



NEWSLETTER

March
2024

ANNAPOORNA
The Gift of Nutrition 🎁



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2024

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ANNAPOORNA TRUST - ANNUAL MEET 2024

On 6th March 2024, the employees of Annapoorna Trust gathered at the headquarters in Muddenahalli, Sathya Sai Grama for the Annual Meet.

The event began with the management core team members expressing their thoughts on the successful exponential growth of serving 3 million to 9 million children, across 25 states and 4 union territories. Insightful discussions on improvements, adapting different approaches in the management of day-to-day activities, and ways of efficient coordination from each of the departments of Annapoorna ensuring last mile reach, were made.

Mr. Anand K Kadali (Executive Secretary and Trustee of Annapoorna Trust) briefed the gathering about the progress over the year. While there was significant expansion, he stressed the various challenges faced while meeting diverse groups of people during the implementation of morning nutrition in different states. He pointed out that there are crores of children still who need proper nutrition every single day and hence a lot more needs to be done.



He highlighted the need to focus on expansion in North and Northeastern states so that many more children benefit from the fortified health drink, SaiSure, that would aid in physical and mental development and eliminate deficiencies. He concluded by expressing his happiness in working towards the vision of 'Let No Child Go to School Hungry, Ever!'

The employees next proceeded to meet our Chairman and Founder, Sadguru Sri Madhusudan Sai. Inspiring the employees, Sadguru said while all of us are beaming with happiness on achieving the number of 9 million children, he said that this is just the beginning and we should be ready with spirited minds to take the mission forward.



He advised all to make use of working in Annapoorna as a means to progress on the spiritual path, moving from aham (ego) to dasoham (servitude) to naham (not me) to ultimately soham (one with everything).

Explaining that serving children satiates the kshuda, which is hunger in children, He said this needs to be done with the attitude of dasoham and if done with the attitude of mundane work, there will be little inner progress for us.

He expressed His happiness about how Annapoorna is collaborating with the governments of Telangana and Karnataka and serving the entire gamut of children across 25 states and 4 union territories. He blessed everybody present to continue the good work by collaborating with governments (sarkara) and various corporate partners (sanstha) to reach out to many more needy children.

Thus, the event concluded with reflections on past achievements and challenges, and highly inspired employees aligned with the unified vision of 'Let No Child go to School Hungry, Ever!'



DISTINGUISHED ROTARIANS VISIT SATHYA SAI GRAMA

06th March
2024



On 6th March 2024, a group of distinguished Rotarians visited Sathya Sai Grama.

ROTARY is an organisation of business and professional leaders united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

With the shared vision and objective to share society, the Rotary Club has partnered and collaborated with Sri Madhusudan Sai Global Humanitarian Mission (SMSGHM) on several projects, be it paediatric cardiac care at the Sri Sathya Sai Sanjeevani Hospitals across the country or even at Sri Madhusudan Sai Institute of Medical Sciences & Research (SMSIMSR). The Rotary Club of Bangalore South had recently donated the 'Blood Collection and Transportation Bus' to our Hospitals.

The group was taken on a tour of the campus and shown the Sai Krishnan cricket stadium, the Veda Paathashala, Shankaravanam, Premamrutham, SaiSure factory, Sarla Memorial Hospital, and Rajeshwari Memorial Block. Then, there was an interaction of the Rotary leadership with Sadguru Sri Madhusudan Sai, following which was a session at the Ataee Shaw Hall.

The key people in this group were:

Rtn Nagesh, Rotary International President Elect - July 2024

Rtn Uday Bhaskar, Current District Governor, Bengaluru South, and his First Lady

Rtn Satish Madhavan, DG Elect - July 2024

Rtn Sridhar B R, DG Elect - July 2024

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At the session, Mr. Sai Prasad Ivaturi started with the introductory talk by welcoming the distinguished Rotarians to the headquarters of SMSGHM. He explained in detail about the motto of our organization being 'One World, One Family.' He said that when we help or serve a person, that gives us a sense of belonging to one family. Appreciating the work of the Rotarians as problem solvers and belonging to one family in common, he said it is a matter of great happiness to collaborate with them. With a new hospital block to be inaugurated in 2025, he mentioned that opportunities to collaborate are immense and expressed his gratitude to the Rotarians.

