

# AKSHAYĀTRA

NEWSLETTER VOL.2 2015

AKSHAYA  
PĀTRA   
*Unlimited food for education.*

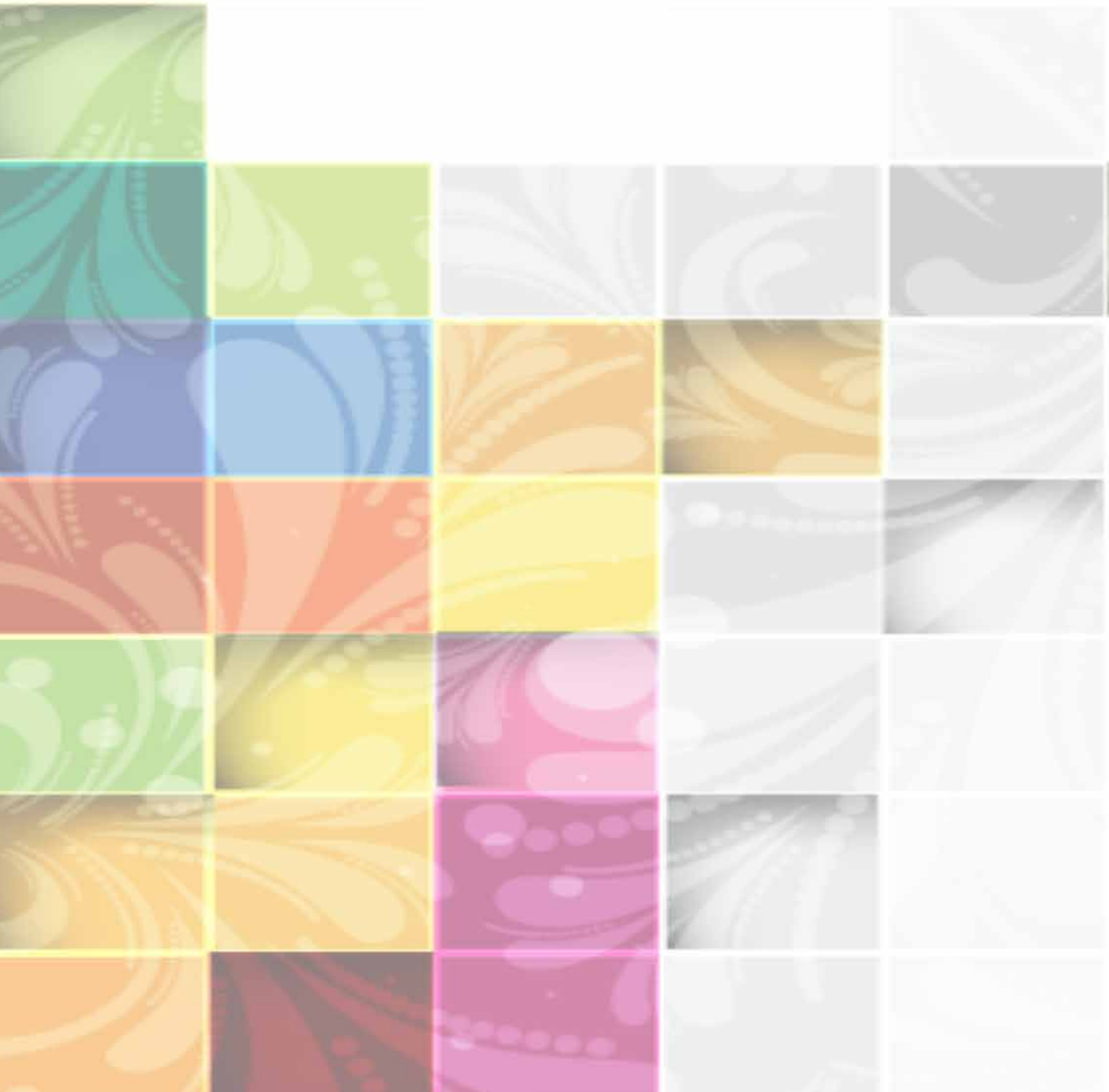


Photo Credit: Ata Mohammad Adnan



## How It Started

His Divine Grace A.C. Bhaktivedanta Swami Prabhupada once saw a group of children fighting with stray dogs over scraps of food. Moved by this incident he was determined that 'No child within a radius of ten miles from our centre should go hungry.' This direction to his followers inspired the birth of The Akshaya Patra Foundation and is also the driving force behind the milestones it has achieved.



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Cover Photo by:  
Ata Mohammad Adnan

This photograph titled 'A beautiful life' is one of the entries of the 'Click A Smile' Annual Photography Contest 2014. It was one of the top 50 images selected.



## CHAIRMAN'S MESSAGE

The year 2015 has been an exciting time at Akshaya Patra so far, filled with innovation, expansion and accomplishments.

None of this would have been possible without the steadfast support of the Government, our corporate partners, donors, volunteers and well-wishers. I thank each of you sincerely for your participation and commitment towards providing children in India with a daily nutritious mid-day meal.

