is now viable financially, especially for green leafy vegetables, tomatoes, and cucumbers. He concluded by saying that healthy diets are the cornerstone of good health and longevity.

Mr. Anand Kadali – Secretary of Sri Sathya Sai Annapoorna Trust, said, “Scaling the usage of millets in schools encourages farmers to grow millet-based foods. Our Trust has the ambitious goal of serving SaiSure Millet Multi Nutrient Health Mix to 8 crore children within the next 5 years.”

Mr. Bharani Prasad – Director at SaiSure Nutritions, said, “We need to create an ecosystem of research, farming, demand, supply chain, distribution, and retail. Once we know the pressing challenges or difficulties on any of the chain links, other related entities can come forward and mitigate the risks involved.”



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## Speakers at the Nutrition and Nutraceuticals round table were,

- Dr B Dayakar Rao – Principal Scientist at IIMR
- Dr Raj Bhandari – Member of National Technical Board of Nutrition
- Dr Raja Sriswan M – Scientist at National Institute of Nutrition
- Dr Baby – VP, Bio Ingredient Division, Synthite Industries
- Padma Preeti – Director & CEO at Enlight Life
- Dr Anupama Uppuluri – Chief Doctor at Snigdha Ayurvedic Hospital
- Dr Shiva Mahesh Tangutooru – CEO of Jama Botanics & Turfpearl Agritech
- Dr Satish Babu - MD, MRCP, CCST (London), Chairman, Scientific Committee of Nutrition
- Mr. Anand Kadali – Secretary & Trustee of Sri Sathya Sai Annapoorna Trust
- Mr. Bharani Prasad – Director at SaiSure Nutritions
- Mr. Ashish Bhardwaj – National CSR Manager at Sri Sathya Sai Annapoorna Trust

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## Meet with the **DIRECTOR OF EDUCATION, PUDUCHERRY**

On 23rd August 2023, Mr. Santosh Allath – National Manager of Annapoorna Trust, and Mr. T. Saravanan – Regional Manager of Annapoorna Trust, Tamil Nadu and Puducherry met the Director of School Education, Puducherry, Mrs. Indira Priyadarshini. She was informed about the progress of morning nutrition in Puducherry Union Territory.



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Annapoorna Trust is currently serving 28,578 children in Puducherry, Karaikal, Mahe, and Yanam districts. They are being provided SaiSure Malt Multi Nutrient Health Mix, along with milk provided by the Puducherry government, on all 5 days of the week. Plans of expansion to all the 85,000 children in the Union territory, with the support of the government and associated partners were being discussed. SaiSure Malt Multi Nutrient Health Mix is scientifically designed to provide vital nutrients, and meets the protein, vitamin, and mineral requirements, acting as a wholesome meal in itself. Available in chocolate and vanilla flavours, the children relish the taste of this healthy drink.

Prior to this, they also met the Secretary of Education, Mr. Jawahar P on 22nd August 2023, with a proposal on further expansion.

Annapoorna Trust provides morning nutrition to over 3 million children in 23 states and 5 Union Territories, across 40,000 schools. A wholesome morning nutrition ensures good health and well-being of children, which is an absolute requisite towards achieving our vision of "Let no child go to school hungry, ever!"



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# MoU signed with GUJARAT GOVERNMENT TO PROVIDE MORNING NUTRITION

When the entire country was still basking in the happiness of the successful soft landing of Chandrayaan-3 on the Moon, Annapoorna Trust was revelling in a very happy news regarding an MoU being signed with the Gujarat Government on 23rd August 2023. With sincere efforts and rigorous follow-ups by Annapoorna staff for nearly two and half years, this historic MoU was signed. Mr. K.N. Chavda – Mid-day Meal Commissioner and Mr. Nayab Comm Ninama – PM Poshan



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SaiSure Malt Multi Nutrient Health mix with milk powder will be provided for all 5 days a week to 3,400 government school children in Dholka taluk of Ahmedabad, and Bhavnagar districts. Annapoorna Trust also has a sponsor to support this initiative in the region.

