



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



9<sup>th</sup> EDITION  
CORPORATE SOCIAL  
RESPONSIBILITY  
SUMMIT & AWARDS 2023

14<sup>th</sup> Dec 2023 | Taj MG Road, Bangalore

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December Edition  
**Newsletter**  
**2023**

**ANNAPOORNA**  
The gift of NUTRITION

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# FAI Employee Volunteering

## Dec 2023



First American (India) is an actively growing organization and a proud member of the First American Financial Corporation (NYSE: FAF) family.

Annapoorna Trust's association with FAI began from the year 2019. Since then, there has been no looking back. The collaboration has grown in time and has resulted in the yeoman service to the downtrodden and poor. FAI leverages its CSR contribution in the fields of education, healthcare, employability, livelihood enhancement, etc.



During the year 2023-24, FAI, under its Light a Life – A First American (India) Foundation, has partnered with Annapoorna Trust in providing morning nutrition to Government school children in Chikkaballapur and Ramanagara districts of Karnataka, and in Hyderabad.





On 2nd December 2023, around 40 employees from the FAI Hyderabad office visited Devnar Blind School, Hyderabad. The children were served SaiSure Peanut Chikki by the team. The team then kept the children entertained by conducting games like General Knowledge Quiz and Antakshari, and showing their talents like dancing, telling movie dialogues, and involving them in conversations about their future ambitions. This quality time was followed by serving SaiSure Malt Multi Nutrient Health Mix with milk along with multigrain cookies to the children.

Mr. Dhananjay Rao Ejapu - Regional Manager of Telangana, and Mr. Rajesh Patel - Executive Operations, were present from Annapoorna Trust. Mr. Dhananjay briefed about the Annapoorna Morning Nutrition program present across 23 States and 4 Union Territories and further explained the importance of nutrition and the impact SaiSure Malt Multi Nutrient Health Mix has on the overall health of the children.



On 9th December 2023, 30 employees from FAI visited Ramasandra Government School in Kengeri. They spent quality time with the children by involving them, starting with an intro speech, then into singing, games like lemon and spoon, musical chair, kho-kho, dog and bone, fire in the mountain, and so on. The employees conveyed their thanks for this Morning Nutrition intervention and said the quality time spent during the day largely relieved their stress.



Mr. Sushanth Karanth - Corporate Communications Manager, Mr. B S Sai Bhaskar - Partner Relationship Manager, and Mr. Anil Lingayat - Senior Executive Operations from Annapoorna Trust were present.

Employee volunteering activities are great opportunities for an individual to participate in the welfare of the community. Spending quality time with children is of prime importance as it strengthens their deep emotional connection, building higher self-esteem, positive behaviour, good health, and well-being, thereby fostering them to be good citizens of the country.



# 9th EDITION CORPORATE SOCIAL RESPONSIBILITY AWARD

Sri Sathya Sai Annapoorna Trust won the award in the category of 'Most Committed NGO' at the 9th Edition Corporate Social Responsibility Summit and Awards 2023 held in Bengaluru on 6th December 2023.





# Talk by Mr. Sai Prasad Ivaturi at the 9th Edition CSR Summit and Awards 2023



Sri Sathya Sai Annapoorna Trust won the award in the category of 'Most Committed NGO' at the 9th. Edition Corporate Social Responsibility Summit and Awards 2023 organized by UBS Forums at Bengaluru on 6th December 2023.

Among several featured speakers, our very own Mr. Sai Prasad Ivaturi – Trustee and CFO of Sri Sathya Sai Annapoorna Trust spoke about the Morning Nutrition Program undertaken by the Annapoorna Trust, which feeds needy school-going children across 23 States and 4 Union Territories.

Corporate Social Responsibility (CSR) has undergone significant developments, with companies expanding their CSR activities and the government introducing new regulations and guidelines to promote CSR. Focusing on sustainable development, social entrepreneurship, impact assessment, and COVID-19 relief measures, CSR has not only become an essential aspect of the business landscape but also benefits society and improves the company's reputation and brand image. This summit brought together senior corporate decision makers, CSR professionals, implementing agencies, NGOs, and policy makers to share insights and best practices deployed on what more can be done.

Mr. Sai Prasad Ivaturi addressed the gathering by broaching topics of specific cases on Nutrition, Food Security, and Hidden Hunger management. He spoke about how the team of Annapoorna visited a school almost 10 years ago where they noticed children fainting and falling during the morning assembly and on probing further, they found that the children were coming to school on empty stomachs. Their parents were simply not feeding them as they did not have time. He mentioned that when Annapoorna Trust started providing Morning Nutrition in that school, it was welcomed with much enthusiasm. In no time, the other schools in the area too requested the same.



