



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



November Edition
Newsletter

2023

ANNAPOORNA
The gift of NUTRITION

<https://annapoorna.org.in>

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MORNING NUTRITION PROGRAM WITH SASKEN TECHNOLOGIES INDIA



On 2nd November 2023, an event was held in which Sasken Technologies India, under its corporate social responsibility program, partnered with Sri Sathya Sai Annapoorna Trust to support the morning nutrition program for school children. SaiSure Malt Multi Nutrient Health drink will be provided to 4,577 children from 132 government schools of Chintamani taluk of Chikkaballapur district, Karnataka.

SaiSure Malt Multi Nutrient Health Mix is a multi-nutrient supplement with a malt-based composition, 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 improve immunity, enhance cognition, optimize weight gain, increase bone mass, and ensure healthy blood. It is distributed with milk, provided by some states at government schools, and is available in Vanilla and Chocolate flavours. The tasty and highly nutritious SaiSure health mix with milk provided to school children in the morning makes it a wholesome drink.

The event was attended by Mr. Sunil Dath – Head of IT & Infosec, and Mr. Shailendrasing Patil – Manager-Facilities, Sustainability. Both appreciated the great noble work being rendered through Annapoorna Trust.

Annapoorna Trust was represented by Mr. Ashish Bharadwaj – National Manager CSR; Mr. Vivek Kumar – National Manager of Marketing; Mr. Kiran B. P. – Regional Manager of Karnataka; Mr. Rajiv R. – Manager, Karnataka.

At the event, Mr. Sunil Dath said, ‘Students should make full use of SaiSure Malt Multi Nutrient Health Mix product. Once you all grow up, please be of service to the nation by giving back to the society in any way.’

A girl spoke at the event, thanking everybody for coming to a remote place from the city and working for the welfare of the village folks. She continued to say that the children are filled with gratitude and will definitely carry this sense of gratitude in their hearts when they grow up and, in turn, become capable of helping somebody else in the future!

Mr. Kiran B. P. also spoke at the event and said, ‘I was getting frequent requests from various schools to get SaiSure Health supplement morning nutrition programme started in Chintamani taluk. I was praying to the Almighty to get this accomplished. To my surprise, Saskaen Technologies



came forward to support this cause wholeheartedly and answered my prayers. Children generally do not like to drink milk. SaiSure Malt Multi Nutrient Health drink, along with milk, works as a wonder product. The children relish the taste of the drink. Since it is fortified with vitamins and minerals, it also has health benefits like aiding in their physical and cognitive development and increased attentiveness in the morning class hours. The children need not have to wait hungry for the mid-day meals any longer. I would like to thank, on behalf of the Trust, Mr. Sunil Dath and Mr. Shailendrasing Patil of Saskaen Technologies for having come forward to support this initiative in these rural areas.’

Right to Food (Nutrition)’ is every child’s fundamental right. Until every child has access to nutritious and healthy food, it is our (society’s) responsibility to strive to achieve it.

JHARKHAND GOVERNOR'S VISIT TO SATHYA SAI GRAMA

On 23rd Nov 2023, the Governor of Jharkhand - C. P. Radhakrishnan, visited Sathya Sai Grama at Muddenahalli. The day coincided with Sri Sathya Sai Baba's 98th Birth Anniversary celebrations & and 7th Sri Sathya Sai Awards for Human Excellence - honouring individuals exemplifying a life of service and sacrifice. This year's theme was "Rural Upliftment - Women of Excellence".



Sadguru Sri Madhusudan Sai, in his keynote address, lauded these women for their selfless hard work, and the impact they have made in their communities. He urged the world to celebrate and learn from such examples. Most of India that we call Bharat, lives in rural areas. The divide between urban and rural population need to decrease in terms of facilities, amenities & opportunities. A developed nation means rural India needs to develop with every citizen of this country having access to education, healthcare & nutrition and all other social needs that a person deserves.

The Chief Guest, the honourable C. P. Radhakrishna, Governor of Jharkhand, expressed his delight at the ceremony and commended the remarkable work for recognising and honouring the little unknown great women of our nation. He said he understands today the true meaning of the word “Amazing”. The reason being people are provided here with free nutrition, healthcare and education without any discrimination in caste, creed or colour or gender. This organisation is showing the world how to serve to serve the society in the best possible way.