Rtn Uday Bhaskar gave a speech and said he was a student of the educational institution of Sri Sathya Sai Baba in Whitefield and followed His teachings through service from the Rotary Club. He expressed his delight in being associated with SMSGHM to serve the underprivileged in society.

Sadguru Sri Madhusudan Sai addressed the gathering and spoke about how He was a student of Sri Sathya Sai Baba and followed His teachings to do good to the world by establishing Sri Madhusudan Sai Global Humanitarian Mission (SMSGHM). He spoke about a nutrition program for 9 million school-going children, establishing a free-of-cost Medical College for the right health professionals and free Hospitals, and pointed out that nutrition, education, and health should be free for all irrespective of any criteria.

The Rotary team was felicitated with a token of love and gratitude for providing essential requirements for the Hospital, including the Blood Collection and Transportation Bus, Operation Theatre, and more. Rtn Rajesh Kumar R – President Rotary Bengaluru East, was also felicitated for his contribution towards serving 5 government schools with SaiSure Malt Multi Nutrient Health Mix around Domlur in Bengaluru.

It was an eventful day which ended early in the evening. Our organization looks forward to having a long-lasting relationship with the Rotarians to work for the upliftment of the society.



7-8th March
2024

MEETING WITH BUREAUCRATS IN NORTHEAST INDIA

Mr. Anand K Kadali (Executive Secretary & Trustee of Annapoorna Trust), Ms. Bhuvana Santhanam (CEO of Global Outreach of Prashanthi Balamandira Trust & Sai Global Federation of Foundations), and Ms. Radhika Meruva (Donor Relationship Manager at Annapoorna Trust) met bureaucrats in Northeast part of India.

The Morning Nutrition program was launched by Annapoorna Trust in the Northeast in the year 2021, and today, it has its presence in Tripura, Nagaland, Sikkim, and Mizoram, serving nearly 10,000 government school children. The agenda of meeting the bureaucrats was to expand the morning nutrition program in these Northeastern states.



The government school children are provided with SaiSure Malt Multi nutrient Health mix as part of the morning nutrition program. Tripura was the first state in the Northeast to start this program. SaiSure is a health supplement mix designed specifically providing the vital nutrients and micronutrients acting as a wholesome meal in itself. With several outcomes of this program, like higher attendance, lower dropout rates, improved health parameters, and a marked increase in academic performance and attentiveness, the positive feedback from the school, children, and parents led to the expansion of the program, now catering to nearly 10,000 children.

To further expand and reach out to more children across these states, the meeting with the bureaucrats proved to be worthwhile. On 7th March 2024, the Trust delegation met Mr. Thavaseelan K (IAS, Deputy Commissioner) and Mr. Zunu (Deputy MDM Director) in Nagaland.





The very next day, on 8th March 2024, they met Mr. Gyan Prakash (IAS Commissioner of Education) and Mr. Sharath Chandra in Manipur. Also met Mr. S N Chaudhary (Principal Secretary for Education) in Assam on the same day.



It was a fruitful meeting with these bureaucrats for the possible expansion of Morning Nutrition in the Northeastern states of our country. This reach out is a testimony and assurance to the people in these regions that unless we reach out to remotest corners and make sure, 'No Child Goes to School Hungry, Ever!' Annapoorna Trust cannot rest.



MORNING NUTRITION LAUNCH WITH DECIMAL FOUNDATION IN MUMBAI

11th March
2024

Annapoorna Trust launched the morning nutrition program with the support of the Decimal Foundation in Mumbai on 11th March 2024. Nearly 1609 children in 9 schools are served with SaiSure Ragi (Millet) Multi Nutrient Health Mix with jaggery for all 6 days a week.

The launch event was held in BMC Marathi School, Lumbini Bagh 4, Mumbai. Mr. Balakrishna Pandre (Principal of the School) and Mr. Jadhav (Accounts officer from the Education Department – Brihan Mumbai Municipal Corporation) were present at the event.



