

# AKSHAYĀTRA

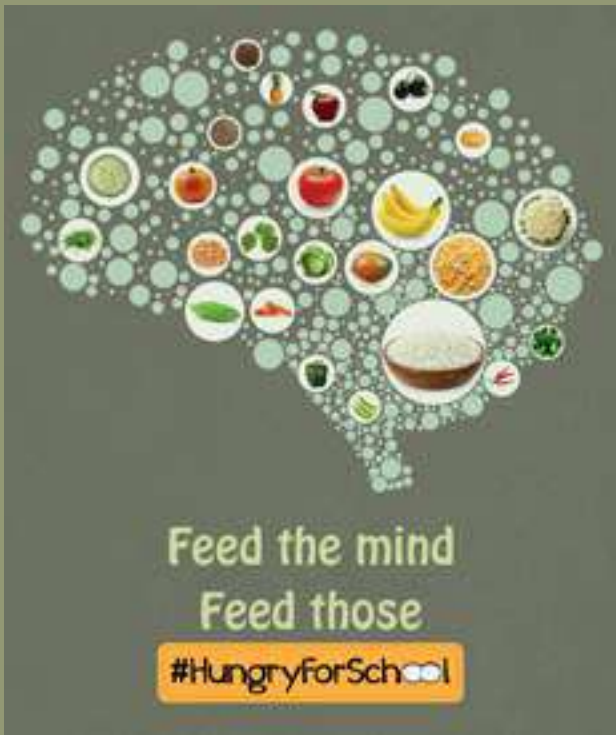
NEWSLETTER VOL.2 2014

AKSHAYA  
PĀTRA   
*Unlimited food for education*



"I love science and I want to take it up when I go to college... I feel happy to come here at school especially to learn... I love the Akshaya Patra meals. The food is filled with vegetables which are healthy, tasty and nutritious."

Mahantesh, Student, Government Kannada Higher Primary,  
Saraswatipura, Dharwad



Cover Story:

# Campaigning for change with #HungryForSchool

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## How It Started



His Divine Grace A.C. Bhaktivedanta Swami Prabhupada once saw a group of children fighting with street dogs over scraps of food. Moved by this incident, a determination that 'No child within a radius of ten miles from our centre should go hungry,' was born. His inspiring resolve has led to the birth and growth of The Akshaya Patra Foundation.



Cover Photo by: Kumar Bishwajit. This photograph titled 'Water Lily Girl' is one of the entries of the 'Click A Smile' Annual Photography contest.



**Madhu Pandit Dasa**  
Chairman, The Akshaya Patra Foundation

As the year 2014 progresses, Akshaya Patra has witnessed some major achievements, events, activities and new developments.

I extend my wholehearted gratitude to the Government, our partners, esteemed donors, volunteers and well-wishers for your continued support. Your support is the reason for all of Akshaya Patra's achievements and undertakings.

Our kitchens in various parts of the country are committed to providing a healthy, nutritious meal to school children efficiently. In the last few months, the Mangalore kitchen was upgraded and the BioUrja plant launched at the Vadodara kitchen. We are working to expand our reach and add more kitchens this year.

We have been honoured with the Communicator Award and Summit Creative Award during the quarter for the Annual Report 2012-13.

As a firm step to associating technology for social good, Akshaya Patra participated in the Hackathon held on Google campuses. With a focus on reaching out our message of classroom hunger, child labour, and malnutrition, we initiated the campaign #HungryForSchool.

All our efforts eventually rest on one objective – 'children'. Despite the challenges that come as we strive to accomplish our mission, our commitment to the cause remains concrete and we keep pushing ahead.

Our perseverance of working incessantly is strengthened by the trust and support from you. It makes our mission to feed 5 million by 2020 a much more achievable goal.

# Akshaya Patra Annual Report wins Summit Creative Award for the second time!

**W**e have been honoured with the Summit Creative Award (SCA) in Silver for the second time! Akshaya Patra was chosen to receive this award because of its creative representation of its Annual Report 2012-13. From a total number of 5,000 entries, Akshaya Patra's was ranked amongst the best.

Akshaya Patra won this award in the Non Profit/Government category. The SCA creative competition was graced by an elite panel of judges with professionals from renowned

creative agencies like Contrapunto/ BBDO (Russia), PMI 5 Media (United States of America), Marcell Lopes Design (Brazil), ADMAKI (Canada) and more.



