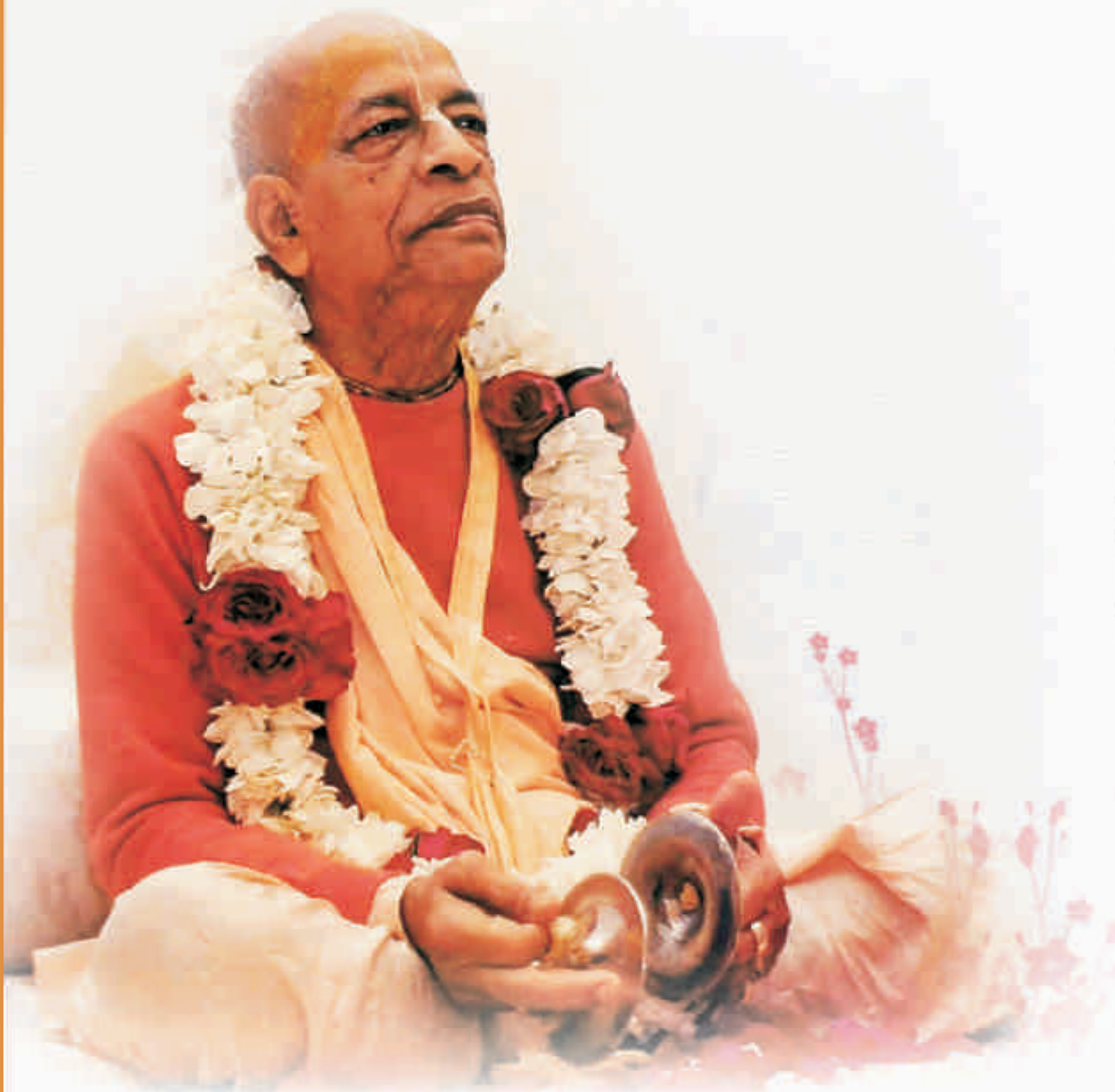


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Vision and Mission



Dedicated to
His Divine Grace A. C. Bhaktivedanta Swami Prabhupada
Founder Acharya of International Society for Krishna Consciousness



VISION

No child in India shall be deprived of education because of hunger.

MISSION

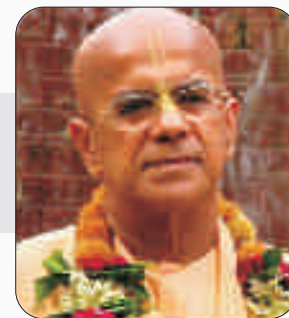
To liberate the under privileged children from the vicious cycle of poverty and illiteracy by serving them wholesome nutritious meals.



Board of Trustees



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President, Corporate Strategy
& HR, Piramal Enterprises



Chairman's Message



We are determined to charge ahead with focus and diligence!

Annamrita, the idea, started with the honest desire to fulfill the vision of Srila Prabhupada by serving nutritious and sanctified meals to 900 children on the first day. And over the years, to our delight, this idea has only grown stronger and bigger plus better. It is a moment of joy and great pride for us that having started from less than one thousand students we have now grown to serving over twelve lakh meals daily.

In the past years we have served 112 crore meals, an achievement that only motivates us to serve many, many more meals in the coming decades. True, we faced hurdles and problems, but we have overcome these with grit and determination and most importantly, with the kind support of our donors and well-wishers.

It is the continued and glorious support of kind individuals, responsible institutions that makes it possible for us to serve 1.2 million meals in 6000 schools every day.

His Divine Grace A.C. Bhaktivedanta Swami Prabhupada had a vision of feeding sanctified nutritious meal to everybody within 10 miles of ISKCON centers. And this is the vision that is driving us even today. We humbly acknowledge that it is indeed a big task to manage a fleet of 301 vehicles, moving from 20 Annamrita kitchens across India, transporting 360 tons of meals every single school day in the country. Yet this vision, which is our greatest inspiration, is helping us keep our promises.

The staff and team of ISKCON Food Relief Foundations' Annamrita are instrumental in helping us achieve our goals and executing our mammoth ideas.

The numbers which we share with you today, we believe, are only a small step towards our ultimate goal; and with the determination of our staff, the guiding philosophy of our founders and the support of our sympathizers, we are hopeful to continue serving all.

Yours sincerely,
Bhakti Charu Swami

Annamrita - The Mother

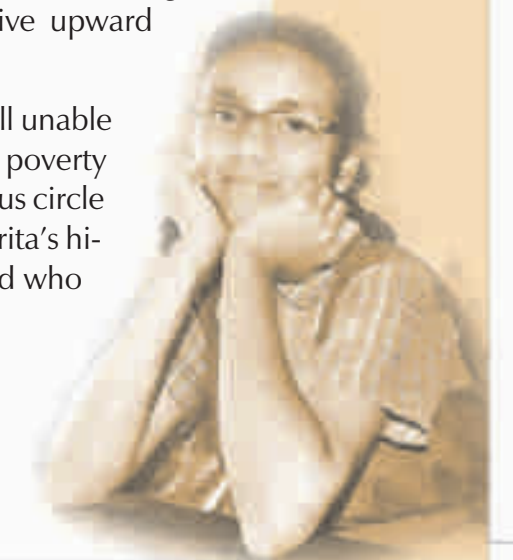
Where millions who seek a meal find a mother



Annamrita is not just a social organization; it is a concept, an ideology, a change agent and most importantly a mother; a mother whose sole focus is to nurture her child so that he/she grows up to be a healthy, well fed adult. Because it is food that not only nourishes our body but also our mind; it is food that drives our being and helps us keep our body healthy and our mind fresh.

Annamrita literally means "food as pure as nectar" and under this apt name the ISKCON Food Relief Foundation has implemented the Midday Meal Scheme of the Govt. of India. The Annamrita logo unit forms a triangle which connotes a nutrition pyramid and suggests a positive upward movement.

We are aware, as perhaps are you, that a vast majority of the Indian population is still unable to get one square meal a day. This is because people are stuck in a vicious circle of poverty and illiteracy. Annamrita has resolved to liberate the underprivileged from this vicious circle by serving sanctified food. We believe, imbued with a spiritual ambience in Annamrita's hi-tech kitchens, the meal so prepared nourishes the mind, body and soul of the child who eats it.



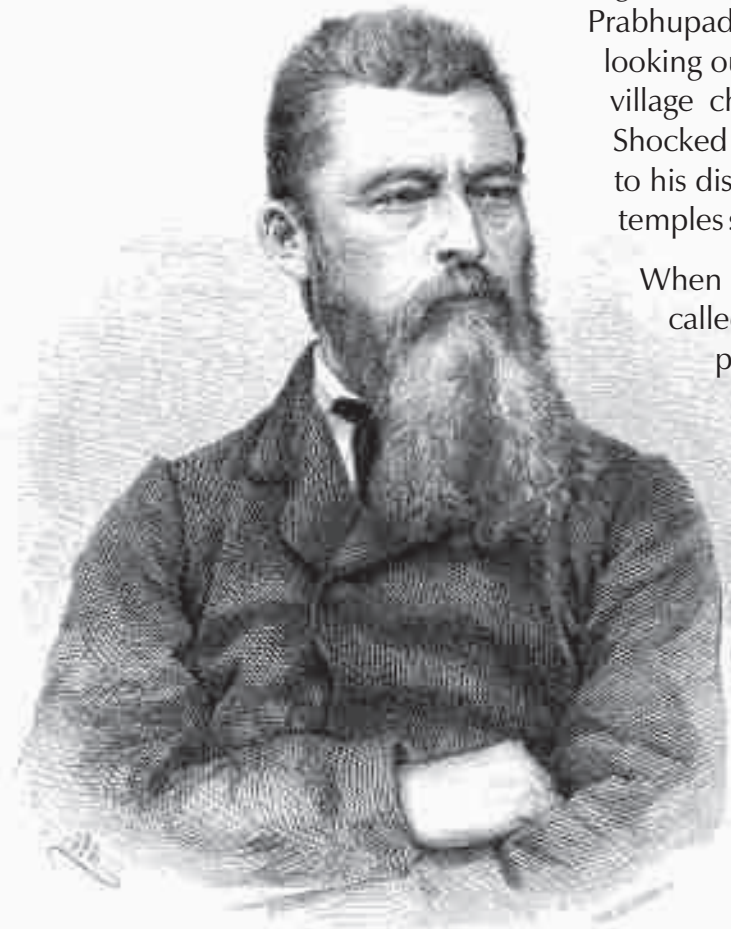
The Genesis of Annamrita

In 1863, Ludwig Andreas Feuerbach (a German philosopher) wrote "Man is what he eats". What he meant was that the food one eats has a bearing on one's state of mind and health. At ISKCON Food Relief Foundation too, we believe that the intake of food not only grants man the physical strength required for survival, but also the mental strength to prosper intelligently.

Food and feeding has always been an inherent part of our culture. In the village life of ancient India, the householders, saw themselves as food providers for all living beings, including animals. During the pinnacle of Vedic civilization in India, neither a rat nor a snake would go without food. The Vedas enunciated the duty of a householder as 'bhuñjate te tv agham pāpā, ye pachanty ātma-kāranāt, meaning those who are cooking for themselves are eating sinful food, and that hospitality is one of the duties of the householder.

The genesis of Annamrita's vision dates back to 1974, when Srila Prabhupada, at an ISKCON temple in Mayapura (West Bengal), was looking out from the window in his room. He noticed a group of village children fighting with street dogs over scraps of food. Shocked and saddened by what he saw, Srila Prabhupada turned to his disciples and said, "No one within a ten mile radius of our temples should go hungry".

When the Government of India launched a strategic program called the Midday Meal Scheme to fight two of the most pressing problems of India – hunger and illiteracy, ISKCON Food Relief Foundation saw a great opportunity to start providing children with nutritious food to support their education. And since then, we have set out on this journey of feeding children nutritious food and of staying true to the vision of our founder.



7

Annamrita - The Journey So Far

(Meals served till 2012-13: 1.12 billion)

Every step the mother takes, is one additional step towards change

2004 : Started by serving 900 children in Maratha High School in Mumbai on the first day and reached to 20,719 children by the end of the year

2005 : Opened new kitchens at Mira Road and Tirupati, thereby serving an additional 84,611 children

2006 : Opened new kitchens at Palghar, Nigdi, Faridabad and Jaipur, thereby serving 1,84,463 children

2007 : Opened new kitchens at Ujjain and Delhi, thereby serving 3,16,606 children

2008 : Opened new kitchens at Nellore, Kurukshetra and Rajahmundry, thereby serving 5,62,600 children

2009 : Opened a new kitchen at Kadappa, thereby serving 6,60,000 children

2010 : Opened new kitchens at Palwal and Ranganara Gadda, thereby serving 7,50,000 children

2011 : Opened new kitchens at Wada, Jamshedpur and Gurgaon, thereby serving 9,07,171 children

2012 : Opened new kitchens at Aurangabad and Kolkata, thereby serving 9,15,971 children

These numbers are not just indicative of the meals we serve or the mouths we feed but of the futures we are building, one nutritious meal at a time.

8



2012-13

Annamrita Objectives



Every child has the right to education which helps develop their personality, talents and abilities. And with the Annamrita School Meal program this is the right we address.

The Midday Meal Program has been one of the most important supplementary nutrition programs in the country. This program has nutritional as well as educational objectives.

The Midday Meal Scheme has bold objectives: it aims to enhance enrolment, retention and attendance among primary school children while simultaneously improving their health.

Hunger prevents kids from reaching their full potential. It's an epidemic that threatens the future of the nation. One of the main objectives of Annamrita's Midday Meal Program is to address this epidemic of 'classroom hunger'.

'Classroom hunger' has a high impact on how a child performs at school. Having a nutritious meal a day is key to academic achievement. Annamrita provides over 12 lakh nutritious meals every day to millions of underprivileged children across India.

At Annamrita, we ensure that children deprived of nutritional security are provided meals with right nutrition that will ensure their full cognitive development.

Nutrition and education enhance a child's physical and emotional development and thereby making the child feel worthy and empowered.

Provision of a nutritious meal at school encourages parents to send their girl to school thereby promoting girl child education.

Serving a common meal to all the children on a common platform, the Midday Meal Program has been instrumental in helping children unite and rise above cultural and caste differences.

The Midday Meal Program attracts children to school, thereby promoting education and facilitating good health. With their kids well fed thanks to the Midday Meal Program, parents are focused on saving their meager earnings and re-investing the same on the child's future.

The Annamrita Way Of Working



It is our sustained effort to establish smooth and consistent work processes. At Annamrita, we believe that if the processes are correct, then the outcome will be perfect. While our Meal (the outcome) is nutritious, healthy and often praised by many, very little is known about what goes into (the processes) making this delicious meal day-in and day-out. Well, not anymore. The following are the steps we follow when it comes to cooking meals to over a million children across the country.

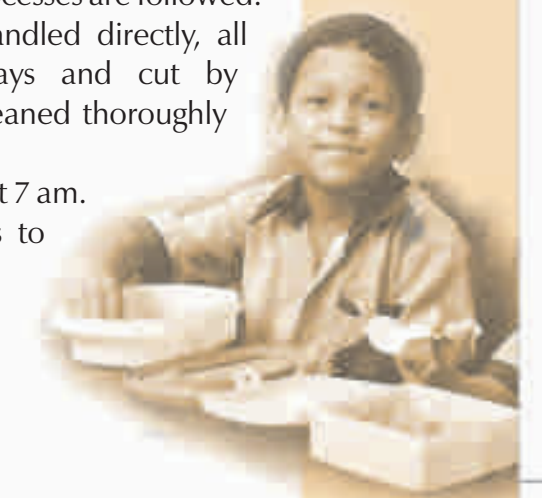
Procurement: We ensure that all our vendors possess a Food Safety and Standards Authority of India (FSSAI) license. If any potential vendor does not have this license, we do not procure materials from him. In addition to this, we collect and record the complete Vendor Profile. This includes the vendor's name, the address of the registered office, his/her complete contact details and a list of his/her existing clients. Once we have verified all the information and are satisfied with it, we take samples from the vendor and send them for testing to National Accreditation Board for Testing and Calibration Laboratories (NABL) accredited laboratories. Only if the test results meet our standards, do we hire the vendor.

Additionally, the vendor is expected to clean the materials in the Sortex Machine, pack them in proper packing bags and have the same delivered to our branches.

Operations: The rice we cook goes through multiple cleaning processes (De-dusting, Fumigation, De-stoning, Sortex) before it reaches our kitchens. These processes ensure that the rice is free from unwholesome, poisonous substances.

In the kitchen, strict cleanliness and hygiene processes are followed. None of the food and/or raw material is handled directly, all vegetables are procured once in two days and cut by machines. The kitchen and the utensils are cleaned thoroughly every single day.

In our Tardeo kitchen at Mumbai, cooking begins at 3 am and the dispatch starts at 7 am. 30-40 batches of 4 cauldrons are cooked at a time each day enabling us to successfully serve 70,000 meals from this one kitchen alone.



Dispatch: Once the food is ready, it is packed in steel containers which are then sealed. Just before serving, the seal is broken. Annamrita also provides serving spoons packed in plastic wraps with each container so as to ensure that the food is served to the children in a hygienic manner. The vehicles which transport the food are washed daily so as to ensure maximum cleanliness. Once the final lot is dispatched, the kitchen is thoroughly cleaned top to bottom.



Each of the above mentioned processes are explained in detail below.

Procurement Process



A Food Safety Management System (FSMS) is a network of interrelated elements which come together to ensure that food does not cause any adverse human health effects. On a general basis, these elements include programs, plans, policies, procedures, practices, processes, goals, objectives, methods, controls, roles, responsibilities, relationships, documents, records and resources. In everyday operational terms, FSMS is a documented program that identifies and controls food safety hazards at every stage of food preparation from raw material purchase/procurement to storage, cooking and delivery process.