SaiSure is a malt based multi-nutrient health supplement, designed to provide vital nutrients and the micronutrients, acting as a wholesome meal in itself. This easy-to-prepare nutritious drink is an answer to the issue of hidden hunger. The chocolate flavour of SaiSure will be provided to these children. This tasty mix has already received positive feedback from the children, teachers, and cooks, across various states.

Annapoorna is moving forward with relentless efforts and an accelerated pace to reach out to all the children ensuring they do not go to school hungry ever.



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# FAI Volunteering in ANNAPOORNA MORNING NUTRITION CENTRES

First American (India), FAI is an actively growing organization and a proud member of the First American Financial Corporation family. Their association with Annapoorna Trust began from the year 2019 and has grown in time, resulting in yeoman service to the downtrodden and poor.

The FAI team of 17 employees volunteered at Doddabele Morning Nutrition Centre, Sevamrutam on 29th July 2023.



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Mr. Sushanth Karanth – Corporate Communications Manager and Mr. B.S. Sai Bhaskar – Partner Relationship Manager of Annapoorna Trust, along with Smt. Nagaratna – Annapoorna Trust volunteer, were present when the team visited Sevamrutam. They were briefed about the morning nutrition which started for just 50 children back in 2012 and now grown to support 3 million children every day. The team gelled with the children in no time and spent quality time with the children by playing value games and engaging in other interesting activities. Smt. Nagaratna actively led the children in all the activities and engaged them wonderfully. It was a stress-buster session for all the employees. Breakfast was served to 112 children. When it was time for the team to leave, many of them had made up their minds to spend their birthdays and special occasions with these lovely children.



Another day, on 12th August 2023, a team of 21 employees from FAI visited Peenya Plantation Telugu Tamil school. Sai Bhaskar - Partner Relationship Manager and Mr. Anil R Lingayat – Senior Executive Operations, were present from Annapoorna Trust. Mr. Doddegowda – Headmaster of Andhra Telugu Higher Primary School, Mrs. L. Padmini – Headmistress of Govt. Tamil Higher Primary School and Mrs. Puttalakshmi – a teacher, were also present along with other staff members.

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The children enthusiastically displayed their talents and were much appreciated by the FAI team. They chanted shlokas, there was a dance program by them, and they also played a few games. There was a musical chair organized for FAI employees. Overall, the team had a fun time with the children. While guiding them to focus on their studies, they advised them to listen to their parents' words and to develop a good character, along with focusing on academics. Mr. Bhaskar spoke briefly about Annapoorna Trust's history, about how it all started, and its exponential growth today serving 3 million children in 23 states and 5 Union Territories. He said that with the support from CSR, and institutional partners, the Trust is growing at a fast pace, which is benefiting the government school children immensely. Mr. Doddegowda expressed his gratitude to Annapoorna Trust in his speech. Mrs. Puttalakshmi concluded by giving a vote of thanks. The school staff expressed their gratitude for the team having an enjoyable time with them, to have come to their school located in a remote location of the city.

The event ended with the distribution of cupcakes and Maaza juice to all of them. They relished the snack with much delight!



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# Mid-Day Meal Staff provided with SAREES IN RECOGNITION OF THEIR WORK – TELANGANA STATE

As a token of gratitude and appreciation for the Mid-day meal staff who relentlessly serve the school-going children in government schools every single day, Sri Sathya Sai Annapoorna Trust came forward to provide sarees to nearly 60,000 cooks across the country and about 100 white dresses for male cooks. In addition, 25,00,000 chikki bars and pocket calendars were provided to each child, in the month of August 2023.



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The cooks are one of the main contributors to making the morning nutrition program successful. It is they, who diligently prepare the nutritious SaiSure health drink, every single day so that the children are provided with morning nutrition. Even during the COVID pandemic, due to the closure of schools, the cooks were pushed into inactivity. However, they were not forgotten. The Trust had then provided them with dry ration kits to ensure their welfare in grim times.



In Telangana, Mrs. Sabitha Indra Reddy – Minister of Education of Telangana, Mrs. A Sridevasena, IAS – Commissioner and Director of School Education, and Mrs. V. Karuna, IAS – Secretary to Government, Higher Education, graced the venue at Kamareddy district of Telangana on 21st Aug, where the distribution took place.