“It all started with 1 school of 50 children and today we are reaching out with free morning nutrition to over 30,00,000 government school children in 23 States and 4 Union Territories,” he said. He further elaborated on the several positive effects of this intervention like how the children who used to be late to school earlier were now coming early, eager to taste the delicious health drink. Further, he mentioned their focus on studies, academic performances, and health parameters; enrolments have largely improved. “Morning nutrition has, in a way, revolutionized a lot of things. The teachers were earlier demotivated and thinking about how to teach the empty stomachs. Ever since morning nutrition started, children very enthusiastically came early and said, ‘Teacher, we are already here.’ The rate of dropouts has reduced as well,” he said.



Mr. Sai Prasad Ivaturi informed about the new talks which are on with the Government of Karnataka, where Annapoorna Trust is already feeding about 5,00,000 children, and will scale up to provide to all the 55,00,000 children across the state in government schools and mentioned that this is the biggest project undertaken by the Trust in the last 10 years. He said, “With that, our number will increase to 80,00,000 children. This will get us to be the largest Morning Nutrition intervention in India and in the world.”

He explained that the SaiSure Multi Nutrient Health mix, formulations being very well researched and perfected over the last 5 years, is delicious and given to children by mixing it with milk as a healthy nutrition drink, well received by the children. He also mentioned about the fortified Ragi Health mix, a tasty and familiar food of this region with all the vital nutrients - vitamins and minerals which are provided to children in Telangana and Karnataka.

He stated the fact that a lot of people are not suffering from hunger per se in India but suffering from malnutrition. “Children say they had chai or tea for breakfast. Chai is not a breakfast. By having chai, their hunger is essentially taken care of but not nutrition,” he said and further stated this is where Annapoorna Trust’s Morning Nutrition is the silver bullet for the problem of malnutrition.

He mentioned the MoU with Karnataka facilitates providing morning nutrition to the children along with milk being given by the government through the Ksheera Bhagya scheme; “The children earlier did not like the taste of plain milk, but the fortification is making a difference. They are enjoying the taste,” he said. He informed where milk is not provided in other states, Annapoorna Trust provides milk powder along with the health mix.

Presenting several slides at the gathering, he said, the Govt. of Karnataka, in its brochure, sees Annapoorna Morning Nutrition Program as an intervention for anaemia in pregnant women and for malnutrition in children. He also mentioned that the Trust has received validation from various bodies of the govt. including a high-level executive committee headed by Dr. Devi Shetty, which has given unequivocal thumbs up to the high nutrient value of SaiSure and certifications by various healthcare bodies like Cloud Nine, Indian Academy of Paediatrics, Scientific Committee for Nutrition (SCN), and so on. He also emphasized how the Social Audit report (SAN Audit) speaks about Annapoorna, which implies that for approximately every 1 Rupee invested, 1.89 Rupees of social value is created each year in terms of ensuring that no child goes to school hungry; improved academic performance and attendance, better health for the children and the community at large.



Speaking about the impact assessment, he elaborated on various parameters on which measurements are taken before and after, and results such as baseline improvements in weights, haemoglobin, and improvement in attendance were seen. "These are some of the areas in which we are delivering to citizens of the next generation," he said. He further added that Annapoorna caters to 4 SDGs and has various MoU's in place with most of the governments, permission letters from specific areas of different states and UT, 150 corporate partners, and organizations with regular funding, recognitions, and awards along the way including UNSDG award & rated by Goodera's as top 16 Best Nonprofits For Empowering the World Through Education.



He emphasized that the morning nutrition intervention is very scalable from the individual to the corporate level and mentioned it costs Rs.2 without milk and Rs. 6 with milk, and hence scalable and sustainable. He highlighted the visit of our honourable President, Smt. Draupadi Murmu and Prime Minister Sri. Narendra Modi, early this year to Sathya Sai Grama and their immense support for our organization and its activities in the three verticals of nutrition, education, and healthcare, which has become an Indian and International Program.

He further mentioned the Trust has well-educated professionals from HP, Oracle, Times of India, Tesco, and so on who have exited from corporate life to pursue this higher thought of serving the needy and find a lot of fulfillment in their work. He concluded his talk by saying, the Trust will continue to work until no child goes to school hungry, ever!





# Launch of SaiSure Millet Multi Nutrient Health Mix in Kolhapur, Maharashtra

SaiSure Millet Multi Nutrient Morning Nutrition program was launched by Annapoorna Trust in Kolhapur district at a government school in Vadanage on 13th December 2023.