Food Safety Management Systems (ISO 22000:2005) is actually a very useful tool to prevent cross contamination during food preparation, to share best practices in running a kitchen and to promote higher food hygiene standards.

The entire procurement process can be classified into four stages:

1. Understanding Requirements
2. Procurement Process
3. Cleaning and Storage
4. Evaluation

1. Understanding Requirements



At periodic intervals, all kitchens prepare a detailed sheet which holds information about their consumption requirement. This sheet includes detailed listing of all items like grains, lentils, spices that are required for the upcoming week. Since we procure vegetables every two days, the listings of vegetables are made on a two-day basis. Preparing this sheet helps us understand our exact requirements thereby helping us procure just the right amount of ingredients.

2. Procurement Process



Once we know the ingredients requirement, we go about the process of selecting a vendor who can supply these to us. In keeping with the high standards we like to maintain, we follow certain set procedures to select a vendor. These are as follows:

i. FSSAI License: Food adulteration, unfortunately, is a common phenomenon and so we are extra careful when selecting a vendor. Firstly, we check whether the supplier has a Food Safety and Standards Authority of India (FSSAI) license. We do not approve a vendor unless he is in possession of this license. If he/she possesses an ISO certification too, then it is an added advantage.

ii. Vendor Profile: Every vendor we bring on board must share with us the following details – vendor name, address of the registered office, contact details and list of existing clients

iii. Sample Testing: Once the first two requirements are complied with, we take samples of the material which the supplier will supply and send it for testing to National Accreditation Board for Testing and Calibration Laboratories (NABL) accredited laboratories. As a standard norm, we sample test cooked food once in two months and edible raw material once in a year.

iv. Packaging: Packaging standards are very important as far as hygiene is concerned. And as far as packaging is concerned, we ensure that the following standards are maintained, no matter what.

* The supplier must get the material cleaned via a Sortex machine and he must get the cleaned materials packed in clean bags.

*The supplier must then label the bags. Labeling must include the manufacturer's details namely his name and address, the batch number, customer care number, 'packed on'



date, expiry date etc. We do not accept any bags which are not labelled with all this information. Additionally, all ground spices must have AGMARK.

*The cleanliness of vehicle in which the material is carried is another factor we take into consideration. If the vehicle used for transportation is dirty or unkempt, we do not accept the material.

Thus, this is how potential vendors are contacted, inspected and approved. The approved vendors are evaluated at regular intervals to ensure that they are continuously meeting required standards. The vendor registration process is carried out every year as per the strict evaluation policy so followed.

The vegetables are procured from the wholesale market every other day and a designated staff member is responsible for the same.

The main ingredient – rice – is provided by the government as per our forecasting of the periodic consumption. The rice so received is sent for thorough cleaning before being used (process described below).

Remaining ingredients and cooking medium are purchased from an approved supplier; basically, those which have a FSSAI license, are able to fulfill our requirement and are committed to supplying the material as per our specifications.

And finally, these are the Food Safety Aspects we communicate to our suppliers' prior to the purchase of any goods.

- Certificate of analysis
- Product specification details
- Complaints regarding raw material
- Product's ingredient details
- Suppliers approval certification

Cleaning and Storage

Raw materials or ingredients are inspected and sorted as per raw material specifications before processing. Only sound, suitable raw materials or ingredients are used. We follow the FIFO (first in and first out) and FEFO (first expiry and first out) method of stock rotation.

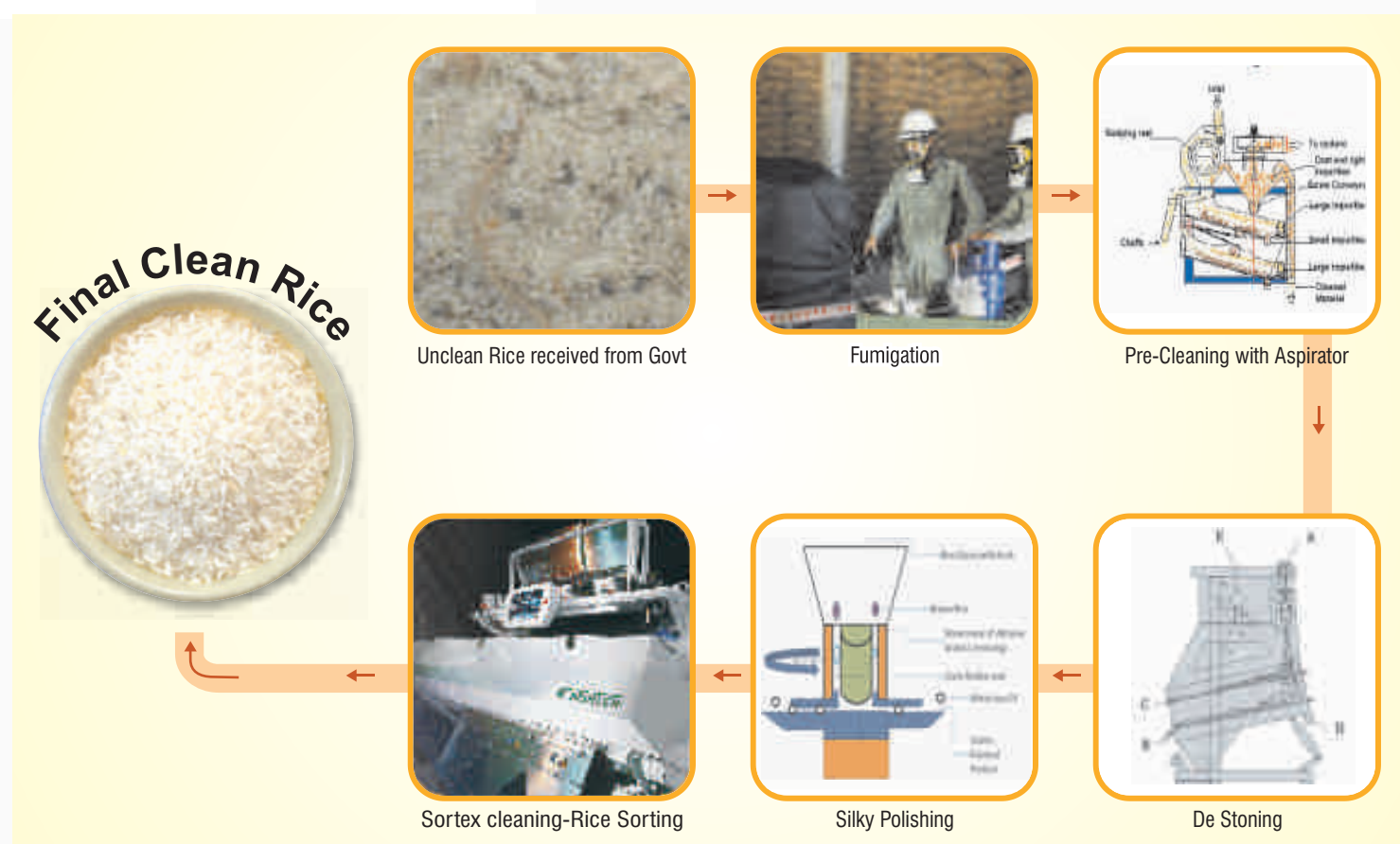
By co-ordination with our suppliers we ensure that the packaging design for bulk supply materials is such that it provides adequate protection and thereby reduces the risk of contamination. Suppliers are required to ensure that the packaging of materials is non-toxic and that it does not pose a threat to the safety and suitability of food under the specified conditions of storage and use.

When receiving ingredients, we weigh, check and wherever possible physically examine raw materials to ensure that the ingredients so received are of the correct quantity and quality. The received ingredients are documented so as to ensure traceability. 'Allergens' such as mustard seeds, ground nuts, etc. are stored in a designated area and are covered with high density plastic sheets. All the raw materials required for the next seven days are stored in the storage room on plastic pallets at least six-eight inches above the ground.

In the storage room, we regularly undertake pest control activities like Gel Treatment for cockroaches, lay rodent trap for rats, lizard traps for lizards and keep fly catchers at various locations. Fumigation to eradicate small insects is done once in a month. On a daily basis, the area (every nook and corner) is vacuum cleaned so as to ensure a dust free environment. Sanitizers, soaps etc. required for cleanliness purposes are kept in a separate area (away from the food) in the storage room.



Rice Cleaning Process



The government (Food Corporation of India) provides raw rice. The rice that is received from the government has many unwanted foreign substances. The impurities are of a variable nature; from husk and dust particles, stones, glass pieces, feathers, rat droppings, metallic objects to imperfection in the particles like chalky, immature and unpolished rice. Therefore, cleaning the rice is one very important part of the pre-cooking process. Annamrita, the mother who cares for her children, makes sure that the rice received from the government is put through intensive cleaning processes (Fumigation, Aspiration, De-stoning, Polishing and Color Sorting) before it reaches Annamrita kitchens. These processes ensure that the rice is free from foreign bodies and contaminants.

Here's How We Clean Our Rice



Fumigation Process



Fumigation is a method of pest control which causes the pests within to suffocate. The rice received from the government is first stacked on wooden platforms and then covered on all four sides with polyvinyl chloride (PVC) sheets. Then, the sheets are heat-sealed together and sealed to the floor by rubber tubes and plastic grooves. Bagged rice, sheeted on all four sides with PVC film ensures that the fumigation won't contaminate the rice. The fumigation gas so used destroys all eggs, larvae and adult worms if present. This fumigated rice is further cleaned.

Pre-Cleaning With Aspirator - Separator & Classifier MTRA Machine

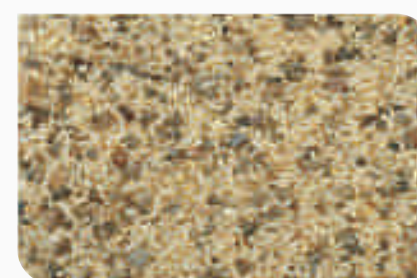


The Separator-Classifier MTRA is used primarily for cleaning grains like wheat, durum wheat, corn (maize), rye, soybeans, oats, buckwheat, spelt, millet and rice. Excellent separation of impurities is possible by this process, which basically is an efficient grain cleaning process.

With its two sieve desks, the Separator-Classifier MTRA removes coarse impurities like large kernels, string, straw, wood, stones or clumps of soil, as well as fine impurities such as sand and breakage from the grain. Thus, it provides efficient grain cleaning. In order to optimize the cleaning effect, an optional aspiration channel or air recycling aspirator is employed through which low-density particles such as dust, feathers, hull fragments or husks can also be separated. The magnetic separator at the entry and exit of MTRA machine removes all the metallic impurities.

MTRA machine separates the grain on the basis of density, shape and size. From one end, impure rice is passed through the machine and from the other end clean rice emerges. At the sides, four types of impurities – bigger particles, husk, dust, and finer particles – are collected from four different exits.

De-stoning Process

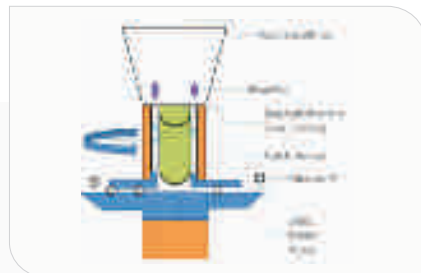


Foreign materials (those that are approximately the same size as a rice grain) introduced into the rice during harvest or handling are discarded by means of a gravity separator machine through a process called De-stoning.

As the stone or other denser particles are heavier than the rice grains, the forceful air flow through the machine causes the rice grains to float on a cushion of air just above the screen. This then allows the reciprocating screen to throw the more dense stones up the screens to discharge chutes, thereby ensuring all stones are removed from the rice grains. Dust laden air is exhausted through to the central dust collection system further cleaning the rice grains before processing. After the rice is cleaned from the de-stoner, it is passed through the aspirator where the light dust from the rice is separated.



Silky Polishing

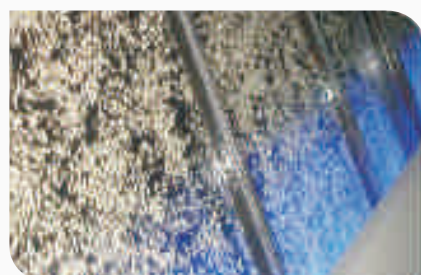


This process is required to prevent eggs and larvae from adhering to the surface, without compromising on the nutritional value.

The complete rice polishing process is carried out under vacuum with little amount of water and exhaust air and dust being conveyed to the dust collection filter which separates the dust from the air-stream.

This polishing process is designed in such a way that rice kernel's delicate tip remains intact even if the rice is met with abrasion or friction.

Color Sorting



In this process, rice particles are made to pass through 190 channels mounted with 6 cameras inside the Color Sorting Machine.

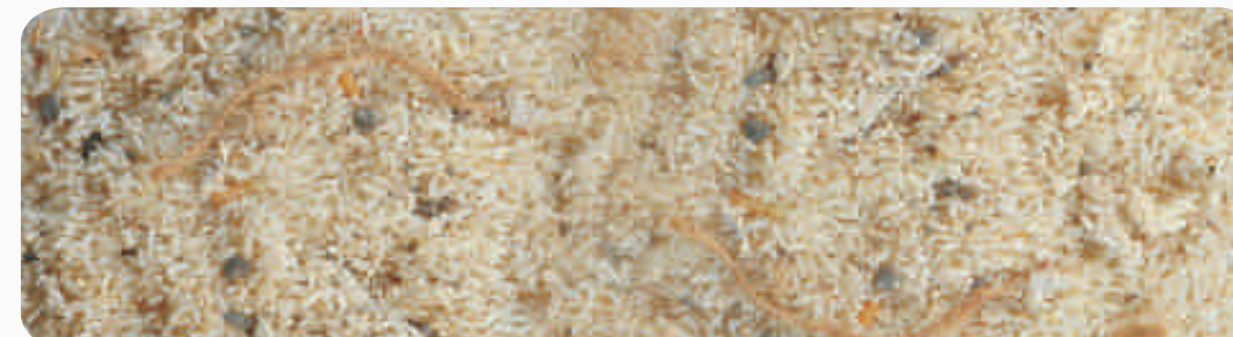
The parameters (color, length and width) of the rice are programmed in the machine and each particle of rice is scanned through powerful, high resolution camera which acutely checks the rice. On the basis of these

parameters, rice is either accepted, rejected or re-cleaned. The Sortex machine also ensures that discolored grains of rice like yellow or black do not get mixed with the final product and that the final rice is in fact only white in color.

This thoroughly cleaned rice is now packed well and stored in the storage room. If, for unknown reasons, the rice is not used for a long time then it is re-fumigated to ensure that it does not get re-contaminated.



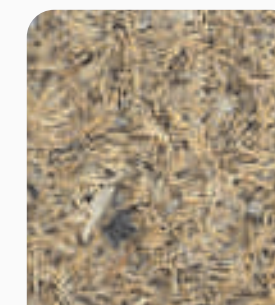
Impurities removed at different stages of rice cleaning process



Rice received from Govt. - Food Corporation of India (FCI)



Dust & small rice particles



Husk and light dust particles

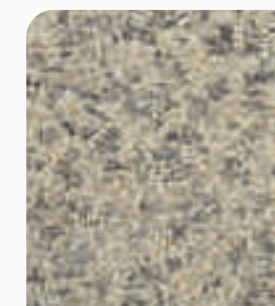


Large and small impurities

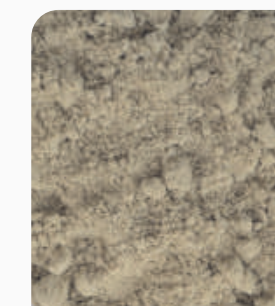


Light weight impurities

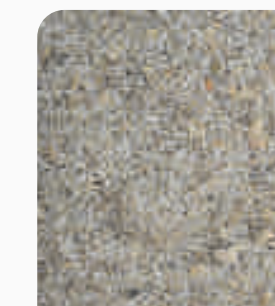
Rejections from Pre Cleaning with Aspirator MTRA Machine



Stones - Rejection after de-stoning process



Rejection after polishing process



Rejection after sorting process

Rejections during De-stoning, Polishing and Color sorting processes



Clean rice is now ready for cooking

Operations

The cooking operation followed in the Annamrita kitchen can be divided into three categories: Cleansing, Cutting and Cooking. These three categories are intrinsically related and the combination results in cooking operation.

The hygiene and sanitation procedures followed by Annamrita kitchens are of the highest level. Right from sourcing of ingredients (on which you read extensively in the previous pages) to preparation of food, utmost care is taken to ensure that the food quality is in no way compromised.



Firstly, all our kitchens are thoroughly washed and cleaned to ensure zero contamination. The kitchen premises are fumigated with fumigant smoke every fortnight and our outsourced agency PCI applies a pest control gel periodically to ensure that all pests including cockroaches are prevented from breeding. To prevent and eradicate rodents, rodent trap stations are identified and rodent gum traps are placed at strategic locations. An integrated fly management application is followed periodically to ensure that all winged pests and flies are absent in the cooking area. In addition to all of this, all kitchens use PVC strip curtains, air curtains and fly traps to totally eliminate the presence of flies, etc.



Secondly, the cooks are required to wear skid free gumboots, hair masks, latex gloves, freshly laundered uniforms and aprons while cooking. The cooks are given regular training to ensure that their cooking skills only keep getting better and better. Before entering the kitchen and each time after handling a contaminant, the staff is required to wash, dry and sanitize their hands. A first aid box is present in all our kitchens for any emergencies like cuts, burns and wounds. Every 6 months, the entire cooking and washing staff including supervisors and managers are required to undergo medical tests which certify them against communicable diseases including respiratory or skin disorders.



Thirdly, all our kitchens are equipped with state-of-the-art boilers, cauldrons (300 litre / 600 litre capacity), high speed vegetable cutting and peeling machines. All implements and food contact surfaces are made of Food Grade Stainless Steel, including the drainage systems. The cauldrons are washed with soap before and after use and are checked for PH readings to detect any traces of soap residues. The water used in cooking is filtered and softened before use and is analysed for IS:10500 standards every six months. Our boilers, weighing scales, thermometers are calibrated regularly to ensure that they are functioning as per the desired standards.