FROM A TOTAL NUMBER OF 5,000 ENTRIES, AKSHAYA PATRA'S WAS RANKED AMONGST THE BEST. THE ORGANISATION WON THIS AWARD IN THE NON PROFIT/GOVERNMENT CATEGORY



## Akshaya Patra's Annual Report wins Communicator Award Of Distinction!

The Akshaya Patra Foundation was conferred with the 20th Annual Communicator Award of Distinction for overall design in the print category for its Annual Report 2012-13.

The Communicator Award is given to honour creative excellence in communication professionals and acknowledge the best practices in various categories like advertising, corporate communications, public relations and identity work for print, video, interactive and audio. Renowned industrial giants like DHL, Bank of America, B. Braun Medical,

GA Communication Group, UnitedHealthcare and many more participated in the competition.

A whopping total of over 6,000 entries were received by The Academy of Interactive and Visual Arts (AIVA) who judged the contest. AIVA was formed over a decade ago by notable communication professionals from acclaimed media, advertising and marketing firms like AirType Studio, Cond'e Nast, Disney, Keller Crescent, Lockheed Martin, Monster.com, MTV, rabble+rouser, Time Inc., Tribal DDB, Yahoo!, and the like.

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## Oxford students visit Akshaya Patra!



**S**eventy eight students from 33 countries studying their Executive Master of Business Administration (EMBA) visited The Akshaya Patra Foundation from

the Saïd Business School, Oxford University. The students visited the organisation to study the operations and technology module adopted by the Foundation in the execution

of its mid-day meal programme. This has been the second visit from Oxford University to The Akshaya Patra Foundation. The students were given insight into the overall

operations process in the kitchens, the various techniques adopted for large scale cooking, and the Food Safety Management Systems employed.

## Akshaya Patra, India and the Butterfly Effect

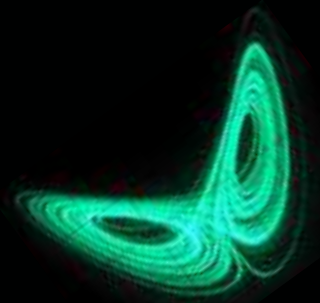
**A**kshaya Patra was featured in a research study conducted by students from the School of Social and Political Sciences, University of Lisbon, titled 'India: Domestic and International

Political Agenda – An Explanatory Approach to Chaos Theory for International Politics: India and the Butterfly Effect.'

The Butterfly Effect or Chaos Theory is often understood

to be the struggle between stability and instability. India through its diverse cultures, history and population is a classic example of this phenomenon, whereas The Akshaya Patra Foundation

represents a means to bridge these gaps through its mid-day meal programme.



# Smriti Irani,

## The Union HRD Minister visits Akshaya Patra

**S**mrity Irani, The Honourable Union Minister for Human Resource Development, visited an Akshaya Patra beneficiary school at Gandhinagar, Gujarat recently. She participated

in the school enrollment process, distributed school books, uniforms and school bags to the children and spoke on women empowerment, the need to educate daughters and ensure their safety. During this visit,

Smriti Irani was also shown the Akshaya Patra quality manual and explained the kitchen operations process. She interacted with the children and had an Akshaya Patra mid-day meal, where she complimented

the organisation on the quality and quantity of food served.

SMRITI IRANI COMPLIMENTED AKSHAYA PATRA ON THE QUALITY AND QUANTITY OF FOOD SERVED





# Mangalore kitchen

upgraded and opened for operations

The kitchen in Mangalore has been upgraded and was formally inaugurated recently. The kitchen supplies nutritious mid-day meals to 147 Government schools in the

Dakshina Kannada district. The improvements in the kitchen include more automation in the handling and cooking of the food, thereby ensuring better quality, hygiene and efficiency in the operations process.

The kitchen has also been furnished with a new granite floor. These changes have been implemented to ensure compliance with the national standards for food safety. The kitchen will continue to serve 23,000

school children with an aim to reach 50,000 children every day.