As part of this pilot launch in the district, 2000 school-going children will receive SaiSure Millet (Ragi) Multi Nutrient Health Mix with jaggery in Kolhapur district.

Ragi or finger millet offers a bounty of nutritional benefits encompassing all the essential macronutrients – carbohydrates, fibers, fats, and proteins, along with a noteworthy level of key micronutrients – vitamins B, 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. Ragi malt with jaggery is said to be a good medicine in the prevention of anaemia.

The launch program was attended by all the HMs of schools that were part of the pilot launch. The Superintendent of MDM – Mr. Akurdikar was present at the event and offered his full support for this program and requested all the HMs assembled to join hands in this noble cause. He further went on to say that very few organisations come to remote areas to serve the people there. Appreciative of the fact that, Annapoorna Trust has come forward to serve in these hinterlands. He requested the HMs to serve the children with love and affection and to be alert enough not to miss out on any child.

Mr. Santosh Allath – National Manager of Annapoorna Trust, Mr. Anil Lingayat – Senior Executive Operations, and Mr. Satish Mane – Annapoorna Trust volunteer in Kolhapur district were present at the event. Mr. Satish Mane, who is an active volunteer of Annapoorna Trust in Kolhapur district, offered his support to all schools on behalf of the Trust for smooth functioning and logistics in preparation and planning. Mr. Anil Lingayat – senior executive and in charge of the Maharashtra region, demonstrated the method of preparation of SaiSure Millet (Ragi) Multi Nutrient Health Mix with jaggery to the teachers and cooks present at the program.



A number of research-based studies indicate that children on millet-based diets showed more signs of growth and development. Rich in nutrients, it has proven to have helped overcome malnutrition in children. Nutrition intervention programs such as these will surely go a long way toward better health of the child.





# Persistent Foundation team's visit to schools in Goa



The Persistent Foundation team visited Annapoorna Morning Nutrition beneficiary schools in Goa on 14th December 2023.

Persistent Foundation was established in 2009 to expand the vision and define the scope of Corporate Social Responsibility across Pune, Nagpur, Bengaluru, Hyderabad, and Goa. The Foundation constantly strives to contribute to the community by upholding the core values of Empowerment – to improve lives through skill development, Sustainability – to provide environment-friendly solutions, and Collaboration – to work hand-in-hand with the community members to enable them. From supporting 40+ NGOs' endeavours to driving long-term initiatives at the Foundation, Persistent's CSR impact is growing exponentially in the areas of health, education, and community development in India.





Annapoorna Trust has worked with Persistent Foundation since 2021 in providing SaiSure Malt Multi Nutrient Health Mix for undernourished (SAM & MAM) children between 2 years and 6 years in Telangana and Karnataka to boost their overall immunity and to combat malnutrition.



The team visited 3 schools in Goa and met the teachers and HMs and interacted with the children. Ms. Yogita Apte – Lead CSR, Ms. Pooja, Ms. Akshata, Mr. Rushikesh, and Mr. Vaibhav from Persistent Systems along with ADEI Laurus Perera and Annapoorna Trust volunteers - Mr. R S Nayak, Mr. Ashok Gaonkar, Mr. Shivanand Meitri, and Mr. Dilkush Sheth were present. Mr. Santosh Allath – National Manager, and Mr. Anil Lingayat – Senior Executive Operations, represented Annapoorna Trust.

Ms. Yogita Apte interacted and spent quality time with the children. She received positive feedback from the children about the delicious taste of the SaiSure Malt Multi Nutrient Health Mix. They communicated to her that they drink every day and are accustomed to the taste. Mr. Rushikesh was incredibly happy meeting the children and was very keen to start Morning Nutrition in Pune, in addition to providing SaiSure Malt Multi Nutrient Health Mix to Anganwadi children.

The team felt immense gratitude and felt more connected to the community after spending the day with the children. The children, too, got a message that they were being loved and cared for. An act of providing a simple morning meal gives a sense of inclusiveness and belongingness in the mind of the child, giving hope and desire to dream big!



# Launch of SaiSure Millet (Ragi) Multi Nutrient Health Mix in Sindhudurg, Maharashtra



On 18th December 2023, the Morning Nutrition program was launched in the Sindhudurg district of Maharashtra.

About 1200 government school-going children will be benefited from the Fortified Ragi and Jaggery drink. Ragi, also known as Finger Millet, is a rich source of protein, fiber, calcium, iron, and other important minerals and vitamins. It is considered a superfood because of its numerous health benefits, especially for children. Rich in the essential mineral, Calcium, Ragi is an excellent food choice for building strong bones and teeth. Iron content in Ragi helps in the production of healthy blood, and Fibre content regulates digestion. Ragi, due to its high nutrition content, should be considered an essential part of the daily diet of every child.