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At Jagtial district, sarees were distributed by DEO Jaganmohan.



DEO Mr. Srinivas Reddy launched the distribution program in Siddipet.

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DEO Mrs. Madhavi actively participated in the saree distribution to the Mid-Day Meal staff at Peddapalli district.



Mr. Parsi Ashok – DEO, Mr. Bikshapathi – MEO, Mr. Srinivasarao – District PRTU president, were actively present in the distribution program in Kagaznagar Mandal of Adilabad district. Here are few pictures.

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In Adilabad district, sarees and millet chikki bars were distributed in the presence of Mrs. T. Pranitha – DEO, Mr. Raguramana – DSO, Mr. A D Narasimha

Likewise, distribution was conducted in several other districts like Mulugu, Mahabubabad, Jangaon, Nagarkurnool and others covering all the 33 districts of Telangana state.

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# Mid-Day Meal Staff provided with SAREES IN RECOGNITION OF THEIR WORK – ALL INDIA

As a token of gratitude and appreciation for the Mid-day meal staff who relentlessly serve the school-going children in government schools every single day, Sri Sathya Sai Annapoorna Trust came forward to provide sarees to nearly 60,000 cooks across the country and about 100 white dresses for male cooks. In addition, 25,00,000 chikki bars and pocket calendars were provided to each child, in the month of August 2023.



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The cooks are one of the main contributors to making the morning nutrition program successful. It is they, who diligently prepare the nutritious SaiSure health drink, every single day so that the children are provided with morning nutrition. Even during the COVID pandemic, due to the closure of schools, the cooks were pushed into inactivity. However, they were not forgotten. The Trust had then provided them with dry ration kits to ensure their welfare in grim times.

## Karnataka

Children received chikki bars and pocket calendars in various schools across several districts in Karnataka from Annapoorna Trust. The Mid-day meal staff received sarees for their invaluable contribution to the nutrition mission.



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# Puducherry & Karaikal

In Puducherry, Mr. T. Konchu Mozhi Kumaran – Deputy Director, of the Mid-Day Meal Scheme, Directorate of School Education, along with Mr. M. Namachivayam – Hon'ble Minister of Education, and Mr. M. Thanaselvan Nehru – Chief Education Officer, Directorate of School Education, were actively present at the venue, Kamarajar Manimandapam, for the distribution of the sarees and chikki bars to the staff and children respectively on 23rd of August.

A similar distribution was carried out in Karaikal district as well.



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# Tamil Nadu

A few humbling pictures of distribution in various districts like Cuddalore, Hosur, Krishnagiri, Kodaikanal, Dindigul, Thirupathur, of Tamil Nadu.



# Kerala

Happy faces of Mid-day meal cooks & associated staff were witnessed in Kerala state.



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# Andhra Pradesh

Sarees were also distributed in Satyavedu of Tirupati district.



# North India

In Northern part of India distribution of sarees took place at Delhi, Palwal, Bijnor, Ayodhya & Ghaziabad.