I am pleased to say that the developments of the past few months uphold the faith you have placed in our organisation. As part of our expansion and innovation programme we have recently opened two new large scale centralised kitchens, one at Surat and the other at Lucknow; and also opened our first Food Safety and Quality Control Lab in Ahmedabad to undertake physical, chemical and microbial testing. We have also been featured on the National Geographic Channel in a special telecast premier as part of their documentary series 'NGC Mega Kitchens'.

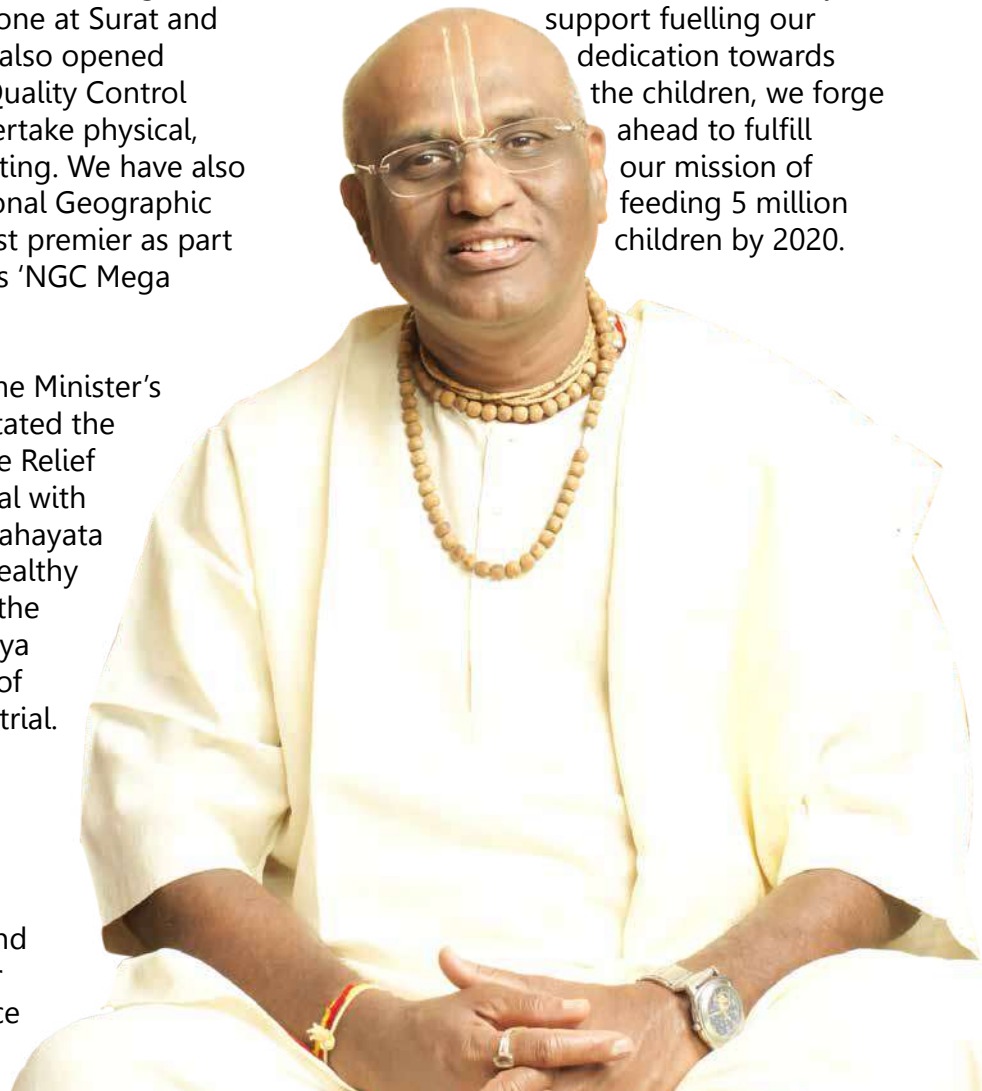
On invitation from the Prime Minister's Office, Akshaya Patra facilitated the setting up of an Earthquake Relief Centralised Kitchen in Nepal with Tata Trusts and Sipradian Sahayata Sanstha, to provide daily healthy meals to those affected in the region. It gives us at Akshaya Patra great pleasure to be of service during this time of trial.

Akshaya Patra has received several prestigious awards like the Asian MAKE (Most Admired Knowledge Enterprise) Award by CII, and the Quality Mark Award for Achievement and Excellence in the NGO segment

for the year 2015. We also received the Chanakya Award for NGO of the Year 2015 by PRCI.

Ching's Secret has partnered with us for their 'India Ke Hunger Ki Bajao' campaign aimed to feed at least 1 million children. The campaign, spearheaded by their Brand Ambassador Actor Ranveer Singh, has received tremendous support from big brands and fans across the country.

All of these developments have served to reinforce our commitment towards providing healthy, happy childhoods. With the advancement of our programme, challenges have and will continue to arise. But with your support fuelling our dedication towards the children, we forge ahead to fulfill our mission of feeding 5 million children by 2020.





The Lucknow kitchen was inaugurated in March, 2015 by the Chief Minister of Uttar Pradesh, Akhilesh Yadav. Some of the other dignitaries attending the inauguration were Ram Govind Chaudhary, Minister for Basic Education, along with representatives of the Caterpillar Foundation, the primary investor in the kitchen.