At the launch event, the HMs of schools participated along with the AO (Accounts Officer), Ms. Sushma Kharade, Mr. Santosh Allath - National manager of Annapoorna Trust, and Mr. Anil Lingayat - Senior Executive Operations of Annapoorna Trust. They were trained to prepare the SaiSure Millet Multi Nutrient Health drink with jaggery. School management & locals in Sindhudurg already refer it as 'energy drink,' the children liked the taste of it and said they would drink it every day.

Ms. Sushma Kharade requested all the HMs and teachers to take a keen interest and assist the cooks in the preparation of the Ragi malt, and further instructed them to ensure all children are served during the morning assembly.





Mr. Santosh Allath – National manager of Annapoorna Trust spoke at the gathering about the health benefits of SaiSure Millet (Ragi) Multi Nutrient Health Mix with Jaggery. Consisting of the essential micro and macronutrients, he said it is a wholesome meal, and the children will not feel hungry for 2-3 hours after consuming it. He also mentioned its indirect benefits of increased concentration on studies and improvement in their health parameters. He requested the support and active participation of the HMs, teachers, and cooks, without which this cannot be a mass movement benefiting one and all.

The healthy development of children is crucial to the future well-being of any society. They must be given a good environment to thrive, with good health and nutrition. Investing in the welfare of children is one of the most important things a society can do to build a better future.





# Launch of SaiSure Millet (Ragi) Multi Nutrient Health Mix in Pune, Maharashtra

On 19th December 2023, the Morning Nutrition program was launched in the Pune district in Maharashtra. This launch was preceded by two other launches in the same month in the Kolhapur and Sindhudurg districts on 13th & 18th Dec in the state of Maharashtra.

About 2,000 government school-going children will receive Fortified Ragi drink with Jaggery. Ragi, also known as Finger Millet, is packed with essential nutrients like iron, calcium, proteins, and vitamins. It is known to help in the development of healthy bones and teeth in children due to



its high calcium content. Also, the high fibre content helps in efficient digestion, and the iron content is essential for healthy blood. Rich in antioxidants, it prevents infections, and being abundant in proteins, it makes the children feel relaxed and restores their energy levels. Hence, it is known as an immune-boosting superfood and a powerhouse of nutrition.



Current reach in Maharashtra with regards to Morning Nutrition Intervention by Annapoorna Trust in Government schools is:

District	No of Students	No of Schools
Kolhapur	2000	21
Sindhudurg	1200	20
Pune	2000	2
Akola	450	7
Solapur	546	3
<b>Total</b>	<b>6196</b>	<b>53</b>

The launch event was attended by MDM State-in-charge – Mr. Sambaji Pawar and local Sarpanch - Ms. Rohini Kardile of Karegoan and Education Officer in Pune - Mr. Prashanth Jadhav. At the gathering, Mr. Sambaji Pawar was appreciative of Mr. Santosh Allath - National Manager of Annapoorna Trust, for following through for over a year to get the Morning Nutrition program launched in the Pune district. He requested the HMs and the teachers at all schools to take a keen interest in serving all the children equally with an attitude of genuine care. He requested Annapoorna Trust for the expansion of the Morning Nutrition program to nearby villages as well. He closed his remarks by showing his sincere gratitude to Annapoorna Trust.



Mr. Prashanth Jadhav – Education Officer in Pune spoke to the people at the gathering about how a month prior, few Annapoorna Trust officials had come and briefed about the project. He expressed his thanks to the Trust for having taken an interest in serving the needy children.

A wholesome diet is the key to a child's healthy growth and development. By consuming nutritious food, we are laying the foundation for a fit lifestyle.



# Launch of SaiSure Millet (Ragi) Multi Nutrient Health Mix in Shirdi, Maharashtra



Annapoorna Trust launched its Morning Nutrition program in the Divine land of Shirdi, Maharashtra on 20th December 2023.



Around 3,000 government school children across 29 schools will receive fortified Ragi and Jaggery health mix as part of the Morning Nutrition. Ragi, or Finger Millet, is considered a wholesome meal, a superfood rich in iron, calcium, proteins, vitamins, and so on. Given its nutritional and therapeutic benefits for the human body, it is recommended by paediatricians to incorporate Ragi into the daily diet of every child. It is rich in calcium, contains a lot of protein, is a mineral-dense food, is antimicrobial (prevents infections) in nature, contains antioxidants to boost immunity, enhances the production of milk in lactating mothers, and the list goes on.