From the Decimal Foundation, Ms. Neelam Jethwani (Co-Founder and Managing Trustee), Ms. Kavitha (Program Manager), Mr. Carlos (Senior Communication Manager), and Mr. Vaibhav (Community Outreach) were present. Mr. Yogesh Kamath, Manager – CSR Partners & Government Alliances, was present representing Annapoorna Trust.



Annapoorna Trust has collaborated with Decimal Foundation, which runs a program called The Breakfast Revolution that provides nutrition security to children across many states in India. Annapoorna Trust provides the nutrition product and funding for the program; Decimal Foundation helps in operations, monitors, and helps measure the health parameters for the program.

Prior to the launch, permission from BMC (Brihan Mumbai Municipal Corporation) was taken, and then the teachers and parents were briefed about the Nutrition Intervention and taken into confidence.

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Parents were explained about the importance of the health drink and how it provides energy and nutrients for growing children. A sample of the drink was provided to all parents and their children present before the launch of the program. They gave positive feedback about the product and willingly gave their signed consent for the program.

At the launch event, Ms. Neelam Jethwani spoke about how BMC, schools, school staff – the HM and Principals, MDM Kitchen cooks, the distribution network, and others are coming together for the benefit of children and society. She emphasized the nutritional value of the drink and urged the gathering, especially the children, to partake in the drink wholeheartedly. She told the children that instead of consuming Coke, Pepsi, etc, partaking in this drink will enable them to be very active in their sports and studies.

Ms. Kavitha of the Decimal Foundation began her speech by talking about the presence of the Decimal Foundation in Mumbai. Speaking about the importance of Morning Nutrition, she said that in order to improve in studies, children require good health, and the SaiSure multi-nutrient health drink will aid in gaining good health and good immunity. She pointed out that keeping the welfare of the children in mind, the Decimal Foundation and Annapoorna Trust have come forward to provide Morning Nutrition absolutely free of cost.

Mr. Jadhav, the AO of the ward from BMC, was present as the Chief Guest of the program. He explained to the assembled students that this program is initiated by the organizations and provided absolutely free of cost to the underprivileged sections of society. He assured them that this nutrition program would enable each of them to grow healthy, educate themselves to become good citizens of society, and later take on responsible jobs to earn their livelihood.



The Principal, Mr. Balakrishna Pandhre, told the children to get glasses every day and emphasized the need to maintain hygiene by cleaning the glasses properly and washing their hands before drinking.

Mr. Kiran Nirbhavane, the Proprietor of the MDM Kitchen, spoke about how the health drink has to be prepared by his team and distributed across schools. He reiterated the fact that the organizations have come together for the benefit of society and encouraged the children to consume the SaiSure Millet Multi Nutrient Health drink every day on time without fail.

Mr. Yogesh Kamath mentioned about the presence of Annapoorna Trust in 25 states and 4 union territories serving more than 9 million children in 100,000 schools across India and further went on to explain the importance of Morning Nutrition. Speaking about how it adds value to the mid-day meal scheme, he pointed out that the time gap for children awaiting a proper meal is reduced, thereby increasing focus on studies. He further added that teachers are motivated to tutor such focused students. He described the nutritional value of the SaiSure Millet (Ragi) Multi Nutrient health mix as being tailor-made to combat deficiencies of vitamins, iron, and minerals in children and, hence, provide requisite energy to them for overall physical and mental development.

Every child is served morning nutrition with love and care. When we show such love and care through serving nutrition every morning, it is more than food—it is a powerful message. It is saying, 'You matter. Your dreams matter.' Every child deserves a fair chance to shine, and it all begins with Morning Nutrition ensuring no child goes to school hungry, ever!



LAUNCH OF MORNING NUTRITION IN RAICHUR WITH NSIL

12th March
2024

On 12th March 2024, Morning Nutrition was launched in Raichur district with the support of NSIL (NewSpace India Limited).



NewSpace India Limited (NSIL) is a Public Sector undertaking of the Government of India and the commercial arm of the Indian Space Research Organisation (ISRO). It is responsible for producing, assembling, and integrating the launch vehicle with the help of an industry consortium.

NSIL addresses the concerns of social, economic, and environmental well-being of society through its CSR initiatives in the areas of education, sports, healthcare, skill development, sanitation sustainable development, disaster management support, and social justice & empowerment.