The kitchen has been constructed over two acres of land provided to Akshaya Patra by the Uttar Pradesh State Government and reaches 11,401 students across 109 government

## AKHILESH YADAV INAUGURATES LUCKNOW KITCHEN

schools in the region. During the event Akhilesh Yadav toured the state-of-the-art centralised kitchen and watched the kitchen processes underway. He commended the Foundation on its work, and wished Akshaya Patra all the best for the future.



## AKSHAYA PATRA FEATURED ON NATIONAL GEOGRAPHIC

Akshaya Patra was featured on the National Geographic Channel in a special telecast premier on 27<sup>th</sup> April, 2015. The episode named '**Akshaya Patra - Shiksha Ka Mahabhog**'

highlighted the Foundation's kitchens as part of their documentary series 'NGC Mega Kitchens'.

The episode took viewers on a tour inside the kitchens, showcasing the operations followed, and highlighting the volume, technology, scale and processes involved. It also featured exciting coverage of how 175,000 meals are cooked in the kitchens in just five hours, illustrated how the organisation has utilised gravitational force to accomplish load-bearing work in an efficient manner, and much more.



**M**adhu Pandit Dasa, Chairman of The Akshaya Patra Foundation was invited to speak as part of a panel at the Development Dialogue 2015 hosted at the Deshpande Foundation in Hubballi.

The theme this year was 'Scaling by Proving,' and emphasised how scalable development hinges on careful planning and execution in the early proving stages of the organisation. By following the method

of 'Failing Small, Failing Early, Failing Fast', organisations can quickly execute ideas, learn from their mistakes, make mid-course adjustments early into the enterprise, create networks and coalitions, and set processes that will help the organisation scale up quickly. The Development Dialogue 2015 showcased organisations that have succeeded in following this pattern of growth and development. The event hosted over 300 delegates including not-for-profits, entrepreneurs, academics and other like-minded individuals.

## MADHU PANDIT DASA INVITED TO DEVELOPMENT DIALOGUE 2015

Joining Madhu Pandit Dasa on the panel were Narayana Murthy of Infosys, Jeffrey L Bradach of The Bridgespan Group, and Moderator Kasturi Rangan of Harvard Business School, USA. During the panel discussion Narayana Murthy pointed out the role competition in corporate entrepreneurship plays in sparking

enthusiasm, and how such competition will help the sector achieve new heights. Madhu Pandit Dasa added to this point saying that currently Akshaya Patra has no competitor, but encouragement and the sharing of information will help others take up social entrepreneurship. "Being a non-profit set-up, we are ready to pass on our functioning model," he said.

The event, which saw the participation of over three hundred delegates, was also attended by Nobel Peace Prize winner 2014 and child rights activist Kailash Satyarthi who was part of the Keynote Panel. The Akshaya Patra team had the opportunity to spend time with him exchanging ideas.



**S**udha Murty, Chairperson of the Infosys Foundation – the philanthropic division of Infosys – inaugurated a safe drinking water project in Jaipur. The initiative provides water for approximately 50,000 government school children from 203 schools in the region. The students and teachers thanked Sudha Murty for

launching this project that will provide them with access to clean drinking water, a problem they have been facing for some time.

## INFOSYS FOUNDATION PROVIDES CLEAN DRINKING WATER

Sudha Murty was accompanied by her sister Jayashree Deshpande for the inauguration of the programme.



**T**he CherYsh Trust partnered with Akshaya Patra to develop self-sustainability in rural areas through local women, via their community kitchen at Haliyal. The ladies employed at the kitchen supplied 100 kilograms of sambar powder to Akshaya Patra, which scored high on almost all the Foundation's stringent quality tests. This initiative has increased employment, brought about

development in the region and helped the women gain confidence as entrepreneurs.

## FOSTERING DEVELOPMENT WITH CHERYSH TRUST

Akshaya Patra with Hotel Gateway-Lakeside has also provided training to these ladies covering topics like personal and cooking hygiene, learning local recipes and utilising efficient cooking methods.

# SERVING DAILY

Following the earthquakes in Nepal recently, Akshaya Patra facilitated the set up an Earthquake Relief Centralised Kitchen in the region in a joint initiative with Tata Trusts and Sipradian Sahayata Sanstha.

To set up the kitchen located at Subakamana Party Palace, Suryabinayak Chowk, Bhaktapur, installation material was aggregated and packed from Bengaluru, Pune, Valsad and Lucknow, and sent to Nepal.

The kitchen has been constructed over an area of about 2,500 sq.ft, and equipped with three cauldrons of 600 litre capacity to cook rice, one cauldron with 1,200 litre capacity to cook dal, and other machines to assist in the food preparation process.

Akshaya Patra's operations team set up the kitchen in a record time of 5 days after the installation material arrived and served its first meal on 19<sup>th</sup> June to 1,100 people at Bode, one of the 17 locations being served by the kitchen. Following this, the kitchen has been serving over 15,000 meals a day to the residents of the camps located in and around Bhaktapur.

On 21<sup>st</sup> August the kitchen crossed production and distribution of its millionth meal.

Previous to this Akshaya Patra had also sent 100,000 meals from its Jaipur kitchen to Nepal, followed by another 2,500kg of emergency food aid during April.