THE KITCHEN WILL CONTINUE TO SERVE 23,000 SCHOOL CHILDREN  
A DAY



# Akshaya Patra Launched a BioUrja plant At Vadodara

**A**kshaya Patra has once again taken concrete measures to reduce its carbon footprint with the launch of the BioUrja Plant. This bio-waste-to-energy solution has been launched at its kitchen in Vadodara, Gujarat. The plant which was funded by Alstom Foundation is used to reduce waste and replace hydrocarbon usage to save energy. This is an environment friendly means of making energy to

enable cooking in a clean, green, healthy manner. The plant supplies energy equivalent to around 115-120 kilograms of LPG per day from about 1,600-1,700 kilograms of bio-waste generated per day. This innovative system manages at least 1/3<sup>rd</sup> of the LPG needs in the kitchen at less than five per cent of the current recurring cost.

**THE PLANT  
FUNDED BY ALSTOM  
FOUNDATION  
IS USED TO REDUCE  
WASTE AND SAVE  
ENERGY**



# Akshaya Patra partners with Code for India for Hackathon



**C**ode for India is a not-for-profit organisation that employs professionally certified engineers, and partners with Non-Governmental Organisations to provide engineering solutions. This is done by creating applications that are technology based solutions to leverage technology and empower Indian organisations to address social problems. The Hackathon went on for 24 hours on Google campuses both in India and the USA. More than 224 engineering students and

## **THE HACKATHON WAS HELD ON GOOGLE CAMPUSES**

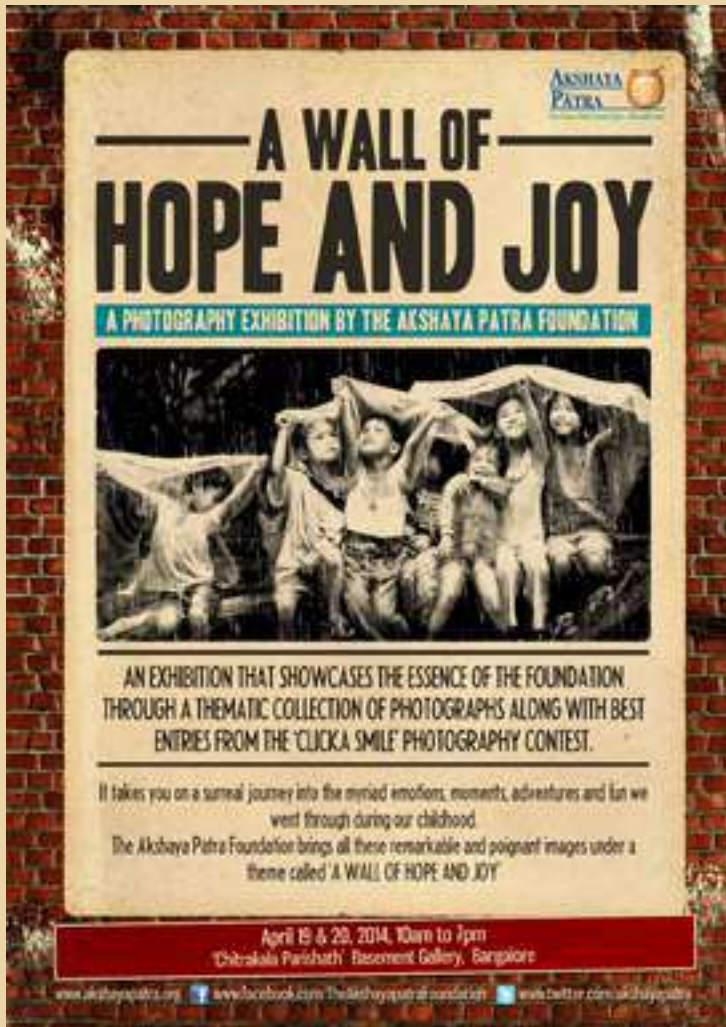
enthusiasts from different professional and academic backgrounds participated in the event. Renowned industrial establishments like NASSCOM, Amnesty International, World Bank Group Finances and Action for India tied up with Code for India for the Hackathon. Addressing the techies Narayan Murthy (Chairman Emeritus of Infosys) said, "Design a solution that will help a large number

of NGOs attack the meta problems they need to solve with the power of your applications and make the life of millions of people better by using the algorithms effectively." Being a part of the Hackathon, Akshaya Patra too put across a set of challenges among which the experts focussed on Delivery and Route Optimisation, and an application that could calculate the amount of meals required by each operational region to avoid both wastage and shortage.

