



Annamrita

Project by ISKCON Food Relief Foundation

Distributing over 12 lac smiles everyday across India

Midday Meal is a strategic program to liberate the underprivileged children from scourge of hunger and malnutrition, this program is a project of the Government of India, and is being implemented by ISKCON Food Relief Foundation under the Brand name of “**Annamrita**” in select schools in Delhi, Maharashtra, Rajasthan, Andhra Pradesh, Madhya Pradesh, Uttaranchal, Haryana, Jharkhand, Assam and West Bengal.

ISKCON Food Relief Foundation was formed with the twin objectives of eradicating hunger and promoting education amongst the under-privileged sections of the society and thereby ensuring their socio-economic development. IFRF is a non-profit, non-religious, non-sectarian public charitable trust formed on April 23, 2004 and registered under the Bombay Public Trusts Act, 1950.

‘Annamrita’ program is based on our belief that one meal a day brings thousands of children to school. You can help every child in this country get an education, if you donate that one meal. As of now, we cater to approximately 12,50,000 children every day from our centers in Nigdi, Mira Bhayander, Palghar, Tardeo, Wada, Aurganabad, Delhi, Faridabad, Gurgaon, Kurukshetra, Palwal, Tirupati, Nellore, Rajahmundry, Kadapa, Ranga Nara Gadda, Jaipur, Ujjain, Jamshedpur and Kolkata, and in Maharashtra alone we cater around 2,80,000 meals every day. Most of these children come from slums and tribal areas.





The purpose of implementing this scheme is to facilitate the Government in increasing the enrollment in these schools, reducing the dropout rate and improving the attendance. Also as these are the formative years for the future adult, nutrition is of prime importance.

At each of these centers is a dedicated industrial kitchen, custom-made and ISO certified. Each kitchen has the best

technology available for bulk cooking, including heavy-weight vegetable-cutting and potato-peeling machines, steam cookers for fuel efficiency and for retaining 100% of all nutrients, and at some places we have high-tech grain-sorting machines. The professionally managed “Annamrita” Program has trained cooks, who use the most advanced technology in cooking under hygienic conditions using fresh and pure ingredients. The meals are packed and sealed in specially designed stainless steel containers and are transported in vehicles most suited for the logistics. Cooked in the most cost-effective manner, the nutritious, sumptuous and sanctified meal consists of different menus such as khichdi (a mix of rice, dal and vegetables, cooked with spices and tomatoes), Chapati Subji, Rice Sambar, etc. according to local tastes.

Though it is a subsidized program by the Govt. the fund raising team makes up the gap by creating awareness of the project and regularly receiving support from individuals, philanthropists, organizations and corporate bodies. Corporate bodies such as Piramal Group, Accenture, JSW, Reliance Industries, Sterlite, Apar Industries, Mafatlal Industries, Yash Birla Group, Glaxo Smith Kline, DSP Merrill Lynch, Godrej, HDFC etc. have been kind enough to support the program with their benevolence. Individuals such as Mr. Alfred Ford of the Ford Motor Company, Late Shri Sunil Dutt, Smt. Indu Jain have given their unstinted support to bring the program to the present level.


With the generous contribution, of only Rs 900 per year, we hope to maximize the capacity of this program by many folds.

Contributions made towards this project are eligible for 100% exemption from Income Tax under section 35 AC of the Income Tax Act, 1961.



Donation made to ISKCON FOOD RELIEF FOUNDATION are eligible for Tax exemption under section 35AC, 80 GGA (bb), or 80G of I.T. Act. Receipts will be sent to you by Courier / Post / Email

Annamrita, ISKCON Food Relief Foundation

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