# MEALS IN NEPAL





# FIRST FOOD SAFETY AND QUALITY CONTROL LAB OPENED



**A**kshaya Patra has opened its first Food Safety and Quality Control Lab (FSQC Lab) in Ahmedabad. With the intention of evaluating food from farm to plate, this lab inaugurated in April 2015 has been fitted with cutting edge technology and high-precision testing instruments.



The lab features special technology like the Atago make table top refractometer which analyses fat purity, total soluble solids, adulteration of oil and more, and the Shimadzu make spectrophotometer which analyses DNA/protein concentration, absorbance, transmittance etc. The lab also has state-of-the-art equipment to measure microbial count through the use of a filtration technique with pre-sterilised membranes of 0.45 microns. Aside from this, the lab has been fitted with imported Duran make glassware to allow for extremely accurate physical and chemical analysis.



The lab also has a fume hood and exhaust systems in place to keep the environment clean, and free of contamination. Adding to this, the lab has precision weighing scales of 0.0001g accuracy to weigh chemicals for microbiological and chemical analysis. The results of all the tests concluded in the laboratory are recorded in real time on the computer.

This highly specialised lab has been set up with the technical assistance of the Central Food Technological Research Institute in Mysuru, and has been sponsored by Jamsetji Tata Trust.

**A**kshaya Patra's Surat kitchen was inaugurated by the Chief Minister of Gujarat Smt. Anandiben Patel in February, 2015. The kitchen was sponsored by the Surat Municipal Corporation (SMC) and the Oil and Natural Gas Corporation (ONGC). The event was also attended by other dignitaries from the Government of India, and representatives

of the SMC and ONGC. The dignitaries were all taken on a tour of the centralised kitchen equipped with state-of-the-art cooking machinery, following which the Chief Minister flagged off the custom designed meal delivery vehicles that will transport the food to the beneficiary schools. The Surat kitchen reaches over 165,000 children from 371 schools across Surat.

## SURAT KITCHEN INAUGURATED BY SMT. ANANDIBEN PATEL



## Ms. TULSI GABBARD VISITED VRINDAVAN UNIT

Ms. Tulsi Gabbard, US Congresswoman representing Hawaii's 2<sup>nd</sup> congressional district visited Akshaya Patra's Vrindavan unit.



## 'AWARD OF EXCELLENCE' AT COMMUNICATOR AWARDS

Akshaya Patra was granted the Award of Excellence for its Annual Report 2013-14 in the Print not-for-profit category, and for its film 'The Possibilities' in the Video not-for-profit category at the 21<sup>st</sup> Annual Communicator Award. The Award of Excellence is the highest recognition in the Communicator Awards, and is granted to only those entries that are considered the best in their field. The winners of this prestigious award are showcased in the Interactive Winners Gallery.

The Annual Report 2013-14 was also conferred the Distinction Award for overall design, for the second consecutive year.



**A**kshaya Patra received the Platinum award in the AVA Digital Awards 2015 for its film 'The Possibilities'. The film was selected for this award in the category 'Video for the web/non-profit'. The competition this year saw around 2,500 entries from 18 countries. The winning entries were selected based on their excellence of quality, creativity and resourcefulness.

PLATINUM  
WIN AT  
AVA DIGITAL  
AWARDS 2015



# LACP

## FOURTH CONSECUTIVE GOLD AWARD FROM LACP

**A** kshaya Patra won Gold for its Annual Report in the LACP (League of American Communications Professionals LLP) 2013/14 Vision Awards. This year the Foundation ranked 26<sup>th</sup> out of the top 50 annual reports worldwide, an improvement from its ranking of 34<sup>th</sup> last year. This is the fourth consecutive Gold award Akshaya Patra has received from LACP, and third time the organisation has been featured among the top 50 annual reports.



## RECEIVED ASIAN MAKE AWARD BY CII

**A** kshaya Patra received the Asian MAKE (Most Admired Knowledge Enterprise) award by CII (Confederation of Indian Industry). The award was conferred on Akshaya Patra at the CII National Knowledge Summit 2015 held in March.

The focus of the summit this year was establishing pathways to a 'digital India'. Out of 68 organisations nominated as 2014 Asian MAKE enterprises, there were 20 winners of the 2014 Asian MAKE study. Some of the winners besides Akshaya

Patra were Hindustan Unilever, Infosys Limited and Tata Consultancy Services. Akshaya Patra's Vasanthapura and Hubballi kitchens have also previously been awarded the CII National Award for Food Safety 2014. The Vasanthapura kitchen received the highest award of 'Outstanding Performance in Food Safety', while the Hubballi kitchen received the second highest position of 'Certificate of Commendation for Significant Achievement in Food Safety'. The Ballari kitchen received the CII National Award for Food Safety in 2013.



## RECOGNISED FOR **ACHIEVEMENT AND EXCELLENCE**

**A**kshaya Patra was conferred the Quality Mark Award for Achievement and Excellence in the NGO segment for the year 2015! The award was received by the Foundation's Gujarat team on behalf of the organisation. The finalists for this award are selected from a rigorous

process of interviews and quality audits undertaken by the panel members from the Quality Mark Trust. These awards are aimed to recognise and promote excellence amongst organisations within their fields.