By being the Governor of Jharkhand, he said he recognises malnutrition is the biggest problem of Jharkhand state which is not only the problem of this state alone, but the problem of the poor wherever they live. He further stated that Sadguru Madhusudhan Sai, who is also the founder of Annapoorna Trust understood this well. He visited the SaiSure Nutraceutical facility which supplies SaiSure health supplement to Annapoorna Trust and said, ‘This facility is kept spick and span along with the metal detector to detect the presence of metal contaminants in food and dietary supplement products. It is producing malt and millet-based products in the best possible way.’ He requested Sadguru Madhusudhan Sai for one more Nutraceutical facility to be established in Jharkhand state and he is willing to provide all needed support as Governor of state in making this possible. He finally concluded his talk by stating that he is travelling the length and breadth of Jharkhand state to understand the extent of malnutrition and other real problems the state is facing. Only then will he be able to govern or facilitate change for the good of society.



DR RAJ BHANDARI'S TALK DURING THE INTERNATIONAL NUTRI CEREAL CONVENTION 5.0



INTERNATIONAL NUTRI CEREAL CONVENTION (INCC) 5.0 was held on November 27-28, 2023, with the theme of “Mainstreaming Millets Now & Beyond 2023” in Novotel, HICC – Hyderabad.

The objective of this convention was to bring together all the stakeholders from the Nutri Cereals industry, from producers to processors, and in turn to consumers, as well as researchers, academicians, and policymakers, who are working across the value chain to engage in meaningful and actionable discussions for the promotion of Nutri Cereals across the country.

Dr Raj Bhandari – Member of National Technical Board of Nutrition (NTBN) & consultant at Annapoorna Trust is formidable choice for advocacy, design and influence policies and programs. During the convention, he was part of various panel discussions on topics ranging from

- ✔ Strategies for Millet promotion beyond 2023- stakeholder perspectives
- ✔ Enabling policy transformation for mainstreaming millets in the country.
- ✔ Strategies for beyond 2023

Dr Raj Bhandari expressed his views on the importance of millets to help overcome silent diseases like hypertension or fatty liver. He also dealt with the topic of palatability. Palatability does not mean adding sugar, which is a day-to-day practice in the industry. Product modification has to take place.



He emphasised that things are not static or carved on stone. Mainstreaming millets will involve transformative change and disruption in markets since Millets have a very low general awareness currently. But the brighter side is that the Honourable Prime Minister is the brand ambassador and the govt. is playing a pro-active role and championing the cause. Even the foreign missions abroad have been directed to serve millet-based meal in flights, events etc. There is a push to get millet added to express foods. Anything that can be made from wheat, or flour, or rice can be made from millet.

Even though in the initial stages, we did not have the equipment or machinery, we now have the necessary equipments for production. Indian Institute of Millets Research (IIMR) has enabled equipments and processing machines for people to get the processing done. CFTRI Mysuru, which is a centre of excellence, also enables handholding for institutes like Farmer Producer Organizations (FPOs) & Self-help groups (SHGs) .

He finally advised the audience to get listed on the Social Stock Exchange for which due diligence is done by SEBI. Investors could get listed and invest money in CBO, FPO, NGO or any company. He concluded by stating that, multi-prong approach from stakeholders, producers, processors, consumers, researchers, academicians, and policymakers is an imminent requirement in “Mainstreaming Millets Now & Beyond 2023” which enables a healthier society.

ANNAPOORNA TRUST SECRETARY'S TALK DURING THE INTERNATIONAL NUTRI CEREAL CONVENTION



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During this convention, our co-founder and secretary, Mr. Kadali Anand Kumar, presented our work during a panel discussion on the topic of “Emerging Research on the Health Benefits of Millets: Throwing light on meta-analysis.”



Other panellists who were part of the discussion were,

- ✔ Dr. Jaya Benjamin, ILBS, New Delhi
- ✔ Dr. Govindraj, HarvestPlus India
- ✔ Dr. Bhaskarchary, Former DD, ICMR-NIN
- ✔ Dr. Faraz Farishta FS. Endocrinology
- ✔ Dr. Richa Malik Head, Nutrition - Anil Agarwal Foundation
- ✔ Dr. R. Ananthan ICMR, NIN

Mr. Anand spoke on the occasion regarding Malt and Millet-based intervention by Annapoorna Trust by providing free morning nutrition to 3 million school children across the nation.