Fourthly, all the food ingredients are thoroughly cleaned before use. All vegetables are sanitised using a 50 ppm chlorine solution and are further washed or rinsed to remove all traces of residual chlorine before cutting. To ensure that the chlorine residue does not exceed 5ppm, chlortest paper is used. Rice is washed in three stages and rinsed with fresh water till visually clean. Pulses, too, are washed thrice and rinsed before use.

As per the recipe of the day, the spices and oil so required are weighed and taken to the cooking area.



All our food is cooked by the steaming method to ensure maximum retention of nutrients, taste and colour. First in the cooking process, the cauldrons are filled with water. Steam is then passed through these cauldrons to get the water boiling. Dal, cereals, lentils and vegetables are added to this boiling water. Once these are mildly cooked, rice is added. Alongside the cauldrons, chaunce is prepared at the chaunce station mounted in-between the cauldrons. The chaunce consists of mustard seeds, cumin seeds, ginger paste, chilly paste, tomato paste, curry leaves etc. cooked in oil as per the requirements of the recipe. Once the rice, vegetables and dal are sufficiently cooked, the chaunce is added to the cauldrons and stirred. The preparation is now allowed to cook for a while. While cooking, we strive to maintain the right cooking temperature (above 90 degree centigrade) to ensure safety and long shelf life of the food.

All the food items we serve have a documented recipe and process, to ensure quality and uniform taste. Ginger paste, chilly paste is prepared daily (as per requirement) in the grinder whereas cardamom and cumin seed powder is prepared once a week in the pulveriser machine. Based on the requirement each day the meals are planned in batches so as to ensure that the food so prepared has a long shelf life and high nutritional quality.



Chaunce (Tadka) Preparation and Cooking



Dispatch Process

Once the food is ready, it is tasted and observations for temperature, colour, appearance, flavour, consistency and taste are documented.



Once the documented parameters are found to be acceptable, containers are passed on the conveyor below the cauldrons. The outlet valve at the bottom of the cauldrons is opened and the container is filled with the food. Once filled up to the pre-measured level, the containers are pushed on the conveyor and the next container is filled. In this entire process, food is untouched by hand. This ensures maintenance of high standards of hygiene and sanitation. The filled containers are sealed with security seals to avoid tampering and delivered to the respective schools. The security seal is of paramount importance and the schools

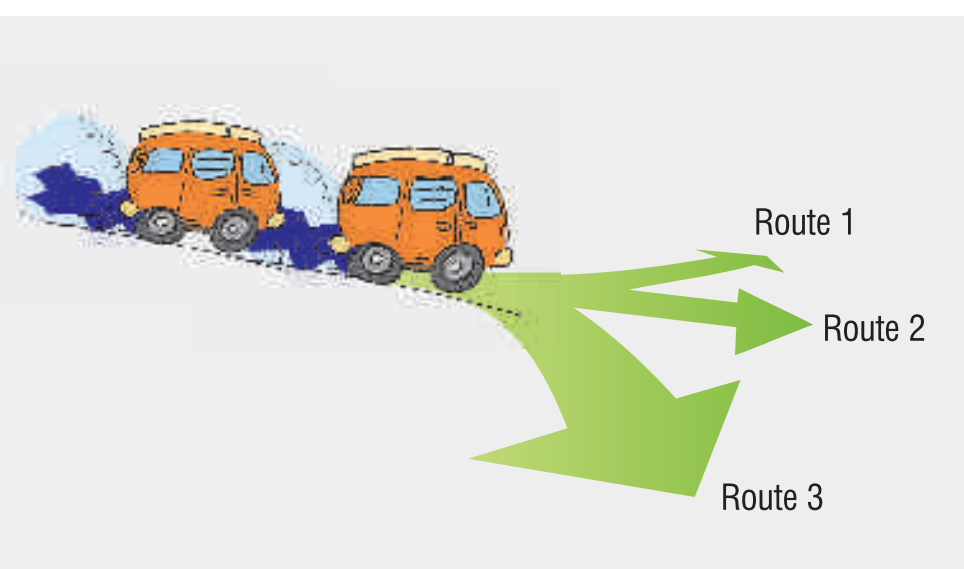
have been instructed to not accept the containers if the seal is broken.

All delivery containers are air dried after washing and sanitization; this ensures that they are 100% clean when filled with highly nutritious meal. Each container has a specific colour coded security seal (which indicates the variety and quantity of food) to help easily identify during delivery.



Serving spoons after washing and sanitizing, are packed in plastic pouches and are delivered with the containers. The containers are sealed and along with the serving spoons are loaded in delivery vehicles (specifically certified to carry food material). The vehicles are washed on a daily basis with soap water. Furthermore, the vehicles are fumigated on a weekly basis to ensure a germ free environment.

To ensure delivery on time, specific routes are drawn up (after accounting for traffic bottle necks) as per the timings and location of schools. We maintain absolute quality control, by taking a sample of all products cooked for the day and measuring its temperature after 3 hours of dispatch to coincide with the school lunch break timings. All deliveries are acknowledged by signed challans, along with the stamps of the schools.



Extending Gratitude - Who Helps Us Operate?

Annamrita is a multi-stakeholder program. Each hot meal is made possible through partnerships with the Central and State governments, individual donors, corporate donors, banks and PSUs, Trusts and Foundations, teachers, volunteers, employees, the local community, parents and children.

The invaluable support and contribution of several of these partners has always given our social cause the impetus it needs to sustain and survive. The Annamrita model is a thriving example of the perfect public-private partnership.

The central government has always encouraged us to seek donations under section 35AC/80GGA (bb) and 80G of the Income Tax act, which has been a great assistance to us. The Ministry of Home Affairs of the Government of India has accorded us the permission to collect overseas donations under the Foreign Contribution Regulation Act (FCRA), thus further increasing our fundraising avenues. We have equally reciprocated their trust in us by furnishing the requisite returns on time, year after year, and we stay committed to continued accountability in the years to come.

Without the continuous support of each of these partners, Annamrita would have faltered early on. We express our heartfelt gratitude to all of our partners, supporters, well-wishers.

Below is a list of government, individual and corporate supporters. We thank these kind individuals and institutions for their generosity.

Govt. Support

- | | |
|----------------------|-------------------------|
| Govt. of Delhi | Govt. of Jharkhand |
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Individuals

Amit R Chandra	Hital R. Meswani	R Rajagopalan	Santosh Kumar Khandelwal
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	Pranav Nitin Marwah		Vivek Bindra

There are several supporters who help Annamrita prosper and grow. We would like to extend our sincerest gratitude to each and every one of our supporters, without whom our initiative would not sustain.



Mother's Menu

Every day, we at Annamrita, with a whole lot of love and care, prepare over 12lakh meals for children across the country. Here are some of the food items on our menu.

An Appetizing Menu



The food items that we serve our children differ from region to region and as per the local tastes specified by the midday meal committee. Also, we serve different meals (high on quality and nutrition) on every day of the week so that children don't get bored of eating the same food every day.

Choley and Rice : This dish is a delicious combination of chickpeas cooked with vegetables and of course, spices; it is served with rice.



Rajma Rice : Rajma Chawal (kidney beans with rice) is wholesome, comforting and rich in proteins. And this is what makes it the perfect lunch dish.

Rice and Matar Paneer : Matar Paneer (a favourite with the children) is a very popular North Indian dish prepared with paneer and peas. It is served with either rice or pulao.



Veg. Biryani : A delicious biryani made healthy with vegetables is served to the children often. It is one of the most grand, noble and delectable food items that children thoroughly enjoy.

Sambar Rice : Sambar is a very popular dish in South Indian cuisine. Sambar is made with lentils, spices and a variety of vegetables (like brinjal, cucumber, pumpkin) and is served with rice.



Rice, Sambar and Buttermilk : Sambar prepared with lots of vegetables, lentils and spices is served with rice and butter milk (made from yogurt).

Rice, Rasam and Butter Milk : Rasam is a South Indian variation of soup. It is usually more watery in consistency as compared to sambar. It can either be consumed directly (like a soup) or can be had with rice.



Khichdi, Tomato Chutney and Butter Milk : In this meal, khichdi is served with delicious tomato chutney (mixture of tomatoes and spices) and buttermilk.

Jaggery Pongal, Rice and Butter Milk : Jaggery pongal is a delicious sweetened rice dish made by adding jaggery to rice which is then flavoured with cardamom. The combination of rice, lentils and jaggery makes this one a healthy and delicious sweet meal.

Banana : Once in a week banana, a wholesome and rich in carbohydrate fruit, is served in some of the schools of Andhra Pradesh.

Chapati Sabji : Chapati is the world's easiest bread to make and definitely one of the tastiest. Chapati (also known as roti) is served in schools in North India with dal or curry or



sabji and is a favourite with the children.

Puri Bhaji : Complementary to chapatis, puri is deep fried and is served with bhaji made with different vegetables and spices. A student favourite, students wait for puri bhaji to be served. Served in schools in North India.

Daliya : Cracked wheat, also known as daliya, is a good source of fiber and is served to children.



Jeera Rice : Jeera rice is an Indian dish consisting of rice and cumin seeds. This flavourful rice is a popular dish in North India. It is served with dal which is a mixture of lentils and vegetables.

Tamarind Rice : Tamarind Rice is a heart-warming dish that uses tamarind to create a magical flavour. Other spices so used are coriander seeds, chana dal, fenugreek seeds and red chilies which are roasted and ground to a fine powder.



Curd Rice and Rasam : This is served in some schools in South India. Curd rice balances the other spicy dishes we usually serve! Curd rice when eaten with rasam is irresistible!

Chikki : Chikki is a healthy, delicious traditional candy made from peanuts and jaggery. It can be eaten alone or with snacks and is a perfect replacement for chocolates.



Rajgira Laddu : Rajgira laddu is a very popular and low fat dish. It is high in nutrients like fiber and minerals such as iron, magnesium, phosphorous, copper and especially manganese. Additionally, rajgira is rich in lysine, the one essential amino acid that is hard to find in vegetable protein sources.

Dates : Dates are delicious fruits from the tropical oasis and a great source of energy that help children stay fit and healthy.

Bhel : Bhel is a spicy and tasty snack prepared with puffed rice, groundnuts, roasted Bengal gram, corn flakes, curry leaves and spices.

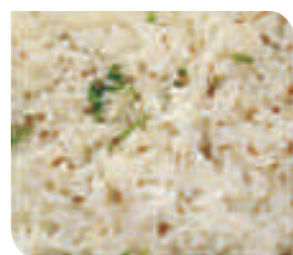


Rice Dal : Dal bhat or dal chawal refers to a traditional meal which is popular in many places. It consists of steamed rice served with cooked lentil soup made rich with vegetables.

Rice Usal : Rice Usal, too, is a nutritious menu. Usal is prepared with various lentils like mooth whole, cowpeas, gram whole, vegetables and spices.

Harabhara Pulav : This nutritious and delicious dish is prepared with rice, whole gram, beetroot, carrot and spices.

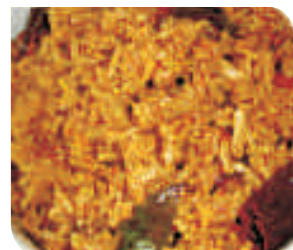




Capsicum Rice : Capsicum rice is made healthy with rice, capsicum, whole gram and spices

Sambar Khichdi : Sambar khichdi is a delicious khichdi made of split red gram, vegetables and spices.

Mung Dal Khichdi : Moong dal khichdi is healthy and at the same time easy on the stomach. This meal is not only good to eat but it aids in digestion too.



Veg Pulao : Veg pulao is a delicious meal prepared using various vegetables like peas, beetroot, carrot, soya chunks and spices.

Sprouted Mooth Khichdi : Sprouted mooth khichdi is a healthy and nutritious meal made of sprouted mooth, vegetables and spices.

Split Red Gram Khichdi : This khichdi is made of split red gram, vegetables and spices.



Biryani Rice : Biryani rice, made with richly spiced vegetables is just too pleasurable a dish to eat and the kids surely love it.

Kabuli Chana Khichdi : Delicious chick peas add a fine taste and texture to this khichdi. The khichdi is made of chick peas, vegetables and spices.

Tomato Rice : Tomato rice is a South Indian style rice preparation. The main ingredients of this dish are tomatoes and rice and the addition of curry leaves and spices give this dish a nice flavour.



Sweet Rice : Sweet rice is a custard-like pudding made up of rice, milk, sugar and dry fruits. This lovely rice dessert has delicate flavours which children relish!

Rice & Alu Matar Sabji : Children in Kolkata are served rice and alu matar sabji. The sabji is made up of potato, peas and spices.

Khichdi & Papad : Children in Kolkata are served khichdi with papad.



Pulao and Dum Aloo : Pulao made of carrot, beans, cashew nut, raisins and spices is served with dum aloo sabzi which is made of small potatoes and spices. This meal is served in schools in Kolkata.

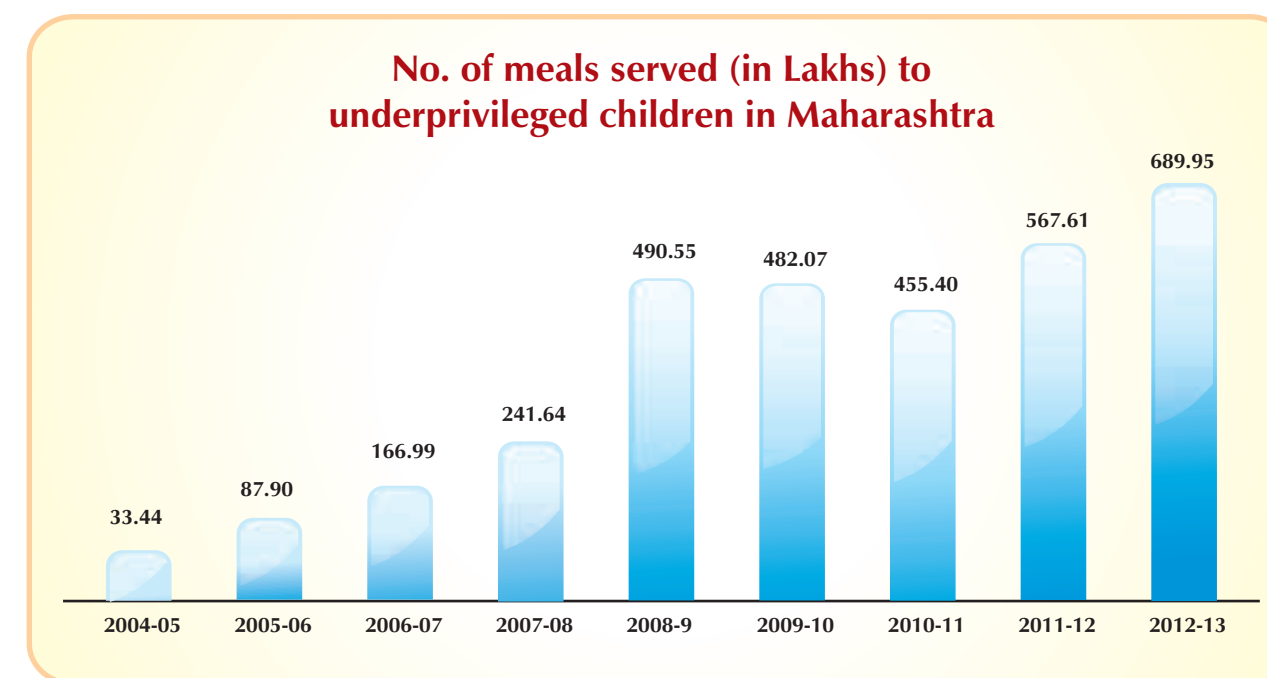
Idli Sambar : Idlis are steamed cakes which are prepared by grinding urad dal and rice cream. Idlis are served with sambar made up of vegetables and spices which makes this a complete healthy meal.