*I would like to serve my nation as an army officer*

"Joining the army will bring me a sense of pride. To fight for the country is the right of every citizen in India. My dream started with my History lessons where I was inspired by the many freedom fighters during India's war for Independence. Many have fought for this country. Why can't I do the same? I feel I am indebted to my country and I would like to serve my nation as an army officer."

**DARSHAN**

Bengaluru, Karnataka



## RECEIVED CHANAKYA AWARD FOR NGO OF THE YEAR 2015 BY PRCI

**A**kshaya Patra was awarded the Chanakya Award for NGO of the year 2015 by PRCI at the Annual Corporate Collateral Awards 2015! The award was handed over to the Foundation at the PRCI 9<sup>th</sup> Global Communication Conclave 2015 held in March.

Besides the coveted Chanakya award, Akshaya Patra also received many other PRCI awards including Platinum for the Annual Report 2013-14, and Gold for the video 'The Possibilities'.

"Due to financial constraints, my father only allowed my brothers to attend school. I used to help my mother with the daily chores. Whenever, my brothers came home I would see them with their books which made me want to go to school even more. I always dreamed of having my own set of books. I knew that if I was given a chance I will do much better than my brothers in school. This is because I wanted to learn. To help reduce their burden, I somehow convinced my parents to allow me to go to school by telling them that they don't have to worry about my lunch because the school was providing mid-day meals served by Akshaya Patra. Today, I am the only girl in the family who has studied."

*I am the only girl  
in the family  
who has studied*

**PARVATI**  
Bhilai, Chhattisgarh



## JAGRITI YATRA VISITS VISA KHAPATNAM KITCHEN

The participants of the Jagriti Yatra (a 15 day tour across India learning about social entrepreneurship) visited Akshaya Patra's Visakhapatnam kitchen to understand the operations and scalability of the Foundation's Mid-Day Meal Programme. The 450 entrepreneurs ended their journey in Deoria district of Uttar Pradesh where they implemented their lessons of the previous weeks into their business plans. The best four groups chosen were awarded a grant worth ₹ 1 lakh to help them launch their business.



## ISTM TRAINING AND EXPOSURE VISITS



Akshaya Patra conducted several NGO engagement training programmes in association with the Institute of Secretariat Training & Management (ISTM) across Bengaluru, Jaipur, Vrindavan and Vadodara. The sessions saw the

participation of over 300 members ranking up to Deputy and Under-Secretaries from across different ministries of The Government of India. The sessions were aimed to bring focus on the problems faced by society today and to devise solutions to these issues from the existing framework of Government policies and schemes.

The participants were taken on an exposure visit to an Akshaya Patra kitchen, beneficiary school and a local NGO as part of the training programme.



*I am Nanda and  
I aspire to  
become a pilot in  
the future*

**NANDA** is a Standard VII student from St Joseph's Convent in Whitefield, Bengaluru. His father, Mohan is a lift operator at a multinational company while his mother Lakshmi is a housewife.





# IMPROVING NUTRITION THROUGH COOKATHON FOR KARNATAKA

**A**kshaya Patra, along with Ashoka India and Something's Cooking conducted the 'Cookathon for Karnataka – Improving Nutrition in Mid-Day Meals' initiative in April, 2015. The Cookathon challenged participants to utilise local ingredients in creative ways to enhance the nutrition of children consuming Akshaya Patra's mid-day meal. 36 cooks participated in the event, producing 60 delicious, nutritious recipes in 48 hours. The participants were given a once-in-a lifetime experience through workshops with experts like renowned chefs, hotel management professionals and more.



The top dishes selected by Akshaya Patra and the judges will be modified for mass production in the kitchens.

## AKSHAYA PATRA USA HOSTS 2015 ANNUAL BOSTON GALA

**A**kshaya Patra's USA chapter hosted its 2015 Annual Boston Gala at the Westin Hotel in Waltham, Massachusetts, on 13<sup>th</sup> June. The event, which was attended by about 400 business and community leaders and philanthropists, raised \$500,000. This generous contribution is enough to feed 33,000 children in India with the Akshaya Patra's nutritious mid-day meal every day for an entire year!



The gala included a panel discussion on 'sports and philanthropy' featuring special guests ESPN SportsCenter anchor Kevin Negandhi and Director of the Red Sox

Foundation and Liverpool Football Club Foundation, Linda Henry, with award-winning host of On Point on NPR and WBUR Boston, Tom Ashbrook moderating.



Hopewell Ta

Dain

## JAIPUR UNIT RECEIVES HONORARY AWARD

The Jaipur kitchen received an honorary award for services rendered. The award was conferred to R. Govind Das and Raghupati Dasa, President and Programme Coordinator of the Jaipur unit respectively, at an event organised by Dainik Bhaskar newspaper.





### **Baran kitchen completes 10 years**

The Baran kitchen, Akshaya Patra's first decentralised unit, completed 10 years on 25<sup>th</sup> April. Today the kitchen feeds almost 10,000 children across 101 schools in the region every day. It also feeds 1,695 infants from 48 Anganwadi centres, and provides employment to 215 women through the programme.