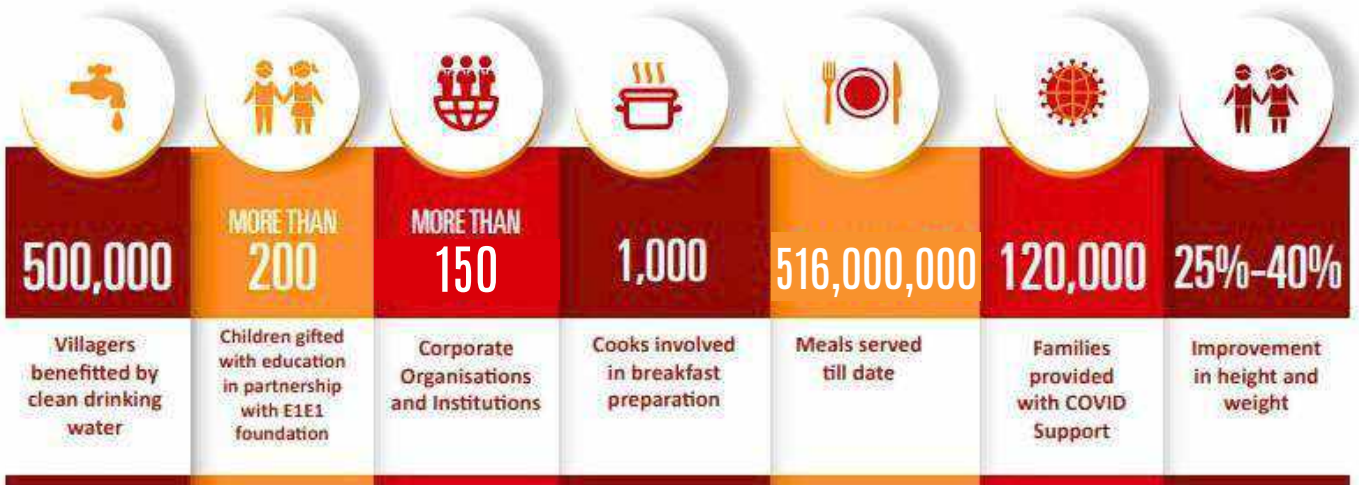


Likewise, distribution of sarees, pocket calendars & chikkis took place at Goa, Maharashtra, Uttarakhand & Himachal Pradesh states.

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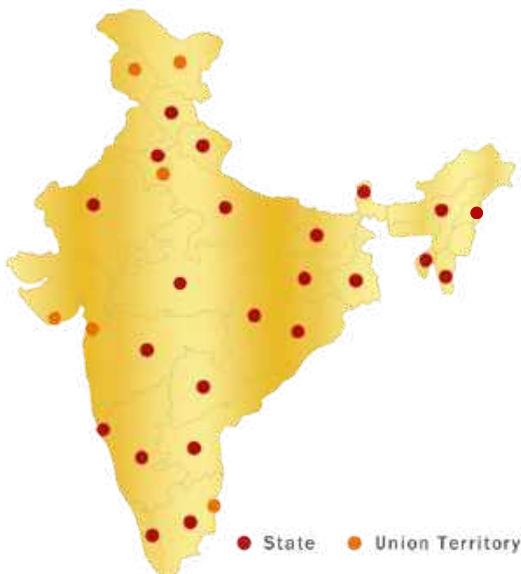
# A QUICK OVERVIEW



## ANNAPOORNA FOOTPRINT

### INDIA

23 STATES, 5 UNION TERRITORIES



State	Children	Schools
TELANGANA	25,00,000	34,543
KARNATAKA	3,62,243	5,085
MADHYA PRADESH	59,000	502
BIHAR	48,160	350
PUDUCHERRY (UT)	28,578	267
UTTARAKHAND	18,948	924
RAJASTHAN (Planned)	16,000	180
HIMACHAL PRADESH	7,813	20
UTTAR PRADESH	6,546	60
MIZORAM (Planned)	4,000	113
TRIPURA	3,000	24
MAHARASHTRA	10,000	110
NAGALAND	2,624	72
JHARKHAND	2,489	16
SIKKIM	2,000	60
HARYANA	1,241	10
GOA	1,161	65
ANDHRA PRADESH	2,609	41
DADRA AND NAGAR HAVELI DAMAN AND DIU (UT)	1,000	1
CHATTISGARH	1,000	5
LADAKH (UT) (Planned)	1,000	10
TAMIL NADU	1,115	6
JAMMU & KASHMIR (UT) (Planned)	343	6
ASSAM (Planned)	200	1
KERALA	120	1
NEW DELHI (UT)	100	1
WEST BENGAL (Planned)	1,000	12
ODISHA	26	1
PUNJAB (Planned)	1,000	10
GUJURAT	3,400	30
<b>Grand Total</b>	<b>30,86,716</b>	<b>42,526</b>



### OVERSEAS



AS ON AUGUST 2023 (SERVING & PLANNED)

Visit our Website: <https://annapoorna.org.in>





SRI SATHYA SAI  
**ANNAPOORNA**

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CHILD  
GO TO  
SCHOOL  
HUNGRY EVER!**

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