Our Centers Across India

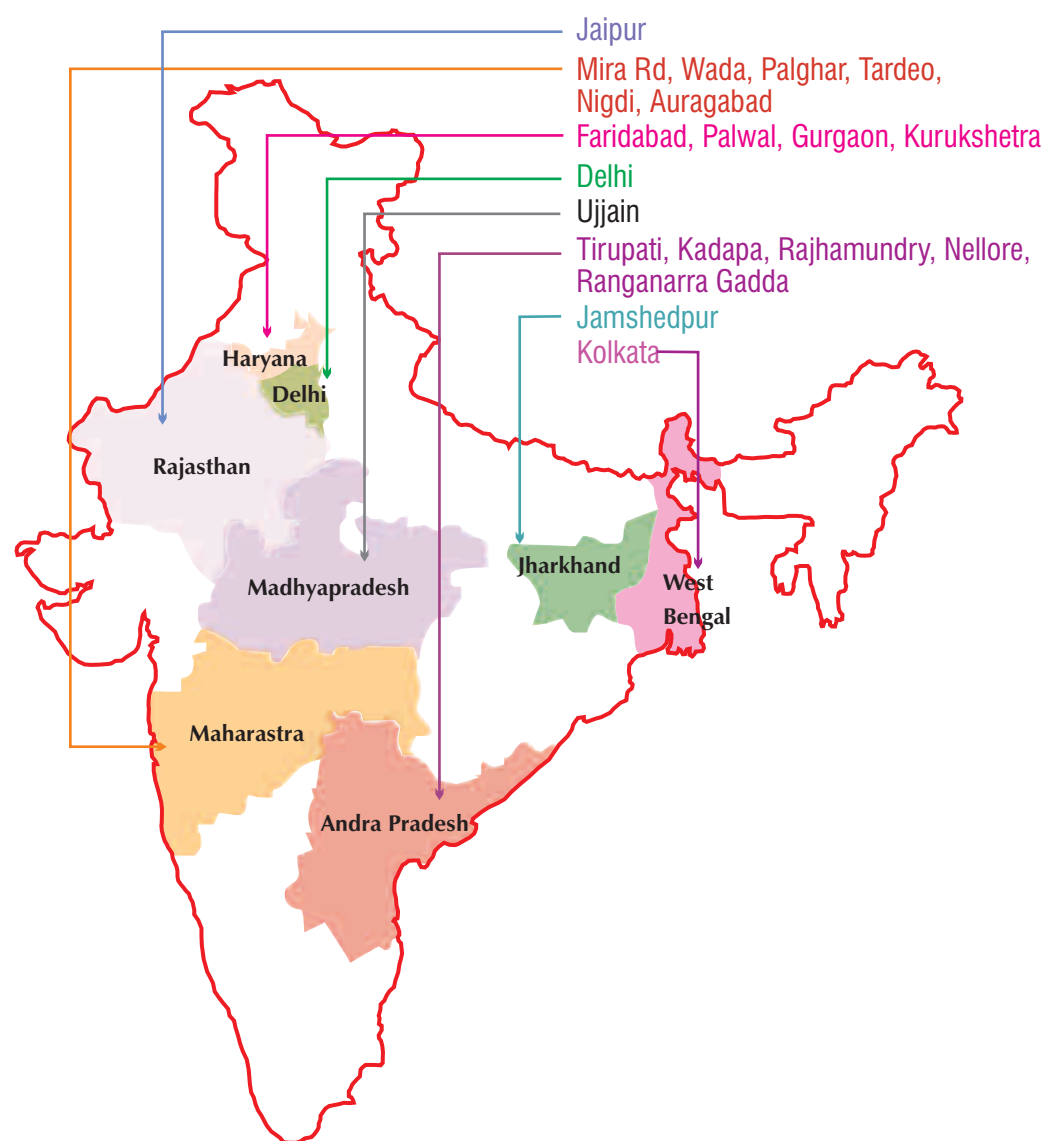
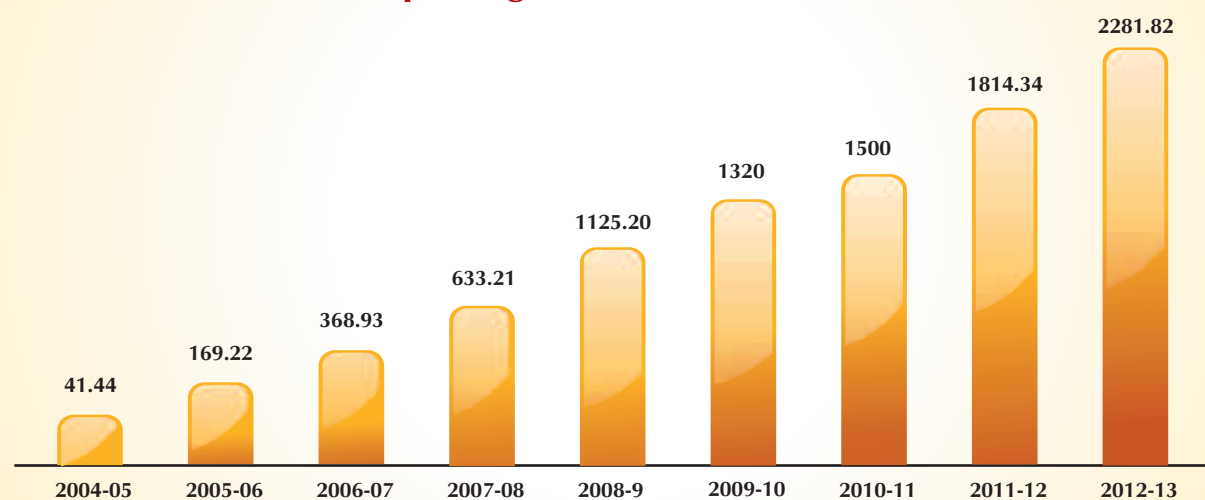
Given below is the collated data of all the schools we send food to, the number of children we serve, the employees we hire and the states we are present in. This data will give you a comprehensive and holistic idea of just how big and widespread the Annamrita operations are.

S. No.	State	Children	Schools	No. of meals served everyday*	Team Members	No. of Cooks	Vehicles
1	Maharashtra	264749	2100	313615	412	91	96
2	Haryana	336682	2099	383866	519	15	98
3	Madhya Pradesh	20028	146	20028	25	20	9
4	Andhra Pradesh	122979	989	157408	245	42	29
5	Rajasthan	10312	134	13263	18	2	9
6	Delhi	160989	328	160989	253	121	28
7	West Bengal	5757	70	5757	20	2	4
8	Jharkhand	73981	554	85983	149	61	28
Total		995477	6420	1140909	1641	354	301

*One meal of Secondary student = One meal of Primary student X 1.5



No. of meals served (in Lakhs) to underprivileged children across India



Activity Highlights

Here's what kept Annamrita busy in the past year.

Annamrita started its Kolkata operations



On the request of the West Bengal government, ISKCON Food Relief Foundation established its presence in Kolkata, West Bengal. Annamrita inaugurated the new kitchen on 27th April 2012.

The inauguration of the community kitchen was attended by many well-known personalities of West Bengal such as Sri Sovan Chatterjee, Honourable Mayor, Kolkata; Chief Guest, Sri Bratya Basu, Honourable MIC for Higher Education and School Education West Bengal; Dr. (Smt) Shashi Panja, Honourable MMIC for Education

Kolkata and Ms. Mohtorma Farzana Alam, Deputy Mayor, Kolkata. All of them appreciated the work done by Annamrita. The event also received extensive media coverage in West Bengal as this initiative was looked upon as one that could possibly eradicate poverty and illiteracy.

As of today, Annamrita is distributing daily meals to 3500 students across 35 schools in Kolkata.

Initially, the program covered students up to class 8 only. But noting the significant increase in attendance, the Kolkata government extended the program to include students of class 9 and 10 as well. This was a very proud moment for Annamrita and a testament of the quality we offer.

Homeless but not without shelter - Slum children in crisis helped out by ISKCON Food Relief Foundation in association with TISS



Annamrita - ISKCON Food Relief Foundation (IFRF) very enthusiastically provided timely nutritious meals to the thousands of families who were affected by the slum demolitions in Maharashtra Nagar, behind Mankhurd station. Annamrita was invited to collaborate with the Tata Institute of Social Sciences (TISS) to help out the slum dwellers.

Over 1737 slum dwellings were demolished in Mankhurd. Six Anganwadis or schools for slum children of Mankhurd were also destroyed in the process. The children were suddenly left homeless and were looking at an uncertain and shaky future. At that time, **S. Parasuraman**, Director, Tata Institute of Social Sciences contacted Annamrita and asked for emergency meal supplies. Annamrita responded immediately with over thousand plates of delicious, nutritious and hygienic vegetarian lunches. These were distributed daily for a period of twenty days in the nearby masjids, dargahs and Temples of Mankhurd. Annamrita thanks **Mr. S. Parasuraman**, TISS Director, Ms. Gomti, Coordinator of Rural and urban Transformation, Dr. Vaishali Kole, Ms. Gita and Mr. Sampreet from TISS faculty for giving this opportunity to help.



"We are extremely grateful and thankful to Annamrita - ISKCON Food Relief Foundation for their timely action and these children are very happy to receive the khichdi. We whole-heartedly appreciate the high quality, nutritious food which was delivered efficiently, on time and at the location instructed by us. We are looking forward to a very long association with ISKCON Food Relief Foundation in the future too. Thank you once again for helping us out at such a short notice." - **S. Parasuraman**, Director, Tata Institute of Social Sciences

Annamrita's tasty khichdi has a sizeable reach in Pune



On June 15, 2012 ISKCON Food Relief Foundation started serving, on a daily basis, meals to 16,000 children in Pune Municipal Schools in areas like Shivaji Nagar, Aundh, Pashan, Bopodi, Pune station and Koregaon Park.

Our hi-tech kitchen in Nigdi caters to 120 city schools. Six vehicles are used to distribute the meals; while the morning schools get their meal by 10am the afternoon schools get theirs by 3pm. Mrs. Sangita Tiwari, Chairperson of Education Department, Pune visited one of the schools to observe the food distribution process. She was pleasantly surprised by the efficiency of the team

and expressed her appreciation and gratitude to Annamrita. She said, "We hope that you can reach out to more and more schools within Pune and help Pune become renowned as an education city even at the municipal level." She then served lunch to some of the students and encouraged the team further by eating the meal herself.

Global Impact Day celebrated in world's second largest slum



Nielsen across the globe observed 14th June as Global Impact Day and volunteered for social causes and projects as part of their Corporate Social Responsibility initiative. In Mumbai, around 400 employees from Nielsen along with volunteers from Annamrita, Rotary International and Indian Development Foundation chose to visit Malvani, Asia's second largest slum located in north Mumbai. Hunger-free society and food for education were the themes selected by the group who visited four schools in Malvani where IDF runs its Bal Gurukuls.

Four groups of 100 employees of Nielsen accompanied by Annamrita volunteers visited St. Mathew's School, Holy Spirit School, Gurukul School and Sir J. R. School. The visiting team conducted games for the students and interacted with them on various social and developmental issues. They also distributed note-books and educational materials as token of support for the current academic year. Every volunteer took time to interact, understand and add value to the students' life. Hot, delicious 'khichdi lunch' prepared at Annamrita's Mira Road kitchen was served to all the students. It was heart-touching to see the volunteers and the children sharing the same meal and interacting lovingly with one another.

Dr. A.R.K.Pillai, Founder President, IDF, Dr. Radha Krishna Das, Managing Program Director of ISKCON Food Relief Foundation and Rtn. Ajay Gupta, District Governor Nominee of Rotary Dist 3140 spoke at the event. They appreciated the quality time extended by the team for empowering the slum children of Malvani. Goodness unlimited could be witnessed and felt by every person present at the gathering.

The Principals from four Malvani schools - Mrs. Larzy Varghese, Mr. Janardhanan, Mr. Farid Shaikh and Mr. Awdhesh Singh - thanked the team for rendering timely support to their students as it was the first day of the academic year and the help came at the right time.

"Global impact day turned out to be a great social impact day for all the volunteers of Nielsen group who joined hands with ISKCON Food Relief Foundation, Indian Development Foundation and Rotary International", observed Samipendra Chaudhury, Sr. Vice President (Finance), Nielsen.

Botswana Government seeks inspiration from Annamrita



A ten-member group of delegates from the Government of Botswana (Africa) visited St. Mathew's School in Malvani slums to observe our Midday Meal Program there. Annamrita had implemented the school meal program in the schools of Malvani slum during last year.

The African delegation, led by Hon M.E.K. Masisi, Minister for Presidential Affairs and Public Administration, wanted to study the Food for Education concept that is being implemented by the Indian Government through the Midday Meal Scheme. They were deeply

impressed to observe how Annamrita is preparing and feeding nutritious meals in such large quantities to the children. They studied the complexities involved in implementing this program and also noted the statistical evidence of the success of the program. The percentage improvement in the attendance of school children at St. Mathew's School after the implementation of the Midday meal program has been tremendous.

We are very happy that through our work we will now be able to touch lives outside India as well.

Annamrita expands in Nellore



At the request of the Local Government at Nellore, Annamrita has expanded its operating facility in Nellore. Initially we were feeding around 15,000 children in the higher secondary schools of Nellore. We are now reaching out to around 40,000 children in all Primary, Secondary and Higher secondary sections of both rural and urban government schools in Nellore.

The local MLC, Sri Vitapa Balasubramanyam and the Deputy Education Officer, Sri Ramalingam visited our expanded facility along with the headmasters of various schools in which we supply mid-day meals. All of them were deeply impressed by the cleanliness, technology and efficiency of the new facility. Sri Balasubramanyam himself ate the meal we were cooking for the children that day and appreciated its quality and taste.

He and Sri Ramalingam interacted with the Head masters and were happy to hear about their positive feedback regarding the meals. All the principals mentioned that their students were greatly appreciating the food. They especially noted that last year meals were being supplied only to the higher secondary section where attendance increased by 10-15%. Attendance in other sections remained the same and in fact declined in the secondary section. Hence, they had requested that we supply meals to students of other sections as well.

We are sure that we will continue to reach out to more and more children with the support and encouragement of the Nellore Government.



MBA students from International Business School intern with Annamrita



Six students from the India-Europe International Business School (IEBS) completed a fifteen day internship program with ISKCON Food Relief Foundation.

The IEBS students worked closely with Annamrita employees during their fifteen day stint. They volunteered in the global impact day celebrations at Malvani slums and personally interacted with the slum children. They also interviewed the children to better understand the positive impact Annamrita was having on their lives.

All the students felt that they gained good practical knowledge about the social sector and its management from their apprenticeship at Annamrita.

We would like to take this opportunity to appreciate IEBS for their efforts in imbuing social awareness among their students. We would also like to thank the students who volunteered with us and directly supported our cause.

Annamrita's "Goodwill Ambassador" - Michelin-Starred Chef Vikas Khanna



We are proud to announce Michelin-starred Chef Vikas Khanna as our 'Goodwill Ambassador'. Chef Vikas Khanna's love for food and children comes together with his association with Annamrita. As a goodwill ambassador, he has pledged his support and shall play a pivotal role in propagating Annamrita project and undertaking various activities to complement the awareness about Food and Education Program.

Chef Vikas Khanna wears multiple hats i.e. author, restaurateur, humanitarian and host of the TV Show – Master Chef India.

Elaborating on his personal connect with Annamrita, Chef Vikas Khanna said, 'My association to this noble cause goes back to my days working with ISKCON in New Delhi and serving free meals to children in schools. It was my Gandhian philosophy that compelled me to explore the symbiotic intersection of food and spirituality. Through this association I am able to feed the hungry, which is a noble cause.'

Taking this association further, Chef Vikas Khanna has produced a documentary 'Holy Kitchens'. "In this documentary I have tried to capture the spiritual nature of food and the joy of serving people. I am committed to Annamrita and to this effect I announce 20% of total sales revenues of Holy Kitchen DVDs will be donated towards feeding the hungry children"

School Education Minister, Maharashtra, visits Aurangabad Kitchen



School Education Minister for Maharashtra, Sri Rajendra Darda, Municipal Commissioner Dr. Purushottam Bhapkar and CEO of Zilla Parishad, Sukhadev Bankar visited and supervised the Annamrita Centre, located at Chikhalthana Industrial Estate, Aurangabad.

Impressed by our work, Mr. Rajendra Darda interacted with our staff and he was very happy to note the care and effort that was put behind every meal by

Annamrita. He appealed to all the private schools of Aurangabad to take full advantage of this scheme.

"Such khichdi is not available even in our homes!" he stated graciously – encouraging and motivating us to maintain the high cooking standards.

Annamrita conducts workshop on Nutritional Science and Healthcare at Schools



Four SNDDT students, Asavaree Phadke, Aparna Mone, Pritika Jain and Shwetal Doshi completed their internship for their Masters in Clinical Nutrition and Dietetics course with ISKCON Food Relief Foundation. The aim of the six week training program was to educate the students on child nutrition and give them a hands-on experience in child health care.

The girls began their program by contributing to our meal planning process. They researched on nutritional value of various food items and prepared reports on functional foods like oats, soybean, cumin seeds and fenugreek seeds.

Along with the research, the students also joined us in practical work. They visited our food distribution program at Malwani slums, to interact with the students. Here they collected feedback from the children and prepared case study reports to measure the success of our efforts.

The most interesting part of the internship was that the girls visited our schools and conducted workshops on the importance of nutrition for our students. They conducted sessions on nutritional science and healthcare for students from class 2 to class 5 in five different schools. These sessions included skits, stories and games related to the importance of different foods, importance of studying, hygiene, functions of food etc. Their innovative techniques helped surpass all age and language barriers – ensuring that every child learnt and understood the message.

We are very grateful to them and to SNDDT College for this innovative partnership. We look forward to having many more SNDDT students work with us in the future!

New Rice Sorting Machine operational at Jamshedpur kitchen



A highly sophisticated rice sorting machine is now operational in our Jamshedpur kitchen centre. This is the first such machine to be installed in ISKCON Food Relief Foundation.

At one end of the 600 square feet rice cleaning room is a pit to pour in the raw rice. From here, a mechanical lift system takes the rice to a height of 26 feet and pours the grains into the hopper where the de-stoner removes all stones and dust from the grains here.

After this the rice is fed into a color sorting machine. This machine has 90 channels with high capacity scanners which can sort the grains based on their color. Only white rice is allowed to pass through and all other colored impurities are thrown out by a chute.

Thus clean, good quality rice is obtained. The speed of this machine is such that



it can complete the whole operation for a 50kg rice bag in just seven minutes. This machine has really helped to speed up and improve our cleaning process, because the rice that we get from the government is usually of inferior quality and manual cleaning is tedious and time consuming. As rice is the main ingredient in all our meals, we are very happy with this new machine and hope to roll it out in all our kitchens soon.

Twinkle twinkle little star, your next meal is not very far!



If you have a preschooler at home or in the family, you will know how those lil tummies are always hungry! To reach out to these children is our privilege and honour.

Aurangabad kitchen center launched food distribution in the pre-primary section of Municipal Schools in 2012-13. In addition to feeding 20,000 students of primary and secondary, we are now feeding 3500 students aged 3-6 years now!

A delegation of civic office bearers visited our Chikalthana kitchen center to commemorate the occasion. This delegation was headed by Mayor Anita Ghodele, comprised of Deputy Mayor Prashant Desarda, Leader of opposition Zafar Khan, Head of Women and Child Welfare Committee Dr. Premalata Karad and other Corporators.

UK studies 'waste management' from Annamrita!