NSIL has partnered with Annapoorna Trust in supporting the Morning Nutrition program for 500 children in 4 government schools for the entire academic year of 2023-24 in Gauribidanur taluk of Chikkaballapur district in Karnataka.

The collaboration further expanded to serve nearly 1,57,000 government school-going children in Raichur, Manvi, and Lingasur taluks of Raichur district. They are provided with SaiSure Millet (Ragi) Multi Nutrient Health Mix with government-sponsored milk on alternate days of the week.

The launch event was held in GHPS school at Station Bazaar Road. The dignitaries present at the event were Mr. Eranna Kosagi (Education Officer of the Mid-day Meal Department of Raichur district), Mr. Geetesh Gupta (Engineer & CSR in-charge, NSIL), and Mr. Ravi Shukla (Assistant HR, NSIL), Mr. H M Srinivas (Headmaster of GHPS School), along with Mr. Santosh Allath (National Manager) and Mr. Rajiv R (Regional Manager) of Annapoorna Trust.



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There were nearly 250 children in the GHPS School, Station Bazaar Road, out of which 50 come from a government-run hostel specifically meant for migrants.

At the event, Mr. Ravi Shukla of NSIL, reminiscing his days as a student at a government school in Uttar Pradesh, he spoke to the gathering about how government school children are perceived as equal and are in no way any less compared to other school children in the recent times. He expressed his gratitude to Annapoorna Trust for providing a wonder product like SaiSure to needy children.

Mr. Geetesh Gupta of NSIL mentioned Raichur being an aspirational district, and combatting malnutrition in children here, is the need of the hour. He urged the children to consume the precious Multi Nutrient product, SaiSure, wholeheartedly without wasting. Also, told them not to hesitate to ask for a second serving. He conveyed his happiness towards Annapoorna Trust for having come forward to serve in these remote aspirational districts.

H M Srinivas, Headmaster at Station Bazaar School shared his vote of thanks and assured support from teachers for this noble work. He expressed his gratitude to NSIL and Annapoorna Trust. The school staff were touched by this noble gesture.

Annapoorna Trust advocates the 3S principle – coming together of sarkara (Government), samaja (Society and individuals at large), and sanstha (Good institutions) for a noble cause. Support from corporates like NSIL, school teachers and staff, have made this program indeed very impactful.





24th March
2024

PARTICIPATION OF ANNAPOORNA TRUST IN TOYOTA GREATER BENGALURU BIDADI HALF MARATHON 2024



The Toyota Greater Bengaluru Bidadi Half Marathon 2024, organized by Toyota Kirloskar Motor (TKM) in association with BIA (Bidadi Industries Association) Foundation on 24 March 2024 marked the first flagship event of its kind. Themed under 'RUN FOR SAFETY & SUSTAINABILITY', the marathon was aimed at fostering health consciousness, and responsible road usage to leave a lasting positive impact on the region's social fabric.

This event was held at Bidadi and flagged off from scenic Jollywood Studio & Adventures and witnessed an overwhelming response from various segments of society, including local communities, employees, family members, and industries.

Sri Sathya Sai Annapoorna Trust's activities were displayed on the stage at the event along with 4 other NGO partners. In addition to this, SaiSure Millet (Ragi) Multi Nutrient Health Mix was served to nearly 2,000 participants. Almost 100 of them even had a second serving. They appreciated the taste and were keen to know the details of purchasing the product online.

Several runners at the Marathon visited the Annapoorna stall and were apprised about SaiSure health drink served to Government school children free of charge with the support of CSR, institutional partners, and individual donors across 25 states and 4 union territories. They were highly inspired and motivated to make a difference in the society where it mattered the most.

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Annapoorna Trust was represented by Mr. Sushanth Karanth (National Manager – Corporate Communications), Mr. B. S. Sai Bhaskara (Relationship Manager), Mr. Anil Lingayat (Senior Executive Operations) and Mr. Venkateshwara Rao Bandaru (Hon. Consultant – CSR Relationship Manager).