### **MINT provides RO plant to Hyderabad kitchen**

The Hyderabad kitchen received an RO (Reverse Osmosis) plant worth Rs.16 lakh from MINT (SPMCIL) Hyderabad. The plant has the ability to purify up to 6,000 litres of RO water an hour, and is being used in the kitchen operations while preparing the daily mid-day meal.



### **Visakhapatnam kitchen receives Certificate of Merit**

Akshaya Patra's Visakhapatnam unit was awarded the Certificate of Merit for their excellent services provided during the relief operations following the HUDHUD cyclone. The certificate was given to Niskinchana Bhakta Dasa, the President of the Visakhapatnam unit by the District Collector and Police Commissioner at the flag hoisting event on Republic Day.



## Footwear distribution in Hubballi

Akshaya Patra Hubballi distributed footwear, given by TOMS through its Shoe Giving initiative, to its beneficiaries in Dharwad district. The Hubballi unit organised the event with the assistance of the Zilla Panchayat, Dharwad and DDPI.

Rajiva Lochana Dasa, President of Akshaya Patra and ISKCON Hubballi-Dharwad, inaugurated the event alongside other dignitaries like Kariyappa Bisagal, Member, HDMC; and Chief Guest for the occasion Ramandeep Choudhury, CEO, Zilla Panchayat, Dharwad.



## Surat Unit participates in Exhibition

The Surat unit took part in the 42<sup>nd</sup> Science, Math & Environment Exhibition which was conducted at the Gujarat Education Research and Training Centre. The Foundation set up a stall at this event and saw over 10,000 visitors over the course of three days.



## Narendra Singh Tomar visits Rourkela kitchen

Narendra Singh Tomar, Union Minister of Steel, Mines, Labour and Employment visited Akshaya Patra's Rourkela kitchen in February, 2015. He was accompanied by other dignitaries from the Steel Authority of India (SAIL) and Rourkela Steel Plant (RSP), the principal investors in the kitchen. On completing his tour of the kitchen Mr Tomar shared his appreciation over Akshaya Patra's Mid-Day Meal Programme.



## AUMA INDIA CONTRIBUTES TWO VEHICLES

AUMA India donated two meal delivery vans to the Foundation. The vehicles, a Swaraj Mazda and a Bolero, were donated as part of AUMA's corporate social responsibility (CSR) programme. The custom designed vans deliver food to about 4,000 children across 40 schools on every working day.

## TEXAS INSTRUMENTS CONTRIBUTES A VEHICLE

Texas Instruments contributed a meal distribution van to Akshaya Patra's Bengaluru unit recently. During the inauguration the Texas Instruments staff also donated a collection amounting to ₹ 178,100.



## ARIS GLOBAL CONTRIBUTES VEHICLE

Aris Global Software Pvt. Ltd contributed a vehicle to Akshaya Patra Bengaluru. The van delivers food to 5,000 children across 20 schools in the area.



## AIRBUS INDIA DONATES TWO VEHICLES

Airbus India contributed two brand new Tata 407 delivery vans to Akshaya Patra. The vans which individually cost approximately ₹ 17 lakh have the capacity to deliver food to around 3,500 children each day.



## TWO VEHICLES DONATED TO MYSURU UNIT

B. D Damodaram and his family contributed two vehicles to Akshaya Patra's Mysuru unit in memory of their daughter B.D Sadhana on 28<sup>th</sup> May. Last year on the same day the family contributed a vehicle to the Bengaluru unit.

## LIC DONATES VAN TO JAIPUR UNIT

LIC (Life Insurance Corporation of India) donated one custom designed meal delivery van to Akshaya Patra's Jaipur unit. The vehicle was inaugurated at the LIC premises by Pradeep Bhattacharya, a dignitary from the organisation.



# FIGHTING HUNGER WITH RANVEER SINGH & CHING'S SECRET

Ching's Secret partnered with Akshaya Patra for 'India Ke Hunger Ki Bajao' aimed to feed at least 1 million children! Ching's Secret's Brand Ambassador Ranveer Singh kick-started the initiative by sponsoring the meals for 10,000 students for a year!

'India Ke Hunger Ki Bajao' has launched an extensive initiative being strongly supported by a television, radio and digital campaign. It is being supported by big brand names like Yash Raj Films, Reliance Fresh, Paytm, Red FM and many more.







# INDIA KE HUNGER KI BAJAO



*'India Ke Hunger Ki Bajao' has launched an extensive initiative being strongly supported by a television, radio and digital campaign.*



# ESPNCRICINFO, FOODPANDA, FREECHARGE LAUNCH #TICKETTOCHEER

Taking advantage of the World Cup fever ESPNcricinfo, foodpanda and freecharge partnered with Akshaya Patra for #TicketToCheer. This social media initiative allowed fans to purchase a 'ticket to cheer' for their favourite cricket team in the World Cup, and the proceeds of each ticket would feed one child for a year.



## TATA TRUST AND INFOSYS FOUNDATION PLEDGE OVER ₹ 200 CRORE

The Infosys Foundation (the philanthropic wing of Infosys Ltd.) and the Tata Trust (the philanthropic wing of the Tata Group) have together pledged over ₹ 200 crore to Akshaya Patra. The Infosys Foundation pledged ₹ 127 crore to assist the Foundation in building and operating three new kitchens, along with an extra ₹ 20 crore for the corpus. To assist Akshaya Patra in purchasing the latest technology and to continue achieving excellence in food safety, the Tata Trust pledged ₹ 55 crore.