He made the audience know the importance of morning nutrition, which is taken for granted by most of the people living in metros and cities. In contrast to that, millions of children across the nation are deprived of proper morning breakfast and hence prone to malnutrition. The result is that more than 50% of our children are malnourished. Even if some have anything in the wee hours, it will only be a small cup of tea, biscuits, or any packaged food. Common children are not used to having a healthy breakfast in the morning.



Annapoorna Trust has spearheaded this cause by providing free morning nutrition through malt or millet-based intervention in government schools. It only costs 0.5 Rs/child. This nutrition intervention is low in cost and highly scalable. He called upon people to come forward and join the noble cause until, “No child goes to school Hungry, Ever!”

The commendable outcomes of our efforts were acknowledged with the prestigious Poshak Anaaj Award 2023, recognizing us as the Best NGO for Social Impact. This accolade underscores our commitment to enhancing nutrition and well-being. As we continue to make strides in this crucial domain, we invite you to be a part of India's largest fortified morning nutrition program. Join us in this transformative journey, contributing to the collective goal of fostering a healthier and nourished society.

POSHAK ANAAJ AWARD 2023



At the International Nutri Cereal Convention (INCC) 5.0, held in Hyderabad on 27th and 28th November 2023, Sri Sathya Sai Annapoorna Trust received the Poshak Anaaj Award under the category 'Best NGO Social Impact Award.'

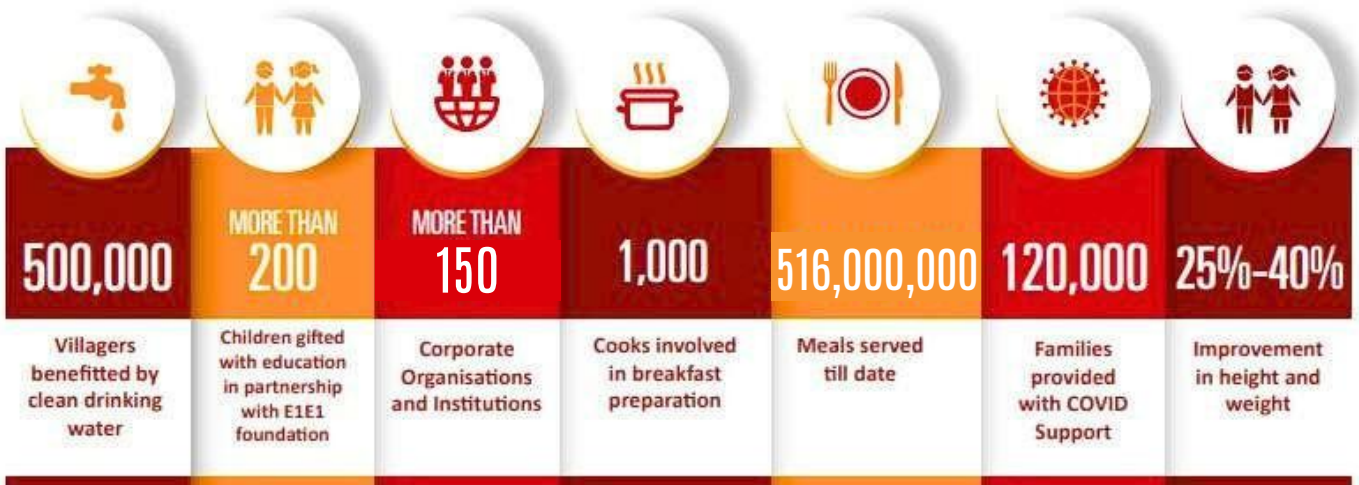
LG CELEBRATING JOY OF GIVING

LG collaborated with Annapoorna Trust towards Morning Nutrition Program for rural students in Karnataka, NCR, Haryana & Uttar Pradesh. Variants like SaiSure with milk, biscuits & chikkis are provided to the children.





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
Grand Total	30,88,007	42,508

AS ON NOVEMBER 2023 (SERVING & PLANNED)



OVERSEAS



Indonesia Thailand Nigeria
Sri Lanka Australia

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