A delegation from Birmingham City Council, United Kingdom visited our Aurangabad Kitchen to study solid waste management. This visit was specially recommended by the Municipal Commissioner of Aurangabad.

The delegation, comprising of City Council Officer Mike Moorie, Wastage Reduction Officer Mr. Phil Brook and Project Co-ordinator for Asia Mrs. Anuya Kuwar spent around an hour in our kitchen, studying the system. They inquired about the quality management, food distribution and solid waste management

and made careful notes regarding the same. They expressed their astonishment at the fact that 25,000 students are fed daily from the kitchen with no compromises being made on hygiene.

They also tasted the delicious khichdi and said, "If this type of meal is available in school then we would also be happy to study in that school!"

This visit was really exciting for us and we hope to continue this good work.

TWS in association with Ultra consumer products organised the 'Celebrating India Inter-Collegiate Folk Dance Competition' at Ravindra Natya Mandir, in Mumbai on 26th of January 2013.

This wonderful program was hosted on a grand scale with participating groups from several local colleges in Mumbai and the excellent coordination and fantastic organization made it even grander. Annamrita's director Dr. Radha Krishna Das was invited to light the opening 'diya' and start off the event. He was also felicitated for his continuous social work and was asked to give away the winners awards at the end of the event. It was an honor for our organization to be part of such a grand event, especially in this honored capacity.

Folk dances from across India were put to display on this stage. The stage was lit up with the enthusiasm of these young dancers and the whole event was draped in an aura of effervescence. The event was a celebration of color, talent, athleticism, grace, movement and rhythm. Onlookers were kept enthralled throughout the sequences and they kept looking forward to what would be coming next.

Annamrita's efforts in providing nutritious midday meals to malnourished children of underprivileged backgrounds and in ensuring a higher student attendance rate in public schools have not gone unnoticed by this organization. We thank them for involving us in an event such as this one and in events of the past as well. Indeed, we hope to be involved in their future events too.

The Standard Chartered Mumbai Marathon 2013– Run for a cause



Like every year, this year too Annamrita participated in Standard Chartered Mumbai Marathon.

The ISKCON Food Relief Foundation had 20 bibs for this year from the event partners United Way of Mumbai. We extend our special thanks to Mr. Vivek Tushir, HR, Head Office, ICICI Prudential. He is solely and singularly responsible for contacting, coordinating and organizing the group of participating members from the ICICI family.

He has our special gratitude for helping us raise this year's charity

money through the bibs that went to these participants. We hope that you continue your dedicated support of Annamrita and rally behind us in all such future ventures.

We also need to thank our regular well-wishers Mr. Kunjan and Mrs. Kallolini Gandhi, Mr. Kushal and Mrs. Noopur Desai and Mr. Nikhil Joshi for representing Annamrita. All these participants also ran the marathon representing Annamrita, giving us some additional exposure. Here, we take the opportunity to thank these participants for their humane generosity.

'Celebrating India' with A Folk Dance Competition



TWS in association with Ultra consumer products organised the 'Celebrating India Inter-Collegiate Folk Dance Competition' at Ravindra Natya Mandir, in Mumbai on 26th of January 2013.

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First Anniversary Celebrations at Our Newest Kitchen in Aurangabad



The Aurangabad kitchen, celebrated its first anniversary on the 1st of February 2013. Annamrita Program was started in full swing here on the 1st of February 2012, so celebrations for the year long achievement were definitely in order.

Annamrita's Aurangabad kitchen saw visits from some distinguished guests in the form of Mayor Mrs. Kalatai Oza and Municipal Commissioner Dr. Purushottam Bhapkar on this Anniversary. Their visit was as much fun for us as we are sure it was for them, for it gave us an opportunity to 'sparkle' in our good deeds.

Additionally, the day was made extra special for us, when the children we strive to serve came to give us a visit too. Students from a nearby school came to visit us as part of a project visit. We welcomed them with food and gifts. Each student was given a compass box as a memento for the time spent exploring our facility. The true enjoyment of our birthday can singularly be attributed to the visit of these children for it is really the act of 'feeding hungry children' that gives meaning to our existence.

For the anniversary of the Aurangabad kitchen, Annamrita received the best possible present. The unexpected gift came in the form of a beautiful sketch made by one of the students at Mahanagarpalika Madhyamik Vidyalaya, Naregaon. The painting itself is beautified by its sheer simplicity, and showcases two children, a boy and a girl, having lunch together. Both the children are enjoying the lunch (which is presumably Annamrita's famous rice dish) as part of their midday meal, by the looks of things.

In a dialogue bubble, the artist has expressed the boy's views very clearly. The sentence 'aha, khichdi barobar aaj god bhat pan' (wow, there is sweet rice along with the khichdi today) sums up the boy's effervescence, joy and excitement. The painting is a clear indicator of just how well loved our food is, with these little children.

Annamrita's Aurangabad kitchen thanks them all; esteemed Mayor, distinguished Municipal Commissioner and our little friends for making our first birthday celebrations out to be truly memorable.

The President Commends Annamrita's Food Provision Efforts



The President of India inaugurated ISKCON's New Vedic Cultural Center in Pune and gave us reason to glow in pride. President Mr. Pranab Mukherjee was in Pune on Sunday the 24th of February 2013, for the inauguration of the New Vedic Cultural Center, which aims to be an educational and cultural landmark in the city. During the inauguration ceremony, the honorable President categorically mentioned and appreciated the efforts of Annamrita's midday meals project.

The fact that the President Mr. Pranab Mukherjee took time out of his busy schedule and visited Pune for the opening of ISKCON's New Vedic Cultural Center is in itself a matter of pride for

us. Then, for him to go that extra step forward and categorically mention the fact that our organization feeds over one million children every day fills us with even more ambition and dedication to increase our outreach. The fact that Annamrita's compassion, love and dedication reached the President, is in itself a grand feat, considering how busy and involved the President is, in his own work.

While speaking at the inauguration ceremony, it was not just ISKCON as an organization that stole the limelight. In context of describing ISKCON's Founder Acharya, His Divine Grace A.C. Bhaktivedanta Swami Prabhupada, the President quoted Mahatma Gandhi saying that "If one man gains spiritually, the whole world gains with him" He also praised the fact that ISKCON has grown exponentially over the years, by getting over 600 centres established across the world in a really short time span. The President also acknowledged how the entire organization has dedicated itself to humanity and social work with the highest level of selfless love and compassion.

While we were still glowing in such high praise from India's highest authority, the President also highlighted ISKCON's role in maintaining the cultural depth of our great nation. The President quoted "Indian culture, Indian civilisation, Indian teachings never compartmentalised man. It never promoted fragmentation and instead promoted peace and renunciation" in the same manner as ISKCON serves all, irrespective of religion, caste, sect and color.

This inaugural event served as a morale booster not just for all those involved with ISKCON but also for all those directly working on the Annamrita effort. Such events and the glory they bring aid Annamrita in aiming larger and higher.

SIDBI supports Annamrita



Small Industries Development Bank of India (SIDBI), set up on April 2, 1990 under an Act of Indian Parliament, is the Principal Financial Institution for the Promotion, Financing and Development of the Micro, Small and Medium Enterprise (MSME) sector and for co-ordination of the functions of the institutions engaged in similar activities.

Annamrita in association with SIDBI has been serving around 1118 underprivileged children in the schools. We at, Annamrita, would like to thank SIDBI for its support.



Other Initiatives

Following are some of Annamrita's other initiatives.

Annamrita and RCF collaborate



A Government of India enterprise, Rashtriya Chemicals & Fertilizers Limited produces fertilizers and chemicals. As a part of its CSR initiative, the company has tied up with Annamrita to provide meals to around 4285 children every day in 13 non aided schools in Chembur, Mumbai.

To these children, Annamrita serves its wholesome meals made with love and care. Annamrita is proud to be associated with RCF and is happy to be reaching out to these many school children.

Annamrita joins hands with Door Step School



"Door Step School" (DSS) is an NGO started with the aim of addressing illiteracy amongst the marginalized sections of society. Door Step School provides education and support to the often-forgotten children of pavement dwellers, slum dwellers, construction site workers and alike. Many of these children are not enrolled in schools and have limited access to books. Additionally, many children drop out of school to earn or to care for their younger siblings. Door Step School is trying to bring these kids to school by bringing the school to their 'door step'.

The School on Wheels (SoW), a bus designed as a mobile class room is an effective strategy adopted by Door Step School to reach out to this particular group of children. It also acts as an emergency class room where space is a constraint. Non formal education classes are also run on School on Wheels and an attempt is made to mainstream the child once an expected level is achieved. DSS currently runs 5 SoWs in different parts of Mumbai. Some SoWs are also used to drive school kids to their respective schools. This service is offered where necessary with the aim of increasing attendance in school.

Annamrita serves its meal to around 80 children of Door Step School.

Annamrita happily collaborates with Sri SriRavishankar Vidya Mandir



Sri SriRavishankar Vidya Mandir, as the name itself suggests, is designed to be a temple of learning.

SSRVM schools provide world-class holistic education that is aimed at all-round development of the students' personalities by facilitating cognitive, physical, emotional, social and spiritual growth. The school enables the students to broaden their vision and deepen their roots by appreciating the cultural heritage of their own country and by honouring that of other nations.

Annamrita provides meals to around 250 children attending SSRVM schools.

Annamrita and YMCA come together for a greater good



The Young Men's Christian Association in India seeks to unite men, women, youth and children as co-workers with God to promote mutually caring and loving human communities.

The YMCA Balwadis prepare pre-school children for schooling. YMCA's low cost Balwadis have been the reason that many children, especially the poor, have pursued and then gone on to complete their education. The Outreach & Development Department of the YMCA conducts Balwadis in several areas of the city using the facilities of the

municipal schools in these areas.

Annamrita provides meals to around 1333 children in various Balawadis run by the YMCA.



Annamrita in News



Annamrita Impact

2012-13

Annamrita has been tirelessly working to provide nutritious and tasty meals to underprivileged children. By staying focused and dedicated we are successfully addressing and tackling issues like classroom hunger, malnutrition & health issues.

As a result of our dedicated efforts, there is an improvement in enrolment and school attendance, which in turn has helped reduce dropout rates, thus contributing to the overall development of children.

But enough about us! Below, you can read true testimonials from children who have benefitted from eating our meals.



Neha Raj Nath says, "I live with my mother and brother. After my father passed away, mummy started to work as a cook in a hostel. My mother goes to work early in the morning and so she has no time to cook food for us. At my school I get to eat Annamrita's delicious khichdi for lunch. If it wasn't for this khichdi, I would have to go hungry all day without any food. There are days I even take the khichdi home. I really like the taste of the khichdi."



Tushar Tukaram Rokde, a standard 8 student whose father has passed away says, "My mother is a housewife and I have one brother and one sister. If there is any leftover rice from last night, then I eat it otherwise I go to school without eating anything. I eat khichdi in the afternoon regularly. I like khichdi very much. If we don't get khichdi everyday then we will not be able to concentrate on our studies. We should get this khichdi everyday which will pacify our hunger and we will be able to concentrate on our studies. I always ask my mom to

make this type of khichdi at home. We get sufficient khichdi every day and so I wait for our holidays to get over so that we can come to school and eat khichdi. I want to become a doctor. My mother asks me to eat this khichdi everyday because it is good for my health."





Kalyani Anant Kamble a 5th standard student says, "My parents do not work. My aunt runs our house. My father is a drunkard so sometimes he goes to work and sometimes he doesn't. I eat only biscuit with tea in the morning. I wish that we should get khichdi every day because it satisfies my hunger. Sometimes I get sabji roti from home but mostly I don't get it so I eat khichdi."



Mahima Taj Balwat, an 8th standard student with three brothers says, "My mother is a housewife and my father is a taxi driver. Sometimes, we do not have money so we cannot afford to prepare food at home. But we do not worry because we get khichdi. If khichdi is not served then we have to stay hungry and we will not be able to concentrate on our studies. We wait for the 4th lecture to get over soon so that we can get khichdi. My parents are very happy that I get khichdi in school. I want to become a doctor."



Kaushik Sanjay Kumbhar, a 6th standard student whose mother is a housewife says, "We eat biscuits with tea in the morning before coming to school. We are poor so we are dependent on khichdi only. If we do not get khichdi then we need to eat stale chapatti at home. We get sufficient khichdi to eat. I like dal rice. I have two brothers. My aunt provides food on Sunday if we don't get any food from anywhere. I eat bread and tea daily. I have to stay hungry if khichdi is not supplied."

The best possible Anniversary present for Annamrita



"Happy anniversary to all of you. The phrase 'anna he purna brahma' (food is God) is a saying that has been completely defined by ISKCON Food Relief Foundation. By giving the students nutritious and wholesome khichdi, ISKCON Food Relief Foundation has taken extreme care to provide them with complete meals. Everyone loves eating ISKCON Food Relief Foundation's hot, tasty khichdi.

We have noticed that the attendance in our school has increased due to your provision of wholesome meals. Not only does ISKCON Food Relief Foundation help in building the good health of these students, but it also contributes in the largest manner to the vision of a fitter and healthier India.

The fact that ISKCON Food Relief Foundation takes every possible care when it comes to timely service and the excellent quality of food ingredients makes its work even more

important. This is actually ISKCON Food Relief Foundation's best credit factor.

We all wish the ISKCON Food Relief Foundation all the best for the future and hope that its work keeps growing by leaps and bounds." - Students at Mahanagarpalika Madhyamik Vidyalaya, Naregaon

From the above, it is very clear that students don't only like the food served by Annamrita but they actually yearn for it. We are delighted and humbled by the love the students are showing us and we promise to continue to serve them with dedication.

Here's what people from different walks of life, people who have contributed to the Annamrita story and those who have helped us prosper and grow have to say about us.

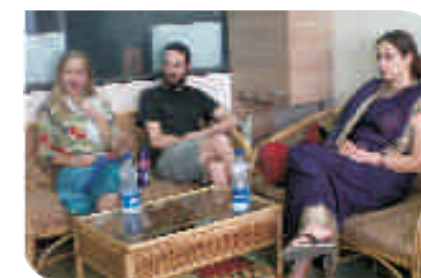


"As various Govt. schemes do not actually reach the common public, the efforts are actually useless. One of the root causes for this problem is that government administration is lifeless. Only the one who has understood that social work means systematic and selfless work can actually eradicate this hollowness of the system. There is no other more pious work than feeding nutritious food to children. The Annamrita scheme is the scheme that serves this purpose. My wife and I have had the opportunity to see this work live as it progresses

from one stage to another. We could see the cleanliness, caliber, punctuality and devotion of the employees who work here. We are grateful to **Mr. Rajan Nadkarni, Mr. Sudarshan Potbhare** and their associates." **Mr. Narendra Chapalgaonkar**, Retd. High Court Justice



"We are deeply appreciative of the contribution made by this (ISKCON) great movement...Just imagine...within a short span of time...today I am told that ISKCON movement runs more than 600 centers all over the world, every day in India it provides food to over one million children...healthy food...and the message... of love, compassion, which is inherent in Indian civilization" **Shri Pranab Mukherjee**, Hon'ble President of India



Thank you all for inviting us in to see your beautiful and inspiring program. What you are doing is true service and warms the heart. I can't wait to inform my friends and family about this wonderful program – **John and Rosy** and **Este Faina**





"We hope that Annamrita can reach out to more and more schools within Pune and help Pune become renowned as education city even at the Municipal level" **Mrs. Sangita Tiwari**, Chairperson of Education Dept., Pune

"Global impact day turned out to be a great impact day for all the volunteers of Nielsen group who joined hands with ISKCON Food Relief foundation, IDF and Rotary" **Samipendra Chaudhury**, Sr. Vice President (Finance) The Nielsen Company



"It was a great day of fulfillment and satisfaction for all of us, who touched the hearts and young minds in the slum schools" **Roosevelt D'souza** and **Anupam Singhal**, The Nielsen Company

"We are very grateful to have got the opportunity to study both these models in India. We would like to help out the underprivileged in Botswana by implementing similar programs in our country. The Mid Day Meal program is improving the literacy rate of India very effectively and we would like to achieve the same in Botswana." **Hon M.E.K. Masisi**, Botswana Government



"I am simply amazed to see the modern equipment and advanced technology used for large scale cooking here. I hope that my school will keep getting such delicious and nutritious meals from this center" **Mrs. Meenakshi Gosavi**, Principal, Montessary School, Aurangabad

"Very impressive and professionally run. Hope you will continue to feed the hungry stomachs of poor children and help them move forward in their life. All the best" **Ms. Leena Joshi**, Senior Consultant, Transforming M East Ward Project, Tata Institute of Social Sciences



"We are impressed to develop our own kitchen in our institute. ISKCON Food Relief Foundation is doing excellent work of providing food to the poor, needy and hungry children across India. We wish them all the best for their devotion and dedication in this noble work" Officials from Children Aid Society

"We are fortunate to be associated with this noble cause pioneered by ISKCON Food Relief Foundation. I am greatly influenced by their dedication to poor children. Keep up these humanitarian efforts" **Mr. G. C. Matolli**, DGM, Syndicate Bank.

"ISKCON Food Relief Foundation's work is greatly appreciable and I am very impressed with the cleanliness and food quality here. I am proud that ISKCON Food Relief Foundation has taken up this work in Aurangabad and my best wishes to them!" **Mrs. Anita Ghodele**, Mayor, Aurangabad



"The arrangements here are wonderful. I am satisfied and assured after personally observing the cooking process" **Mr. Shridhar Salunkhe** Director Primary Education Dept.

"I feel blessed after visiting this place. I am very fortunate to witness how food is cooked and distributed for small children in municipal schools! I believe if all of us start contributing to such a noble cause we can very soon make our country proud!" **Mr. Vikaas Shingal**, Business Manager, Radhakrishna Foodland Pvt. Ltd.