# SAAVN USES #MUSICFORMEALS TO FEED 5,000

India's #1 digital music service Saavn partnered with Akshaya Patra to feed 5,000 children the wholesome mid-day meal every day for a year through their #MusicForMeals initiative. According to this initiative, for every hour of music streamed via their website or applications, Saavn sponsors one Akshaya Patra mid-day meal for one child. So far Saavn has contributed over ₹ 19 lakh to Akshaya Patra's programme.

## MINI NOM NOM'S FIGHTS OBESITY AND HUNGER



Mini nom nom's, a children's food business in London, works to fight childhood obesity in the UK while trying to eliminate classroom hunger in India. By donating a portion of the profits made through the sale of ready-to-eat healthy meals in Britain to a school in Uttar Pradesh, Mini nom nom's is helping to feed underserved children in India.



## BID FOR A SEAT NEXT TO A SUPERSTAR!

### CELEBRITIES SUPPORT AKSHAYA PATRA THROUGH #FLYWITHVIP

Celebrities across industries are participating in the Fly with VIP initiative to support a worthy cause. Through an auction, the highest bidder can win a chance to sit beside their favourite celebrity, while the proceeds are donated to a charity of the celebrities' choice.

Akshaya Patra has been nominated by

celebrities like Amitabh Bachchan, R. Balki, Dhanush and Akshara Hassan from the movie Shamitabh, and Anushka Sharma, Ranveer Singh, Priyanka Chopra, Anil Kapoor, Farhan Akhtar and Zoya Akhtar from Dil Dhadakne Do.

*I can follow my dream  
of becoming a doctor  
and am grateful to  
Akshaya Patra for that*



**CHANDRASHEKAR,**  
Bengaluru

"I have been eating the Akshaya Patra meal since I was in Standard I and it's undoubtedly one of the most enjoyable memories in school. I always wanted to become a doctor when I grow up. So I studied hard and I got 95 per cent in my Standard X exams. But still I was worried about my future due to constraints faced by my family. Recognising my abilities, Akshaya Patra came forward to help me complete my education. This is a blessing because now I can follow my dream of becoming a doctor and I am grateful to Akshaya Patra for that."



# AXALTA COATING SYSTEMS SPONSORS MEALS



Axalta Coating Systems is supporting Akshaya Patra by sponsoring the mid-day meals for the students belonging to the community close to their Savli manufacturing plant in Gujarat. The food is being provided to these beneficiaries from Akshaya Patra's Vadodara kitchen.

*Koti helps me  
even at home*

**DEVUDANMA**  
(Koti's Grandmother)  
Andhra Pradesh

"Koti helps me even at home. I feel sad that at a very young age, he is leading a very tough life while all his friends play and concentrate on studies. But I know that these hardships have made him strong. The mid-day meal helps many families like ours. Koti's health has become better after he started eating the nutritious food served by Akshaya Patra. At least now he is able to get one good meal a day."



## VGL LAUNCHES ONE-FOR-ONE INITIATIVE

The Vaibhav Group of companies has partnered with Akshaya Patra for their one-for-one initiative. Through this programme VGL funds one Akshaya Patra meal for every item of jewellery sold on The Jewellery Channel (a VGL Group company), UK. The Jewellery Channel has contributed ₹ 10 lakh already to Akshaya Patra and is continuing to support the programme by aiming to feed 14,000 children for a year.



*I want to become a  
Mechanical Engineer*



"I am inspired by Thomas Edison who made the bulb. There is so much science in this world today. I also want to contribute something in the field of Science someday. My love for Science started when my father gave me a few Science books to read. I took a lot of interest in it and now I want to become a mechanical engineer when I grow up. I want to look after my family."

I Am **RUBEN S**,  
From Bengaluru

**S**hridhar Venkat, CEO of Akshaya Patra, along with T.V. Mohandas Pai, a Trustee with the organisation addressed a gathering of Rotary Club members recently. Some of the dignitaries present at this gathering were Dr. João Cravinho, the Ambassador of the European Union to India; Shailesh Vishnubhai Haribhakti, Advisor at Gaja Capital Partners, Director of IDBI Capital Market Services Ltd; Sumantra Sen, CEO JSW Foundation and Madhav Das, Chief Communication Officer of Deutsche Bank.



## SHRIDHAR VENKAT MOHANDAS PAI ADDRESS ROTARY CLUB MEMBERS

In their discussion Shridhar Venkat and Mohandas Pai spoke about the work the Foundation has undertaken in reducing hunger and poverty amongst children in India, the progress the organisation has made through its Mid-Day Meal Programme, and the distance they have yet to go.

"Not only have the student's health improved, but their academics record also reinstates that a good and nutritious meal plays a crucial role in brain development. Our children have also won prizes at various inter-school and district level competitions in various academic, cultural and sport events. Thanks to the Akshaya Patra Mid-Day Meal Programme."