The launch event was attended by the Kendra Pramukhs and HMs of both clusters, Shirdi and Rahta. Mr. Tukaram Erande – HM of Shirdi Government School, Mr. Sanjay Nale – HM of Rahta Government School, Mr. Shailesh Oak – a doctor at Shirdi Government Hospital, Mr. Santosh Allath – National Manager of Annapoorna Trust, Mr. Anil Lingayat – Senior Executive Operations of Annapoorna Trust, Mr. Santosh Agarwal – Active volunteer of Annapoorna Trust in Vidarbha region, were present.





Mr. Tukaram Erande expressed his gratitude for the Morning Nutrition program in his speech by saying he was delighted for the project to have started in the Divine land of Shirdi. He assured the smooth execution of this program in all nearby schools. Similar thoughts were echoed by Mr. Sanjay Nale as well.

Current reach in Maharashtra with regards to Morning Nutrition Intervention by Annapoorna Trust in Government schools is:

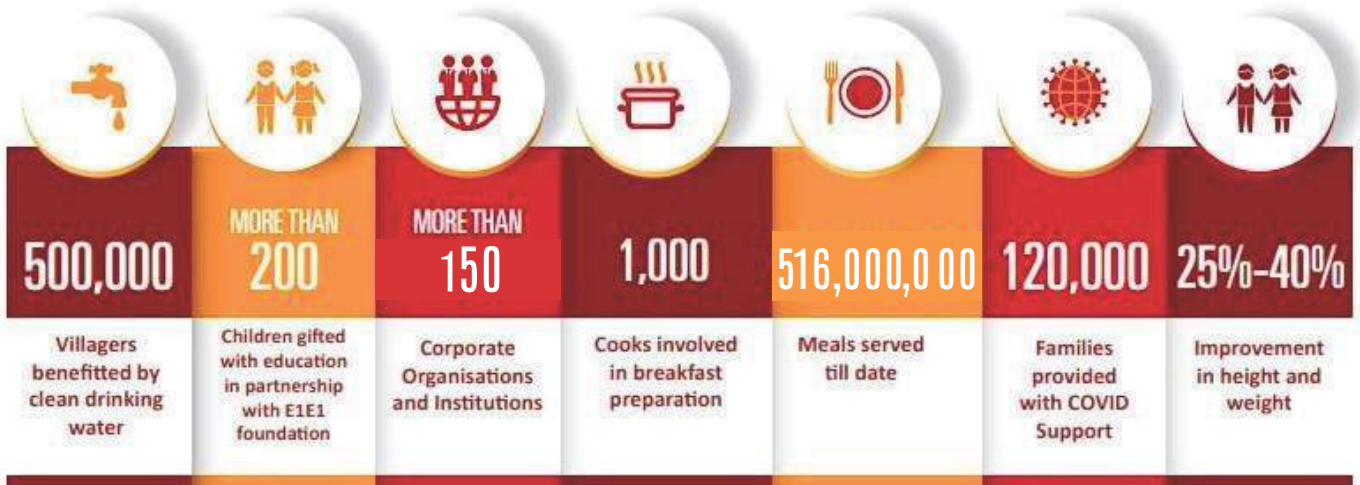
District	No of Students	No of Schools
Kolhapur	2000	21
Sindhudurg	1200	20
Pune	2000	2
Ahmednagar	3000	29
Akola	450	7
Solapur	546	3
<b>Total</b>	<b>9196</b>	<b>82</b>

Mr. Santosh Allath said, "We have initiated Morning Nutrition in 4 districts of Maharashtra – Kolhapur, Sindhudurg, Pune and Ahmednagar. SaiSure Millet (Ragi) Multi Nutrient Health Mix with Jaggery will be given as part of Morning Nutrition for over 8,200 students in total. We will also be starting in Mumbai metro city shortly."

Good health is a fundamental right of every child. A well-educated and healthy population in a country is necessary for economic growth, poverty reduction, and reducing inequality. Aligned with its motto, 'Let No Child Go to School Hungry, Ever!' Annapoorna Trust is at its height in reaching out to each and every needy child of the nation.



# A QUICK OVERVIEW



## ANNAPOORNA FOOTPRINT

### INDIA

25 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
GUJARAT	4,691	12
<b>Grand Total</b>	<b>30,88,007</b>	<b>42,508</b>

AS ON NOVEMBER 2023 (SERVING & PLANNED)



### OVERSEAS



Indonesia Thailand Nigeria  
Sri Lanka Australia





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*Let*  
**NO  
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