Awards and Appreciations

Annamrita receives Best Partner Award from Indian Development Foundation



Indian Development Foundation (IDF) awarded ISKCON Food Relief Foundation with the Best Partner Award for excellent participation and support to IDF during the year 2011-12. This award was conferred during the IDF Foundation Day celebration in Juhu.

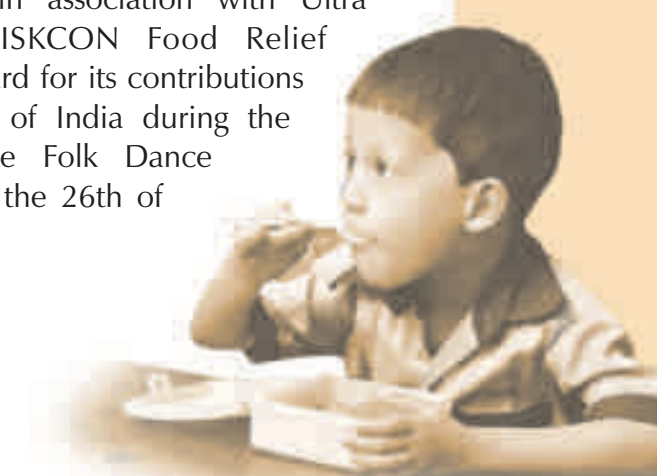
Indian Development Foundation (formerly Indian Leprosy Foundation) is a leading national NGO committed to health, education and rural development. Education to the handicapped, the poor and the marginalized children in rural areas, tribal villages and urban slums is a priority concern for IDF. They chose to give the 'Best Partner' award in appreciation of our contribution in providing mid-day meals to the poor and needy students in Mumbai schools.

We are very grateful to IDF for this honor and encouragement of our work. We look forward to a long and fruitful partnership with IDF for the upliftment of India's poor.

Appreciation Award during 'Celebrating India' event



TWS, an organization that has always been involved in presenting and organizing cultural events in association with Ultra Consumer Products honored ISKCON Food Relief Foundation with Appreciation Award for its contributions towards underprivileged children of India during the 'Celebrating India Inter-Collegiate Folk Dance Competition' held in Mumbai on the 26th of January 2013.



Vocational Excellence Award



Dr. RadhaKrishna Das, Managing Program Director of Annamrita, ISKCON Food Relief Foundation received the highest award from Rotary – Vocation Excellence Award. He was also inducted as Honorary Member of the Rotary Club, Mumbai North End, on this occasion.

Rotary International is a 107 years old largest Non-Profit organisation in the world and Rotary Club of Mumbai North End is a 27 year old club considered among the top five clubs in Mumbai and Thane. This club installed its 28th

President Rotarian J.B. Jain in a glittering ceremony at Andheri West, Mumbai. On this occasion, Rotary awarded this prestigious recognition to Dr. RadhaKrishna Das.

We are deeply honoured and grateful to Rotary Club for their encouragement and support towards our cause.

Appreciation from TWS



TWS in association with Ultra Consumer Products honored Annamrita during children’s talent event ‘Talent Buds’ held at Mumbai. This event was :“Of the children, for the children, by the children”

The event also had heart touching performances by Hearing impaired Students. A special dance with a social message to support Child Education and terminate Child Labour by School students was presented as well as a solo guitar performance by 6 year old and many more performances that stunned the audience.

ISKCON FOOD RELIEF FOUNDATION was honored for its laudable work towards the welfare of underprivileged children. We are thankful to the organisers for appreciating our work on this event!



Distribution of staff according to salary levels as on 31/03/2013

Slab of gross salary plus benefits (Rs per month)	Male (Nos)	Female (Nos)	Total (Nos)
<5000	53	15	68
5,000 - 10,000	97	3	100
10,000 - 25,000	39	3	42
25,000 - 50,000	10	0	10
50,000 - 1,00,000	1	0	1
1,00,000 >	0	0	0
Total	200	21	221

Distribution of Contractual staff according to salary levels as on 31/03/2013

Slab of gross salary plus benefits (Rs per month)	Male (Nos)	Female (Nos)	Total (Nos)
<5000	304	126	430
5,000 - 10,000	870	50	920
10,000 - 25,000	70	0	70
25,000 - 50,000	0	0	0
50,000 - 1,00,000	0	0	0
1,00,000 >	0	0	0
Total	1244	176	1420

Staff Details: (as of 31st March 2013)

Gender	Paid (Part Time)	Paid (Full Time)	Unpaid Volunteers
Male	21	179	2
Female	15	6	0

Staff remuneration [Gross yearly + benefits] in Rupees in 2012-2013

Head of the organisation: (including honorarium)	Rs. 0 per year
Highest paid Full Time regular staff:	Rs. 660000 per year
Lowest paid Full Time regular staff:	Rs. 72000 per year



Board of Trustees

S. No.	Name	Position on the Board
1	Bhakti Caru Swami	Chairman
2	Gopal Krsna Goswami	Trustee
3	Dr. N D Desai	Trustee
4	Devakinandan Das	Trustee
5	Mr. Yogesh Chadha	Trustee
6	Dr. Ravi Khatanhar	Trustee and Managing Program Director

Amount reimbursed (in Rs.) to all Board members in the financial year 2012-2013

1	International Travel	Rs.0
2	Domestic Travel	Rs.0
3	Local Conveyance	Rs.0
4	Entertainment Expenses	Rs.0
5	Others	Rs.0

Annual gross remuneration paid to members of Statutory Governing Body by the organisation

No.	NAME	Date this Member was first elected to the Board	Gross Remuneration PER ANNUM (Rs.)
1	Dr. N D Desai	14/09/2004	Zero
2	Bhakti Caru Swami	07/04/2004	Zero
3	Gopal Krsna Goswami	14/09/2004	Zero
4	Devakinandan Das	07/04/2004	Zero
5	Mr. Yogesh Chadha	14/09/2004	Zero
6	Dr. Ravi Khatanhar	14/09/2004	Zero

Total cost of National Travel by all personnel (including Volunteers) and Board Members:Rs. 10,07,993

Total cost of International Travel by all personnel (including Volunteers) and Board Members: Rs. 0

Financial Statements

- 1 **Organisational Highlights:**
 - a) Identity
 - b) Comparative Number of Meals
 - c) Donation Received
 - d) Abridged Statement
 - e) Mid day Meal Programme Cost
 - f) Government Subsidy Amount
- 2 **Trustee's Report**
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- 6 **Capital Expenditure**
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 - a) Auditors Report
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 - c) Income & Expenditure
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 - a) Auditors Report
 - b) Financial Statement



Organisational Highlights

a) Identity:

- The ISKCON Food Relief Foundation is registered as a Charitable Trust under Bombay Public Trust Act, 1950 (Reg No. E-21854 dtd. 15.07.2004)
- The Trust deed is available on request
- The ISKCON Food Relief Foundation is registered under Section 12A (a) of the Income Tax Act, 1961 on 02.09.2004.
- The ISKCON Food Relief Foundation is registered under Section 6 (1) (a) of the Foreign Contribution (Regulation) Act, 2010 (FCRA Reg No.084040005)

Name & Address of Main Bankers:

HDFC Bank Limited
Tirupati Apartments, Shop No.4,
Bhulabhai Desai Road, Mumbai- 400 026.

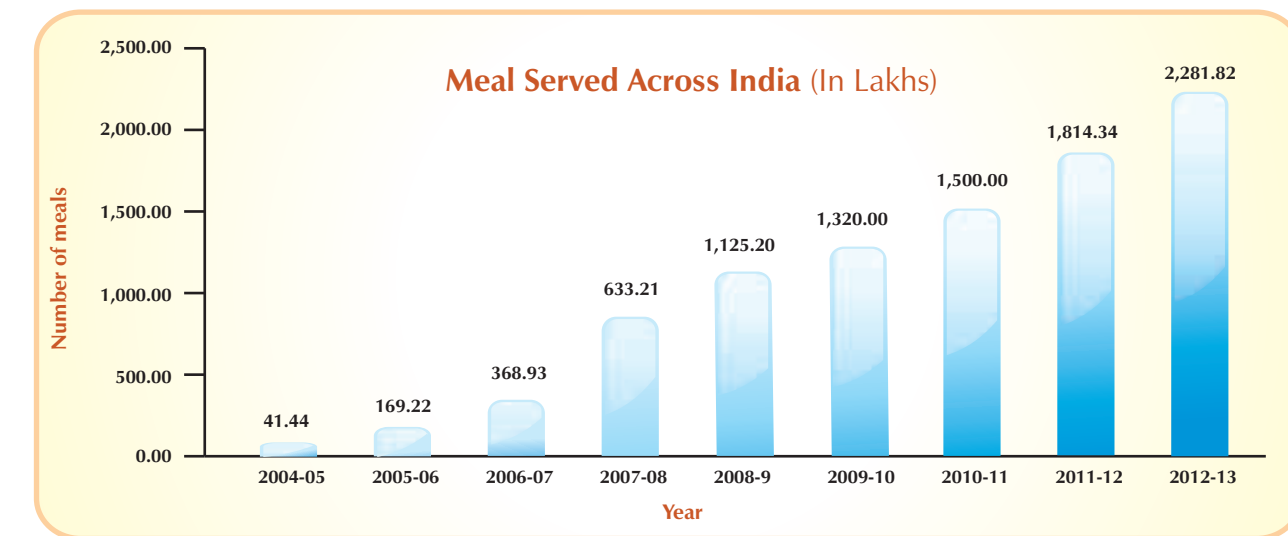
Name & Address of Auditors:

Girish S. Watwe & Associates,
Chartered Accountants
202, 2nd Floor, Garden View,
Dadabhai Road, (Near Navrang Theatre),
Andheri (West), Mumbai- 400 058.

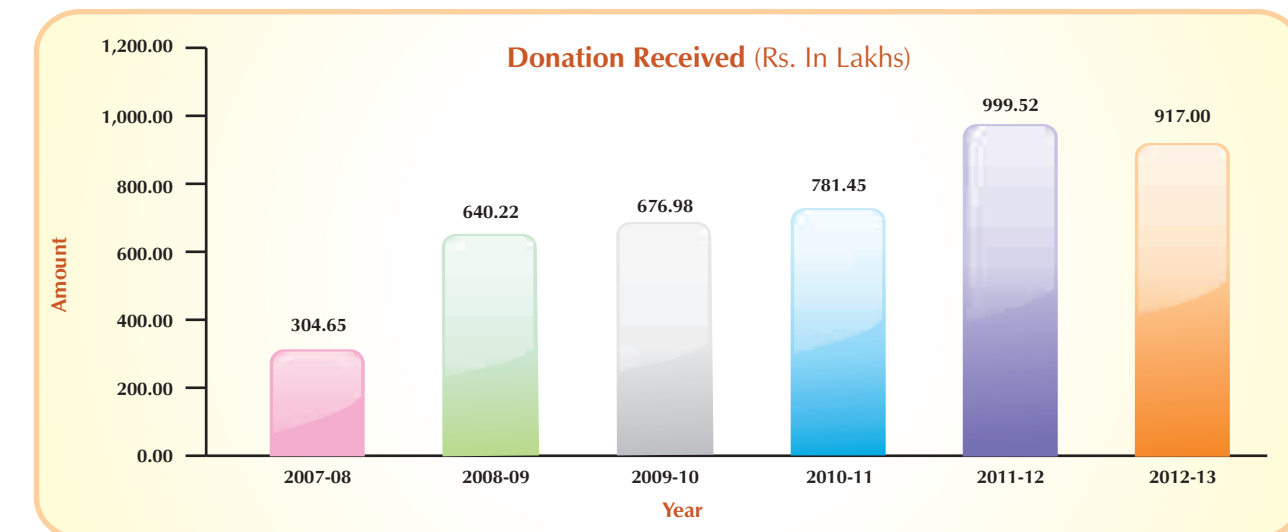
Website: www.annamrita.org

b) Comparative Number Of Meals

Comparative Number Of Meals (In Lakhs)									
Year	2004-2005	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
Meal Served (in Lakhs)	41.44	169.22	368.93	633.21	1,125.20	1,320.00	1,500.00	1,814.34	2,281.82



c) Donation Received



Source: Income & Expenditure Account



d) Abridged Statement

Abridged Income & Expenditure Statement

	Rs. in lakhs	
	2012-13	2011-12
Total Income	6,765.00	5,243.92
Total Expenditure	6,781.00	5,323.42
Surplus / (Deficit)	(16.00)	(79.50)

Source: Income & Expenditure Account

Abridged Balance Sheet

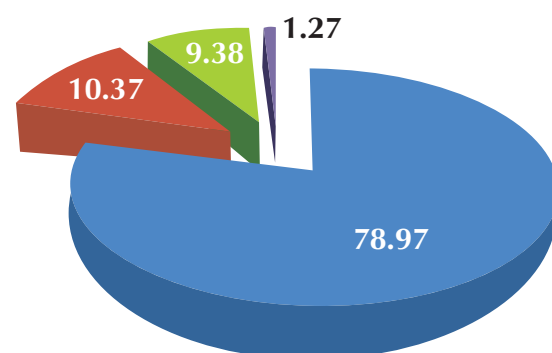
	Rs. in lakhs	
	2012-13	2011-12
Net Fixed Assets	2,495.00	21.05
Investments	542.00	2.32
Net Current Assets	687.00	4.48
Total Assets	3,724.00	27.86
Trust Fund & Reserves	3,289.00	24.36
Loan Liability	435.00	3.50
Total Fund & Liability	3,724.00	27.86

Source: Balance Sheet

e) Midday Meal Program Cost

Midday Meal Program Cost					
	Meal Preparation cost	Distribution cost	Program Management Cost	Fund Raising	Total
Cost (In %)	78.97	10.37	9.38	1.27	100
Rupee (In Lakh)	5264.56	691.37	625.63	84.79	6666.35

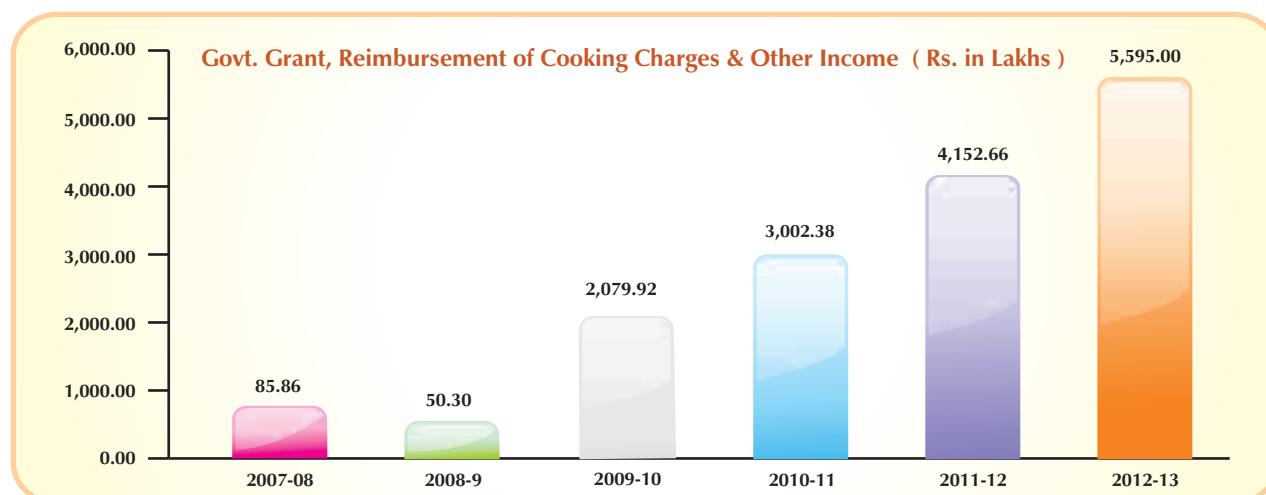
- Meal Preparation cost
- Program Management cost
- Distribution cost
- Fund Raising



f) Government Subsidy & Other Income

Govt. Grant, Reimbursement of Cooking Charges & Other Income (Rs. in Lakhs)

Year	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013
Government Grant & Reimbursement of cooking charges	85.86	50.30	2,079.92	3,002.38	4,152.66	5,595.00



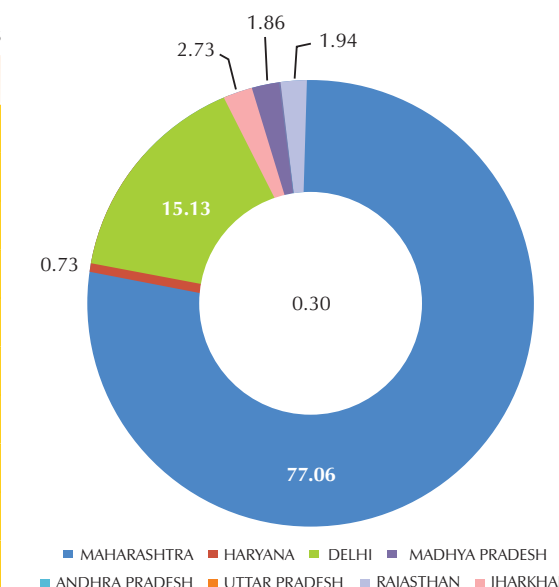
Source: Income & Expenditure Account

Revenues

Statewise Donations

STATES	%	Rs. in lakhs	
		2012-13	2011-12
MAHARASHTRA	77.06	706.29	806.89
HARYANA	0.73	6.69	58.87
DELHI	15.13	138.67	96.15
MADHYA PRADESH	2.73	25.02	13.42
ANDHRA PRADESH	1.94	17.81	2.02
UTTAR PRADESH	—	—	0.03
RAJASTHAN	0.30	2.73	22.09
JHARKHAND	1.86	17.01	0.05
West Bengal	0.25	2.32	—
Total	100%	916.54	999.52