*Maintaining the highest standard of quality, cleanliness and hygiene is a mandatory norm at every kitchen of Akshaya Patra*







# Lights, Camera, Photos!

**THE TWO-DAY EVENT ATTRACTED OVER 250 VISITORS, A MIX OF EXISTING SUPPORTERS AND DONORS ALONG WITH FRESH ENTHUSIASTS**

**A** Wall of Hope and Joy – a photography exhibition by The Akshaya Patra Foundation took all the visitors down the memory lane of their childhood. A colourful display of innocent smiles of Akshaya Patra beneficiaries filled the visitors' hearts whilst they also appreciated the images of Akshaya Patra kitchens. The images of massive equipment, kitchen staff and delivery

vans provided a virtual tour to the viewer of our day-to-day kitchen operations. The exhibition was inaugurated by dignitaries from Karnataka Chitrakala Parishath – B.L. Shankar, President; D.K. Chowta, General Secretary; Kamalesh, Assistant Secretary and Professor; and J.M. Kamalakshi, Former Joint Secretary of Chitrakala Parishath. The two-day event attracted over 250 visitors, a mix of

existing supporters and donors along with fresh enthusiasts. While donors were enthralled to see that their contributions were bringing those smiles on the faces of children, first-time visitors were impressed at Akshaya Patra's work and expressed their interest to become a part of the organisation as supporters.

# Campaigning for change with #HungryForSchool



In a bid to start a conversation about the issues of classroom hunger, child labour and malnutrition in India, Akshaya Patra launched #HungryForSchool, an online campaign in June.

#HungryForSchool is a viral campaign running on social media websites like Facebook and Twitter. Using the hashtag #HungryForSchool, Akshaya Patra engages with donors and well-wishers via interactive, thought provoking messages. Covering a range of topics like the impact of labour on a child's future, education for the girl child, nutritional

care for children and more, the #HungryForSchool messages have gathered great momentum in the online space.

## USING THE HASH TAG #HUNGRYFORSCHOOL, AKSHAYA PATRA ENGAGES WITH DONORS AND WELL-WISHERS VIA INTERACTIVE, THOUGHT PROVOKING ONLINE MESSAGES

Over the past three months that the campaign has been running, the Akshaya Patra Facebook page has seen an increase of close to 12,000 likes and received generous donations by promoting the

tag line '₹ 750 can feed a child for an entire academic year'.

Taking the conversation onto an audio-visual medium, Akshaya Patra has also released two viral videos 'Morsel of Love' and 'What can you get for ₹ 750?' on YouTube and shared via Facebook and Twitter.

Morsel of love, starring real-life Akshaya Patra kitchen employees exemplifies the love and care with which the mid-day meals are cooked, much like a mother's love for her child. In 'What can you get for ₹ 750?'

Akshaya Patra explores the different ways people can spend the amount, but showcases the real value of ₹ 750 which can feed a child for an entire academic year. The Foundation is scheduled to release its third video soon.

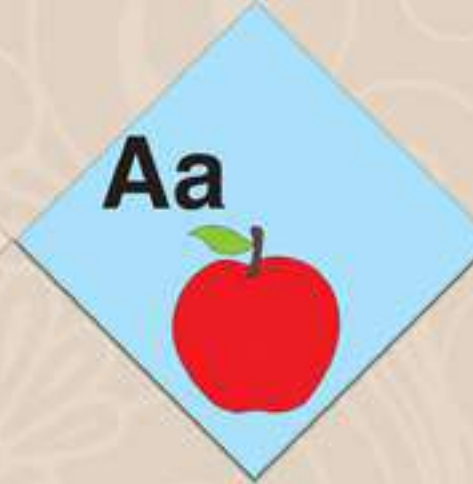
# #HungryForSchool

100%  
Real  
Effort



LUNCH

FOOD AND EDUCATION  
ARE LINKED







what's your view?



#HungryForSchool has generated a big online buzz. Using interactive social media messages and engaging videos in the campaign, Akshaya Patra has truly succeeded in its goal of placing the welfare of the economically challenged children of India as one of the centre points of social discussion for the future.



# DRIVEN BY AN INDOMITABLE SPIRIT

**J**aga Pradhan is an agile and energetic boy of standard V, studying in the Vijayanagar Project Primary School in Puri, Odisha. His younger brother too studies in the same school in standard III. Jaga's mother and elder brother are employed as daily wage workers to run the family.