The event witnessed around 3000 participants from diverse backgrounds, graced by the esteemed chief and distinguished guests – Dr. S Selva Kumar, IAS, Principal Secretary of Department of Commerce & Industries, Government of Karnataka, Dr. Avinash Menon Rajendran, IAS, Deputy Commissioner & District Magistrate of Ramanagara District, and Mrs. Geetanjali Kirloskar, Chairperson & Managing Director of Kirloskar Systems Pvt. Ltd. Joining as Guest of Honours were Mr. Karthik Reddy, IPS, Superintendent of Police for Ramanagara District, Mrs. Anju Bobby George, the former Indian Olympian, and Senior Vice President of the Athletics Federation of India and Mr. K Srinivas, Director of Factories, Boilers, Industrial Safety & Health, Government of Karnataka, along with the participation of senior officials from BIA and senior leaders from Toyota Kirloskar Motor.

The marathon not only celebrated physical endurance by inspiring individuals from all walks of life to push their boundaries but also promoted a safety and sustainability message involving all stakeholders including community members.

On behalf of Annapoorna Trust, we thank the organisers of the event – Mr. Murali Athmanathan (Vice President of Toyota Tsusho India Pvt. Ltd. and Secretary at Bidadi Industrial Association) and Mr. Sunil K. G. (Sales & Business Development Manager at Rochys Enterprises) in enabling us to drive the awareness of SaiSure Millet based food at the Marathon event.



ADDRESSING FUTURE ICT FORUM FOR SUSTAINABLE CITIES 2024 SUMMIT

24th March
2024



Future ICT Forum for Sustainable Cities (<https://www.futureictforum.com/>) is an organization based out of Bengaluru organizing various summits that ponder on the development of information and communication technologies that will make the planet Earth sustainable for living. This includes discussions and panels on topics including mobility and new energy in metropolises; cross-country academic partnership for research and knowledge growth; digital economy tech for good and circularity; and health and wellness inviting speakers from various countries across the globe.

Various thought leaders and experts share their knowledge, work, and development in areas that will make the cities sustainable for living focusing on people and the planet.

On 27th March 2024, our National Manager (Marketing), Mr. Vivek Kumar, was asked to be a speaker on the panel on health and wellness and present the work that our group of non-profits is undertaking.

Mr. Kumar opened his presentation by focusing on the fact that India is one of those countries where the maximum number of children are born with congenital heart diseases. There are two main reasons behind this—one is malnutrition and the second is girls being married off at an early age. Their bodies are not ready to bear the impact of being mothers and consequently, children are born premature, underweight, and with congenital heart diseases. India is not ready to handle this healthcare burden.



This is where our group of non-profits works by providing morning nutrition to close to 9 million schoolchildren across India; by providing free-of-cost residential education to girls so that their parents are not forcing them to get married at an early age; and by providing free-of-cost healthcare through hospitals in the area of pediatric healthcare.

After a brief introduction, Mr. Kumar integrated his talk with a video presentation that covered all the projects undertaken by our non-profits.

He ended his talk by inviting the audience to be a part of this movement and also visit the headquarters so that they could see what is being told is also truly happening on the ground.

The director of the event, Mr. Jose Jacob K, mentioned in his closing remarks that he was very happy to see a heart-shaped hospital without any billing counters because the healthcare bill itself is capable of giving another heart attack to the patients.

Everybody commended the job done by our non-profits and promised to explore the possibilities of collaboration to work towards social welfare without which the idea of sustainable cities lacks the human touch.



JOURNEY OF ANNAPOORNA IN JAGTIAL DISTRICT, TELANGANA



Jagtial district is located in the northern region of Telangana state. The headquarters of this district is Jagtial. It has a population of about 10,00,000. The Godavari River passes through the district. The district is also home to several holy temples, including a Buddhist stupa. Jagtial fort in the district is also of immense historical significance.

Annapoorna Morning Nutrition program started in Jagtial in the year 2015. About 50 children in a government school in Nagendra Nagar colony were served morning nutrition.

The very next year, HMs from 5 additional schools came forward requesting Annapoorna Trust to serve morning nutrition. Earlier, the children in MPPS Shankulapalli School used to miss classes, or some of them never came on time to school. They used to reach school late, mainly to have the mid-day meal. But after the launch of morning nutrition – milk and biscuit distribution by Annapoorna Trust, attendance improved in the schools, punctuality increased, and focus on academics improved. Due to these improvements, the cancellation of the school centre got postponed.