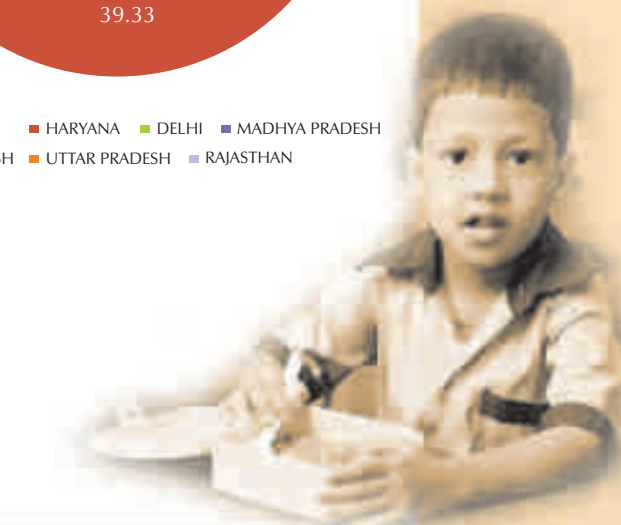
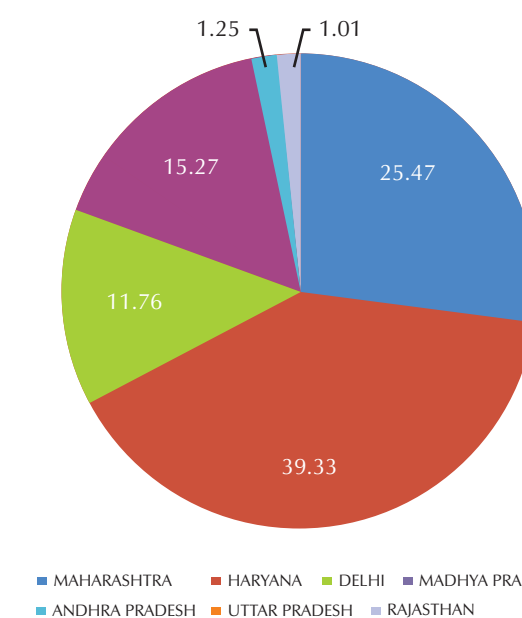
Source: Income & Expenditure Account



State wise Government Grant

STATES	%	Rs. in lakhs	
		2012-13	2011-12
MAHARASHTRA	25.47	1,424.860	941.782
HARYANA	39.33	2,200.470	1,619.265
DELHI	11.76	658.050	717.079
MADHYA PRADESH	15.27	854.630	163.785
ANDHRA PRADESH	1.25	69.900	560.803
UTTAR PRADESH	—	—	5.654
RAJASTHAN	1.01	56.640	57.690
JHARKHAND	5.74	321.000	—
WEST BENGAL	0.17	9.510	—
Total	100%	5,595.060	4,066.058

Source: Income & Expenditure Account

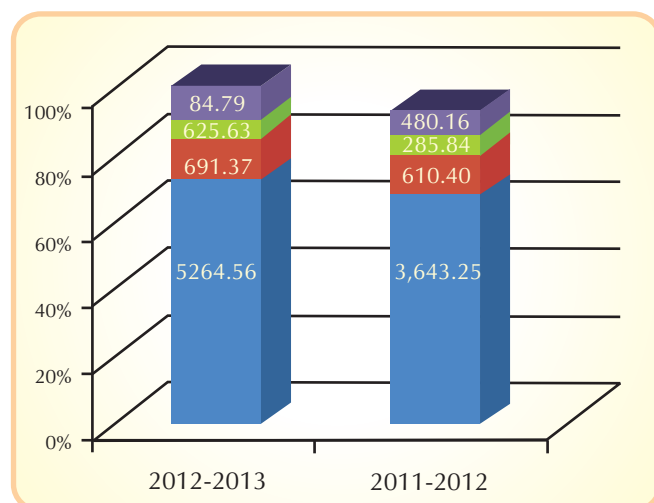


Revenue Expenditure

Analysis of Expenditure (Rs. In Lakhs)

	2012-13	2011-12
Material Consumed and Preparation cost	5,264.56	3,643.25
Food Distribution Cost	691.37	610.40
Kitchen Related Expenses	625.63	285.84
Office and Administrative Cost	84.79	480.16

- Office and Administrative cost
- Kitchen Related Expenses
- Food Distribution cost
- Material Consumed and Preparation cost

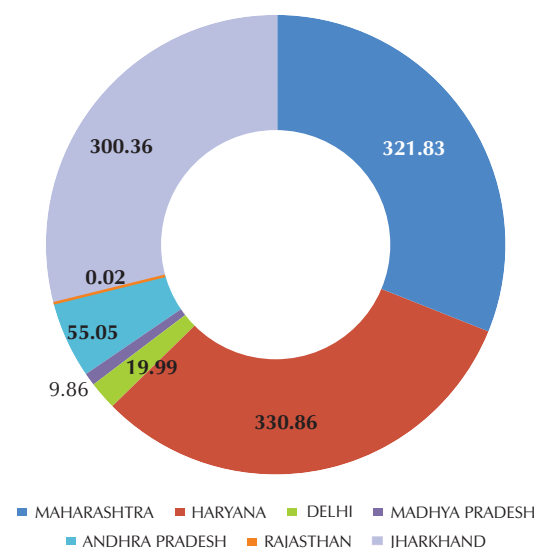


Source: Income & Expenditure Account

Capital Expenditure

Statewise Capital Expenditure

STATES	AMOUNT
MAHARASHTRA	114.44
HARYANA	317.75
DELHI	72.56
MADHYA PRADESH	23.03
ANDHRA PRADESH	86.08
UTTAR PRADESH	—
RAJASTHAN	48.71
JHARKHAND	114.25
WEST BENGAL	9.20
Total	786.02



MAHARASHTRA:

New Vehicles purchased for Nigdi - Rs. 13.04 lakhs ; Kitchen Utensils & other kitchen related expenses for Tardeo- Rs. 47 lakhs, Vehicles for Tardeo- Rs. 13.69 lakhs

HARAYANA:

In Gurgaon vehicles purchased worth of Rs.2.55 cr

DELHI :

Kitchen Equipment worth Rs. 43 lakhs and Vehicles worth Rs. 29 lakhs purchased

JHARKHAND:

Kitchen Equipment worth Rs. 52 lakhs; vehicles worth Rs. 19 lakhs along with Building worth Rs. 40 lakhs.

Trustees' Report

The Foundation's Trustees are pleased to present the Annual Report for the 9th year of the Foundation along with audited accounts for the financial year ended 31st March 2013.

Financial Performance

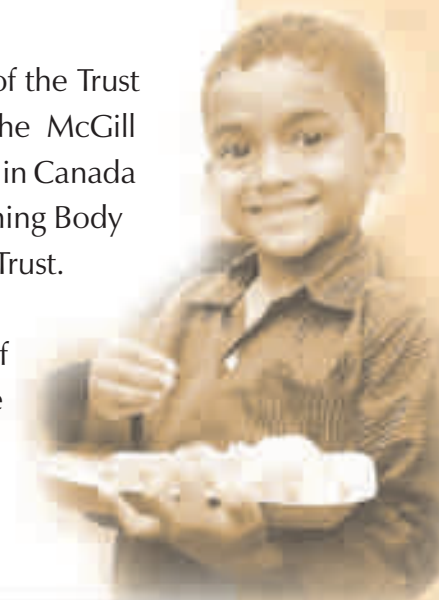
Extract of Income & Expenditure Account	For the Year ended March 31st, 2013		For the Year ended March 31st, 2012		% Increase / (decrease)
	Amount	% to Revenue	Amount	% to Revenue	
Income From:	Rs.		Rs.		
Donations	916.54	13.55	999.52	19.06	(8.30)
Reimbursement of cooking Charges	4,888.04	72.25	3,511.28	66.96	39.21
Govt. Grants and Others	960.57	14.20	733.12	13.98	31.03
Total Revenue	6,765.15	100.00	5,243.92	100.00	29.01
Expenditure towards:					
Material Consumed and Preparation cost	4,552.08	67.29	3,643.25	69.48	24.95
Food Distribution Cost	691.37	10.22	610.40	11.64	13.27
Kitchen Related Expenses	465.17	6.88	285.84	5.45	62.73
Office and Administrative Cost	710.41	10.50	480.16	9.16	47.95
Total Operating Expenditure	6,419.03	94.88	5,019.65	95.72	27.88
Operating Result	346.12	5.12	224.27	4.28	54.33
Depreciation	362.34	5.36	303.77	5.79	19.28
Net Operating Result	(16.22)	(0.24)	(79.50)	(1.52)	(79.60)

Trustees' Profile

H. H. Bhakti Charu Swami: The Trust's Chairman H. H. Bhakti Charu Swami is a Chemistry graduate. He has served in various managerial capacities and has also undertaken numerous social activities in the last 30 years. He is a member of the Governing Body Commission of ISKCON Worldwide and is currently heading ISKCON Ujjain center.

H. H. Gopal Krishna Goswami: H. H. Gopal Krishna Goswami is the co-chairman of the Trust and has a highly sought-after Masters in Business Administration degree from the McGill University in Montreal. He had worked as a Senior Marketing Executive at Pepsico Inc. in Canada for several years before taking on the ISKCON project. He is a member of the Governing Body Commission of ISKCON Worldwide and is also a trustee of the Bhaktivedanta Book Trust. He currently heads the ISKCON Delhi chapter.

H. G. Devakinandan Das: H. G. Devakinandan Das is the person responsible for all of the Trust's fundraising activities. He has served as ISKCON's Fundraising Committee



Chairman in Juhu since the year 1998. He is the person responsible for all of the activities undertaken by the Mumbai, Lucknow and Allahabad chapters of ISKCON.

Dr. N. D. Desai: Dr. N. D. Desai is the Managing Trustee of the Trust and he holds a doctorate in Electrical Engineering and Management Science. He is the Chairman of Apar Group Industries, a conglomerate, engaged in various business including Power Conductors and Cables and Speciality Oils. He is an educationist and is also the President and Managing Trustee of Dharamsinh Desai University, Nadiad (Gujarat), a leading University in Gujarat. He is also the Managing Trustee of Dharamsinh Desai Foundation, which runs schools in the backward / tribal districts of Gujarat and extends financial help to the poorer sections of the society in the field of education. He is also the Chairman & Managing Trustee of Lady Northcote Hindu Orphanage.

Mr. Yogesh Chadha: Mr. Yogesh Chadha is responsible for the Trust's financial affairs. He is a qualified Chartered Accountant and has a fantastic work experience record. He has previously served as the Chief Operating Officer with JP Morgan Chase (2000-02), Chief Financial Officer at Development Credit Bank (2003-06) and Country Head of British Investment Bank (2006-08). He has also recently started a private equity fund.

Dr. Ravi Khatanhar: Dr. Ravi Khatanhar is the Managing Program Director, the person responsible for the operations of the Trust. He has qualified as a Dental Surgeon from Nair Hospital Dental College, University of Bombay and was in private practice from 1969 to 1986. He was the President of the Lions Club in Vile Parle East in 1980. He has served as the Secretary of the Governing Body Commission of ISKCON Worldwide from the year 2000 to 2005.

Auditor's Report

We have audited attached Balance Sheet of **ISKCON FOOD RELIEF FOUNDATION** as at **31st March 2013** and also the Income & Expenditure Account of the Trust for the year ended on that date. These financial statements are the responsibility of the Trust management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as, evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion and report that;

1. We have obtained the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit.
2. In our opinion, proper books of account as required by law have been kept by Trust, so far as appears from our examination of the books.
3. The Balance Sheet and Income & Expenditure Account dealt with by this report are in agreement with books of account.

In the case of the **Balance Sheet**, of the state of affairs of the Trust as at **31st March 2013**;
AND

In the case of Income & Expenditure Account of the **Deficit** of the Trust for the year ended on that date.

Place: Mumbai
Date: 23-9-2013

For Girish S. Watwe & Associates
Chartered Accountants

Girish S. Watwe (Prop.)
Regd. No.41757



Balance sheet

Consolidated Balance Sheet As On 31/3/2013

Particulars	Schedule	31/3/2013	31/03/2012
Liabilities:		Rs.	Rs.
Trust Corpus	A	30,26,50,006	24,17,69,984
Loans Liability	I	4,35,09,858	3,49,68,902
Current Liabilities	J	1,04,23,068	99,41,030
Income & Expenditure A/c		2,62,86,085	18,24,733
Total		38,28,69,017	28,85,04,649
Assets:			
Fixed Assets (WDV)	L	24,94,68,685	21,04,94,731
Investments	M	5,42,29,440	2,32,23,437
Current Assets, Loans & Advances	N	7,89,42,962	5,37,29,506
Inter Branch (Juhu A/c's)	K	2,27,931	10,56,975
Total		38,28,69,018	28,85,04,649

For Girish S. Watwe & Associates Chartered Accountants For ISKCON Food Relief Foundation

Place : Mumbai
Date : 23-9-2013

Girish S. Watwe (Prop.)
Regd. No.41757

Dr. Ravi Khatanhar
Trustee

Income & Expenditure Account

Consolidated Income & Expenditure Account For The Year Ended 31/03/2013

Particulars	Schedule	3/31/2013	31/03/2012
Income:		Rs.	Rs.
Donations	B	9,16,53,836	9,99,51,894
Reimbursement Of Cooking Charges	C	48,88,04,407	35,11,28,000
Govt Grants & Other Income	D	8,45,54,669	6,41,38,056
Closing Stock - Raw Materials		1,15,02,474	91,73,907
Total		67,65,15,386	52,43,91,856
Expenditure:			
Opening Stock -Raw Materials		91,73,907	56,63,876
Food Purchasing & Preparation Cost	E	44,60,34,104	35,86,61,194
Food Distribution Cost	F	6,91,37,022	6,10,40,058
Kitchen Related Expenses	G	4,65,16,773	2,85,84,443
Office & Admin Cost	H	7,10,41,246	4,80,15,623
Non-cash Expense (Depreciation)		3,62,33,922	3,03,77,036
Total		67,81,36,974	53,23,42,230
Surplus / (Deficit)		(16,21,588)	(79,50,373)

For Girish S. Watwe & Associates Chartered Accountants For ISKCON Food Relief Foundation

Place : Mumbai
Date : 23-9-2013

Girish S. Watwe (Prop.)
Regd. No.41757

Dr. Ravi Khatanhar
Trustee



Schedules

SCHEDULES TO CONSOLIDATED BALANCE SHEET & INCOME & EXPENDITURE ACCOUNT

Schedule A :- Corpus Donations

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
In CASH:		
Opening Balance	24,10,42,284	17,21,90,759
Add: Received during the year	6,08,80,021	6,82,60,165
In Kind:		
Opening Balance	7,27,700	13,19,060
Add: Received during the year	—	—
Total	30,26,50,005	24,17,69,984

Schedule B :- Voluntary Donations

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
u/s 35AC	2,02,66,377	4,79,21,569
u/s 80G	4,00,71,257	4,58,64,735
under FCRA	1,12,49,717	27,07,676
General Donation	2,00,66,485	34,57,914
Total	9,16,53,836	9,99,51,894

Schedule C :- Reimbursement of Cooking Charges

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Reimbursement of Cooking Charges	48,88,04,407	35,11,28,000

Schedule D:- Other Income

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Cooking Material Donated	17,88,332	—
Bank Interest	19,87,305	19,43,604
Profit on Redemption	—	2,24,538
Miscellaneous Balances(Return -Food Sale)	—	38,500
Interest on RBI bonds	—	1,600
Interest on FDR	36,10,230	23,13,300
Insurance Claim	2,59,500	—
Dividend - Jalgaon Janata Sahakari Bank	1,260	—
Donation Box	—	1,652
Miscellaneous Income	6,670	3,11,770
Profit on sale of asset	29,957	7,000
Govt Grants	7,07,01,158	5,54,77,794
Income Tax Refund	18,90,870	6,09,957
Transport Charges Reimbursement	17,83,975	16,32,926
Interest on TDS refund	—	97,593
Rebate & Discount	80,654	—
Scrap Sale	24,14,758	14,77,822
Total	8,45,54,669	6,41,38,056

Schedule E:- Food Purchasing and preparation Cost

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Food Purchase and Cooking exp	35,65,55,079	29,33,77,451
Labour Charges	17,25,474	84,71,297
Uniform Expenses	9,62,622	5,82,271
Electricity and Water Charges	58,09,686	33,71,414
Warehousing Charges	12,31,472	—
Contract charges for staff	7,97,49,770	5,28,58,761
Total	44,60,34,103	35,86,61,194



Schedule F:- Food Distribution Cost

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Vehicle repair and maintenance (including fuel)	4,31,61,546	3,86,58,061
Transportation & Distribution (including loading and unloading,rates)	2,18,26,768	1,45,45,203
Vehicle registration & other exp	—	10,41,056
Volunteer Expenses	41,48,708	67,95,738
Total	6,91,37,022	6,10,40,058

Schedule G:- Kitchen Related Expenses

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Generator/Electricity Expenses	7,72,580	21,37,718
Kitchen Repairs and Maintenance	74,77,465	53,63,776
Kitchen consumables	81,26,110	52,92,819
(Incl' Rent and Taxes for Kitchen)	1,45,88,811	1,29,49,906
Toll and freight charges	55,53,644	20,47,648
Diesel & lubricants (generator)	53,29,371	3,37,841
Laundry Expenses	1,90,009	1,45,181
Kitchen garden	55,360	9,135
Waste water dispatch charges	—	1,61,237
Disell boiler Expenses	44,23,425	84,208
Kitchen Promotion Expenses	—	54,974
Total	4,65,16,775	2,85,84,443