Science and literature are Jaga's favourite subjects. A cricket enthusiast, Jaga is a huge fan of Mahendra Singh Dhoni. He supports his choice saying, "He is a master blaster and the captain of the Indian Cricket team."

Jaga enjoys playing cricket and prefers batting. He loves to watch live matches and the last match he saw is the T20 World Cup semi-final.

Proximity of school from his home and the Akshaya Patra mid-day meal are the two immediate reasons for his regular attendance. Previously, due to financial constraints, he'd sometimes go without food. But, now he gets proper food at school and also can take leftovers to have at home. Retorting to a playful tease on his appearance of being fragile and feeble, Jaga says, "I've a lot of inner strength."



## CHILDHOOD DIARIES: OF LAUGHTER AND LOVE

**A**njali, Pooja and Chandu are three siblings studying in the Government Higher Primary School, Devaiahana Hundi, Mysore, Karnataka. In April 2014, a familial conflict led to the separation of their parents. Since then the three siblings stay with their father; walking up to 6 kms every day to and from school. Even though they are being raised without their mother all the three siblings display remarkable maturity for their age and wisely make choice of the

feelings they want to share. There is never a moment when Anjali or Pooja are not smiling or when Chandu is not up to some mischief.

Since their father is alone now, he cannot afford to cook for all of them. Being an Akshaya Patra beneficiary Anjali says, "We love the food we get at school. It's a lot like my mother's cooking."



A young girl with dark hair in a braid, wearing a white school uniform, is smiling and writing on a black chalkboard. The text on the board reads "End CLASSROOM Hunger".

# End CLASSROOM Hunger

Join Akshaya Patra and help #EndClassroomHunger. In our latest social media campaign we try to spread awareness on hunger and malnutrition especially among children in India, and seek support from all in our initiative to #EndClassroomHunger.

Children in India need all the support they can get to combat malnutrition and hunger. You can make a difference.

Find out more on

Facebook: <https://www.facebook.com/TheAkshayapatraFoundation>

Twitter: <https://twitter.com/akshayapatra>



# The Future is in your hands!

Children we say, are the future and the future of children right now is in your hands. Millions of children across India are missing out on education as they fight for their survival.

One meal a day can change this. Our guaranteed wholesome, unlimited meal in the afternoon is not just bringing children to school but also giving them an opportunity to be a child; to hope and dream.

Gift them the future they deserve!

**Support Akshaya Patra.**

### A meal can bring a child to school

Yes, I wish to encourage the education of children in need by sponsoring Akshaya Patra School meals at

Rs.5000  Rs.10000  Rs.15000  Rs.20000  Rs.25000  Rs.....

NAME:..... Nationality:.....

TYPE OF DONOR:  Individual  Corporate  Government  PRG  Other

MAILING ADDRESS:.....

OFFICE/RESIDENCE TEL:..... MOBILE:.....

E-MAIL ID:.....

[Kindly provide your e-mail ID for convenience in sending reports and receipt]

DATE OF BIRTH: \_ \_ / \_ \_ / \_ \_ \_ \_ (DD/MM/YYYY)

PAN NO:.....

### I wish to make my contribution by

Cheque or DD in favour of "The Akshaya Patra Foundation"

Bank Name:..... Amount:.....

Branch:..... Cheque/DD No.:.....

Credit card:  Visa Card  Master Card  Diners Card

Card No.: ..... Expiry Date:.....

# For issue of Tax Exemption certificate (100% tax exempted for contributions above Rs 500/-)

Have you donated for Akshaya Patra Programme earlier?  Yes  No

I wish all donations made to remain anonymous.  Yes  No

We request you to be our ambassador and help us build a network of supporters. Please provide the contact details of any 4 friends / family who you feel would like to support this programme.

1..... 2.....  
3..... 4.....

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Odisha  
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Nayagarh – 752063  
Odisha  
Phone: 0675-2224243

Puri

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Balagandi,  
Dist-Puri – 752001  
Odisha  
Phone: 0675-2224543

Rourkela

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Sector - 7,  
Rourkela – 769003  
Odisha  
Phone: 0661-2648777

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Bhanwargarh, Baran  
Rajasthan  
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Goner Road, Jagatpura,  
Jaipur – 302017  
Rajasthan  
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Gram Sevak Prashikshan Kendra,  
Opp. NLU near railway crossing,  
Nagpur Road,  
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