There used to be only a single teacher in the school, and gradually, with the above-mentioned improvements, she requested a solid breakfast. Annapoorna Trust managed to provide these children with solid breakfast on alternate days. During the COVID pandemic, the Trust helped them with daily ration kits. Today, there are a total of 21 students in the school with 2 teachers.



In 2016, the Trust was serving about 5 schools. But in 2020, the number expanded to 15 schools. By December 2022, children in 150 government schools were provided with SaiSure Millet (Ragi) Multi Nutrient Health mix and jaggery. It further expanded to 300 schools in April 2023, reaching out to 30,000 children.

Then came the grand launch of morning nutrition in June 2023, when the Trust reached out to nearly 2.5 million government schoolchildren across the entire state.

The Morning Nutrition program of Annapoorna Trust not only fights hunger but ignites confidence, fuels dreams, and gives every young mind a shot at success. The 3S model (*sarkara, samaja, and samstha*) advocated by the Trust, where the organisation works hand in hand with the government and society at large, has proven to be a runaway success. Today, Annapoorna has reached out to 9 million children across 25 states and 4 union territories and will continue to embrace child after child with love and care until no child goes to school hungry, ever!



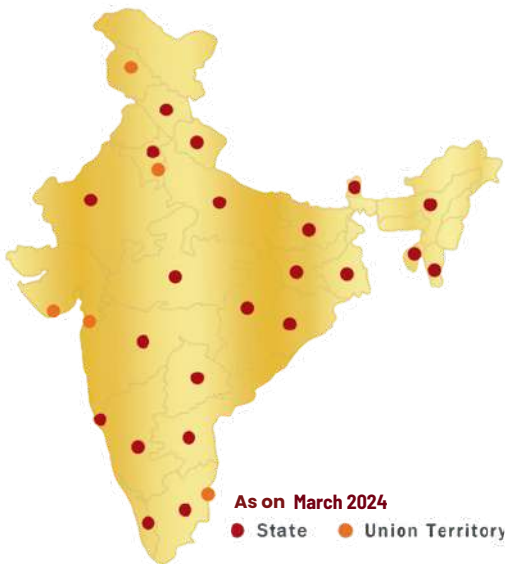
A QUICK OVERVIEW



ANNAPOORNA FOOTPRINT

INDIA

25 STATES, 4 UNION TERRITORIES



State	No. of students (serving)	No. of schools	No. of students (planned)	Grand Total
KARNATAKA	556000	53619		556000
TELANGANA	2320000	34543		2320000
UTTARAKHAND	679995	16679		679995
BIHAR (Serving & Planned)	47000	350	100000	147000
PUDUCHERRY (UT) (Serving & Planned)	35000	310	50000	85000
MAHARASHTRA	10000	110		10000
HIMACHAL PRADESH	7813	450		7813
UTTAR PRADESH (Serving & Planned)	7348	63	60000	67348
GUJARAT	4691	12		4691
MADHYA PRADESH (Serving & Planned)	4500	20	50000	54500
TAMIL NADU	4024	16		4024
TRIPURA	3000	24		3000
ANDHRA PRADESH	2609	41		2609
JHARKHAND	2489	16		2489
NAGALAND	2155	72		2155
COA	2076	65		2076
SIKKIM	2000	60		2000
HARYANA	1241	10		1241
CHATTISGARH	1000	5		1000
DADRA and NAGAR HAVELI and DAMAN and DIU (UT)	910	1		910
KERALA	250	2		250
WEST BENGAL	100	1		100
NEW DELHI (UT)	100	1		100
ODISHA	26	1		26
RAJASTHAN (Planned)			50000	50000
ASSAM (Planned)			10000	10000
MIZORAM (Planned)			5000	5000
PUNJAB (Planned)			500	500
JAMMU and KASHMIR (UT) (Planned)			500	500
Total	8694327	106471	326000	9020327



OVERSEAS



Indonesia, Thailand, Nigeria, Sri Lanka, Australia





SRI SATHYA SAI
ANNAPOORNA

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Let
NO
CHILD
GO TO
SCHOOL
HUNGRY EVER!



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