Schedule H:- Office and Admin. Cost

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Advertisement expenses	1,53,824	3,41,709
Audit Fees	3,19,250	2,14,276
Bank charges	1,75,581	1,19,654
BMC Tender Charges	—	1,00,000
Brokerage	10,500	4,500
Books & Periodicals Expenses	4,543	28,408
Book distribution - School	57,750	—
Cartage expenses	31,178	3,797
Carriage	18,940	27,005

continued

Schedule H continued

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Conveyance	9,02,691	10,74,793
Courier & Postage charges	1,03,710	81,070
Contribution-Employee Expense	—	1,82,054
Consultancy Charges	3,19,313	2,89,655
Challan Expenses	—	350
Computer Expenses	2,30,032	2,33,976
Donations	52,043	3,65,902
Electrical Expenses	—	5,38,621
Entertainment Exp	1,42,676	1,61,014
ESIC Expenses	1,66,424	14,028
Fund Raising Expenses	—	8,56,066
Festivals & Deity Expenses	5,67,382	2,66,045
Finance charges	—	1,40,399
Gift expenses	2,73,630	1,74,311
Grinding charges	3,52,086	1,57,046
Guest welfare	18,058	1,60,556
Interest on Loan	2,75,152	4,18,921
Interest on TDS/PT	6,306	686
Legal Charges	620	31,74,817
Licence renewal charges	—	25,885
Lease premium	—	38,425
Loss on Assets	7,38,888	99,327
Sundry Balance Written off	(20,754)	7,902
Miscellaneous Expenses	3,10,664	2,99,654
Medical Expenses	2,65,022	2,92,934
Office Expenses	1,53,93,245	28,508
Insurance Charges	11,84,433	1,57,277
Packing Material	3,25,495	2,18,309
Printing & Stationery	12,95,124	16,21,766
Professional Charges	78,77,635	47,31,365
Public Relation Exps.	9,46,447	10,98,329
Provident Fund	4,45,096	39,815
Repairs & Maintenance	27,55,417	62,39,736

continued

Schedule H continued

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Scholarship to students	—	49,000
Staff Welfare	10,85,045	11,30,108
Security Charges	50,43,365	61,12,553
Salary	2,61,92,739	1,35,13,613
Telephone & Internet charges	11,93,667	14,45,251
Temple maint. & deity expenses	15,103	2,135
Testing charges	—	1,67,430
Travelling & Other Incidental Expenses	10,07,993	13,53,163
Training Chg.	7,92,081	—
Volunteer Welfare Expense	12,853	2,13,478
Total	7,10,41,247	4,80,15,623

Schedule I:- Loans (Liability)

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Loan from Govinda Reddy J	—	50,000
Loan from TATA for Vehicle	3,35,485	—
Loan From Dhanlakhmi Bank	3,75,620	8,33,362
Loan from Jalgaon Janta Sahakari Bank	—	36,335
Loan from Rajendra - Vehicle	2,74,879	—
Loan from S.V.Kumar	16,00,000	—
Loan from Sriramulu	2,56,555	—
Loan from G Srinivas	1,000	—
Loan from S.S. Das	1,36,000	—
Loan from ISCKON	—	27,27,013
ISCKON Temple-Jaipur	5,90,171	2,90,171
Punjab National Bank Loan	1,55,598	3,35,674
Loan from Vasu Deva Reddy	40,000	3,00,000
Loan taken from ST	5,00,000	—
Loan on FD(Tirupati)	—	4,00,000
Loan from A.P. Government Grants	—	4,10,560
Advance from DPEO(Gurgaon)	50,00,000	50,00,000
Loan from Dr Sukhadev Swamy	2,00,000	2,00,000
ISCKON, Nellore	35,78,625	8,78,625

continued

Schedule I continued

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
M.Tirupati Naidu	1,07,050	2,57,000
Advance from DPEO(Kurukshetra)	51,12,000	51,12,000
ISCKON Temple Tirupati	97,61,276	86,41,680
Goyal Mg Gases(Interest free)	—	8,00,000
ISCKON Temple-Delhi	42,95,348	42,95,348
ISCKON Temple- Kolkata	18,53,104	—
World Window Impex India Pvt. Ltd.(Interest Free)	—	14,70,000
Loan from TML Financial Services	9,02,726	49,050
Vehicles loan from Mahindra finance	16,76,963	8,13,564
Sri Ram Transport Finance Co. Ltd.	24,000	3,84,350
Unsecured loans	65,31,742	—
Vehicles & Vessels Loan from Mumbai	—	8,57,276
ICICI Bank (Car Loan-Delhi)	2,01,716	4,02,987
SBI Loan (Delhi)	—	4,23,906
Total	4,35,09,858	3,49,68,902

Schedule J: - Other Current Liabilities

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Other Liabilities	1,04,23,068	99,41,030
Total	1,04,23,068	99,41,030

Schedule K :- Branch Transfers

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Branch division	2,27,931	(10,56,975)
Total	2,27,931	(10,56,975)

Schedule L :- Fixed Assets

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Opening Balance	21,04,94,729	13,95,35,540
Add: - Addition during the year	7,86,03,066	10,37,96,361
Less:- Deletion during the year	33,95,188	24,60,134
Less:- Depreciation	3,62,33,922	3,03,77,036
Closing WDV of Fixed Assets	24,94,68,685	21,04,94,731

Schedule M: Investments

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Deposit with Dhanlakshmi Bank	—	20,00,000
Fixed deposit with Dhanlakshmi Bank	1,33,66,202	1,01,81,725
Shares in Jalgaon Janta Sahakari Bank	13,500	13,500
Fixed deposit (Tirupati)	—	5,21,449
Fixed deposit with SBT Delhi	—	34,79,515
Fixed deposit with Bank	—	1,05,720
Fixed deposit with SBBJ Bank	34,556	31,974
Fixed deposit with HDFC Bank	1,89,61,175	48,32,881
Fixed deposit with AXIS Bank	—	20,56,673
Fixed deposit with DCB	24,000	—
Fixed deposit with Kotak	1,00,00,000	—
Fixed deposit with IDBI	17,19,431	—
Fixed deposit with Syndicate	1,00,01,000	—
Investment in Fixed Deposit - Ujjain	1,09,576	—
Total	5,42,29,440	2,32,23,437

Schedule N:- Current Assets,Loans & Advances

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
Security Deposits	1,33,17,057	1,24,17,545
Bank Guarantee - AMC	7,80,000	—
Cash Balances	9,42,859	14,21,919
T.D.S receivable	7,81,319	14,91,917
Other Loans and Advances	49,51,288	56,74,011
HDFC- Maharashtra	5,67,099	9,17,419
HDFC-FCRA-Maharashtra	35,144	26,635
HDFC-FRA-Maharashtra	5,69,061	33,778
Axis-Maharashtra	2,65,383	1,87,717
Dhanlakshmi Bank- Maharashtra	67,228	37,814
ICICI Bank - Gurgaon	5,62,829	17,02,930
ICICI- Maharashtra	35,830	1,20,843
DCB Bank-Maharashtra	768	10,302
Jalgaon Janta Sahakari- Maharashtra	5,789	5,665
Kotak bank	16,35,712	—
PNB - 5700	37,770	—

continued

Schedule I continued

PARTICULARS	As at 31/03/2013	As at 31/03/2012
	Rs.	Rs.
ICICI-Faridabad Branch	28,82,042	48,14,136
ICICI-Ujjain Branch	25,892	25,892
Axis-Ujjain	14,467	53,291
Axis Bank A/c No. 62112 - Kolkata	1,28,174	—
IDBI-Ujjain	8,53,983	7,34,125
PNB-Ujjain	2,88,701	24,669
SBBJ	73,742	—
YES BANK-Faridabad Branch	1,37,73,946	2,63,611
SBI-Maharashtra	996	957
IDBI Delhi Branch	(17,67,911)	43,42,083
Yes Bank-Delhi Branch	25,336	8,91,504
ICICI Delhi Branch(1)	(17,80,248)	(35,43,215)
ICICI Delhi Branch(2)	35,791	2,40,557
ICICI Noida	38,605	46,862
ICICI BANK-Kurukshetra	7,17,975	74,15,197
Axis Bank-0788 (Tirupati)	(6,324)	6,373
SBI A/c-3220 (Tirupati)	1,18,607	9,91,725
Axis Bank A/c No. 07041 (Rajamundhry)	(1,94,982)	52,603
Canara Bank A/c-1413 (Nellore)	46,949	11,168
SBI Bank A/c-9489	44,510	1,09,987
ICICI - Jaipur Branch	19,281	1,15,320
SBI A/c. No. 6723 (Kadapa)	12,595	44,635
ICICI Bank A/c No. 000300 (Palwal)	7,96,767	8,30,300
ICICI BANK-Jamshedpur	12,15,287	30,35,324
Yes Bank A/c No. 0072	1,01,22,703	—
Yes Bank A/c No. 0060 Kurukshetra	1,01,21,911	—
Yes Bank A/c No. 0058 - Palwal Branch	52,76,561	—
Stock in Hand (Inventory)	1,15,02,474	91,73,907
Total	7,89,42,966	5,37,29,506

Notes to Accounts

Notes forming part of the Accounts (31-3-2013)

1. The receipt/cash system of accounts is being followed by the trust. Therefore incomes or expenses are recorded only when actually received or when payment is made.
2. The Trust has its head office at Mumbai & various centres all over India. Therefore, accounts of all these centres have been consolidated as of 31st March 2013 for the purpose of this Annual Report.
3. Closing stock of raw materials has been verified by the management as of 31st March 2013 & has been valued at cost.
4. Fixed Assets have been valued at cost less depreciation. Depreciation has been charged on written down value basis.
5. Investments are stated at cost.
6. Grants of raw materials having no cost to the trust have not been passed through the accounts. They may form a part of the closing stock on 31st March 2013.
7. Expenses have been re-grouped & re-classified wherever necessary.

Fund Flow Statement

Fund Flow Statement For The Year Ended 31/03/2013

S.No.	Particulars	Amount	Amount
1	Cash & Bank Balance	Rs.	Rs.
	As on 1-4-2012		
	Cash	3,66,101	
	Bank Balance (A)	13,41,130	17,07,231
2	Inflows / Receipts		
	Donations (Incl. Corpus)	9,73,41,664	
	Reimbursement from Govt Authorities	14,24,86,353	
	Other Income	44,07,329	
	Total Inflows (B)		24,42,35,346
3	Outflows / Payments		
	Food Cost & Distributions	14,88,99,198	
	Kitchen Related Overheads	1,85,02,312	
	Other Exp. Incl of Administrative Exp	2,84,45,635	
	Capital Expenditure (Net)	1,08,40,116	
	Investments (Net)	3,32,81,098	
	Loans & Advances (Net)	1,754,699	
	Other Current Liabilities & Advances	3,82,882	
	Loan Repaid (Vehicle)	4,94,077	
	Total Outflows (C)		24,26,00,017
	CASH & BANK ON 31-3-2013 (A)+(B)-(C)		33,42,560



FCRA account

a) Auditors Report

(of the Foreign Contributions Regulation Rules, 2011)

I have audited the Accounts of **ISKCON FOOD RELIEF FOUNDATION**, 7, K. M. Munshi Marg, Chowpatty, Mumbai-400 007 for the year ending the 31st March, 2013 and examined all relevant books and vouchers and certify that according to audited account-

1. The brought forward contributions at the beginning of the year ended on 31st March,2013 was Rs.26,635.34
2. Foreign contribution of/worth Rs.1,12,49,716.85 was received by the Association during the year ended on 31st March,2013 (excluding Saving bank interest of Rs.11,668.22)
3. The balance of unutilised foreign contribution with the Trust as at the end of the year ended on 31st March,2013 was Rs.5,69,060.70
4. Certified that the Association has maintained the accounts of foreign contributions and records relating thereto in the manner specified in Section 19 of the Foreign Contributions (Regulations) Act, 2010 (42 of 2010) read with rule 16 of the Foreign Contributions (Regulations) Rules,2011.
5. The information furnished in this certificate and in the enclosed Balance Sheet and the statement of receipts and payments is correct as checked by me.

Place: Mumbai

Date: 16-12-2013

Signature of Chartered Accountant

For **Girish S. Watwe & Associates**
Chartered Accountants
Girish S. Watwe (Prop.)
Regd. No. 41757

FCRA account

b) Financial Statement

Receipts & Payments Account for the year ended 31.03.2013

Receipts	Amount-Rs.	Payment	Amount-Rs.
Bank Balance as on 01/04/2012	26,635.34	Expenses incurred towards	
		Midday Meal Programme	
Donations Received	1,12,49,716.85		
Bank Interest	11,668.22	Raw Material Purchased (food)	1,06,23,314.06
		Kitchen Consumables	85,688.00
		Bank Charges & commission	9,957.65
		Sub Total (Utilized)	1,07,18,959.71
		Bank Balance As On 31/3/2013	5,69,060.70
Total	1,12,88,020.41	Total	1,12,88,020.41

Balance Sheet for FCRA A/c as at 31/3/2013

Liabilities	Amount-Rs.	Amount-Rs.	Assets	Amount-Rs.	Amount-Rs.
Capital A/c			HDFC Bank A/c		5,69,060.70
Balance b/d	26,635.34				
Add: Current Year Deficit	5,42,426.01	5,69,061.35			
Total		5,69,061.35	Total		5,69,060.70

Income & Expenditure A/c for the year ended 31.03.2013

Expenditure	Amount-Rs.	Income	Amount-Rs.
Raw Material Purchased (Food)	1,06,23,314	Donations Received	1,12,49,717
Kitchen Consumables	85,688	Bank Interest	11,668
Bank Charges & Commission	9,957		
Current Year Surplus	5,42,426		
Total	1,12,61,385	Total	1,12,61,385



Program Directors



Dr. Radha Krishna Das
Managing Program Director,
India



H.G. Dhananjaya Krishna Das
Program Director,
Haryana & Uttar Pradesh



H.G. Revati Raman Das
Program Director,
Andhra Pradesh



H.G. Sarvadarshi Das
Program Director,
Delhi, Rajasthan & Jharkhand







Mr. Sandeep Gupta
Program Director,
Madhya Pradesh





Mr. Rajendra Pujari
Program Director,
Maharashtra

Branch Managers

Sr. No	Branch Manager	Branch	Branch Location	Contact Details
1	 Mr. Prakash N.	Mira Road	Gala No.8, Plot No.203, Opp. Vibha Indl. Estate, Retibunder Road, Ghodbunder Village, Mira-Bhayander (E), Maharashtra - 401107	9324209466 022-28455357
2	 Mr. Raju Nair	Wada	House No. 275/276, Village Harosale, Kondla - Nasik Road, Wada P.O. Dist. Thane, Maharashtra - 421303	9324548566 0252-6695677
3	 Mr. Raju Nair	Palghar	Mahavir Nirman, Kamala Park, Mahim Road, Palghar, Dist : Thane, Maharashtra - 401404	9324548566 0252-5240774
4	 Mr. Sunil Perti	Tardeo	19, Jayawant Ind. Estate, 63, Tardeo Road , Mumbai, Maharashtra - 400034	7498019811 022-23531530

5	 Mr. Mahendra Subedi	Nigdi	C/o. Shree Govind Dham, Near D.Y. Patil Engg. Collage & Akrudi Rly Station, Revat Haveli, Pune, Maharashtra - 412101	9922950823
6	 Mr. Sudarshan Potbhare	Aurangabad	Plot No. T-8, M.I.D.C., Near Garware Stadium, Chikalthana, Aurangabad, Maharashtra - 431001	9619864055
7	 Mr. Ravinder Khanduja	Faridabad	Commerce Centre, Sector 7A, Behind St. John Public School, Near Satya Cinema, Faridabad - 121006, Haryana	9899771886
8	 Mr. Narayana Jena	Palwal	Omaxe City, Palwal, Dist. Palwal, Haryana - 121102	8930890914
9	 Mr. Sanjeet Sharma	Gurgaon	534, Pace City - II, Sector 37, Gurgaon, Haryana - 122001	9911430368
10	 Mr. Inderpal Sharma	Kurukshetra	Near Primary School, Village Mirzapur, P.O. Gurukul, Kurukshetra, Haryana - 136118	9350945332
11	 Mr. Mainak Pal	Ujjain	75 To 80, Devas Road Industrial Area, Nagjiri, Ujjain, Madhya Pradesh - 456010	9685236889 9770080008
12	 Mr. Samba S. Kanderi	Tirupati	Tirupati Shri Shri Radha Govinda Mandir, Hare Krishna Road, Vinayak Nagar, Tirupati - Andhra Pradesh-517507	8008896123
13	 H.G. Rupeshwar Chaitanya Das	Kadapa	ISKCON Food Relief Foundation, Industrial Estate, RIMS Road, Kadapa, Andhra Pradesh- 516001	7799747512

14		H.G. Satya gopinath Das	Rajahmundry	C/o ISKCON Hare Krishna Land, Gowthami Ghat, Rajahmundry, Andhra Pradesh-533101	9295010002
15		H.H. Shukadev Goswami	Nellore	C/o ISKCON, ISKCON city, Nellore Andhra Pradesh 524004	9052819090 (Chandrakeshav Das)
16		H.G. Rupeshwar Chaitanya Das	Ranganarra Gadda (Upcoming)	Taluka China Gotti Galu, Dist. Chittor	7799747512
17		Mr. B. D. Goyal	Jaipur	ISKCON Temple Villegge,Dholai, Opp. To Vijaypath, New Sanganer Road, Man Sarovar, Jaipur, Rajasthan- 302020	9414922640
18		Mr. Murlidhar Hemrajani	Delhi	Ali Village Branch, Ali Village, Ali Vihar, Near Patankar, Mathura Road, Delhi - 110044	9871233026
19		Mr. Sanjay Tikku	Jamshedpur	Ramdass Bhatta Community Centre, Opp Petrol Pump, Bistupur, Jamshedpur -831001	(Sameer Chatterjee) 8051195790 9873009943
20		H.G. Dauji Kripa Das	Kolkata (Upcoming)	22 Gurusaday Road, Kolkata, West Bengal-700019.	09230047238