*Thanks to the Akshaya Patra  
Mid-Day Meal Programme*

**SURESH PATEL,**

Principal,

Jarod Group Kumar Shala,  
Vaghodia Taluka, Vadodara

# DECCAN HERALD

## Chanakya award for Akshaya Patra

The Akshaya Patra Foundation on Wednesday bagged the Chanakya Award, in the category of the NGO of the year-2015 at the 9th Global Communication Conclave-2015, New Delhi, organised by Public Relations Council of India. The award recognises outstanding contribution made by insitutions to the society. Akshaya Patra strives to address and fight issues like hunger and malnutrition in the country, through the mid-day meal scheme in government and aided schools feeding over 1.4 million children in 10,661 schools spread across ten states. The category had over 100 entries from corporate giants like Coca Cola, Mahindra and HDFC.

# INTERNET NEWS FOR YOU

## The Akshaya Patra Foundation bags 'NGO of the year Chanakya Award' from PRCI



**Bangalore, March 18, 2016.** The Akshaya Patra Foundation was honoured with the most coveted 'Chanakya Award' in the category NGO of the year-2015, at the 9th Global Communication Conclave of India (PRCI) at the PRCI Global Communication Conclave - 2015 held in New Delhi. The Foundation also bagged several other awards such as Platinum for annual report 2015 - 2016, Golden award for Value - 'The possibilities', and Bronze for Social Media Campaign of the year.

PRCI's Chanakya Award is an recognition the outstanding contribution made by institutions to the society at large. Akshaya Patra strives to address and fight issues like hunger and malnutrition in India, by implementing the mid-day meal scheme in the Government and Government aided schools. Today Akshaya Patra, aids - the mid-day meal programme serves substantial food to more than 1.4 million children from 10,661 schools across 10 states in India.

Accepting the prestigious award, Mr. Mahesh Venkat, CEO, The Akshaya Patra Foundation said, "We are honoured to receive these awards from PRCI. These awards pave a path for us to continue to feed & educate children in 2017".

The award covered the category of Annual report, which was done from March 2015 to February 2016. The Akshaya Patra Foundation was bagged by Akshaya Patra Foundation for its Annual Report 2015 - 2016. PRCI also honoured the professionals with 'Best of Award' and presented the Chanakya Awards for exemplary performance.

During the two-day conclave that included an interactive communication professionals fair, panel discussions on media and PR ethics, CSR, Innovation, youth, technology and social assessment at workplace.

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# THE FREE PRESS JOURNAL

## Ranveer pushing envelope one more time



Ranveer Singh is known to be more than just a Bollywood actor. He has often pushed boundaries and ventured into uncharted territories. He is the brand ambassador for 'Ching's Secret', he has been the star of 'Bhawanji Chini' in a series of ads that he has made. Now he gets his money where his heart is. Ranveer will champion the Akshaya Patra Mid-day Meal programme in a global fund-raising drive starting from March 15th. To kick-start the drive, Ranveer will personally appear at the launch of the Akshaya Patra Mid-day Meal programme in Ahmedabad.

Since Ranveer, the champion of the Akshaya Patra Mid-day Meal programme, is a well-known actor, he has agreed to appear in a video, to promote the Akshaya Patra Mid-day Meal programme. The video will be released in the next few days. Ranveer will personally appear at the launch of the Akshaya Patra Mid-day Meal programme in Ahmedabad.

## On the menu: Good MDM Scheme

CM inaugurates Lucknow's largest kitchen for MDM



On the menu: Good MDM Scheme. CM inaugurates Lucknow's largest kitchen for MDM. The Akshaya Patra Foundation has inaugurated a new kitchen in Lucknow, which will serve MDM to over 1 lakh children. The kitchen is equipped with modern facilities and will serve MDM to over 1 lakh children. The Akshaya Patra Foundation has inaugurated a new kitchen in Lucknow, which will serve MDM to over 1 lakh children. The kitchen is equipped with modern facilities and will serve MDM to over 1 lakh children.

# hindustantimes

## Lucknow's largest kitchen will serve MDM to 1 lakh kids

DOUBLE-STORY STRUCTURE. CM to inaugurate facility on Sunday. It's equipped with a chapati-making machine, 3 deep-fry tanks, 8 rice cookers etc.



The Akshaya Patra Foundation has inaugurated a new kitchen in Lucknow, which will serve MDM to over 1 lakh children. The kitchen is equipped with modern facilities and will serve MDM to over 1 lakh children. The Akshaya Patra Foundation has inaugurated a new kitchen in Lucknow, which will serve MDM to over 1 lakh children. The kitchen is equipped with modern facilities and will serve MDM to over 1 lakh children.

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## Ranveer did his bit for the society



It's a selfie time for Ranveer and the kids.

10,000 schools across the country I love children, and they are our future," says Ranveer, adding, "The idea is that no kid should have to work for a meal, and should go to school if people can give only ₹20, it can feed food for one child for an entire year," he adds. The actor himself has funded the meals of 10,000 kids for the entire year. "I can do a lot of good with the kind of money I consider myself a successful person when I get such opportunities. I'm happy that I am in a position to make a difference in the little better," he says.

# Business Standard

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## Akshaya Patra Foundations opens food safety laboratory in Ahmedabad

By Anurag K. Ghoshal, Ahmedabad, April 15, 2016. Updated on 04/15/16

The Akshaya Patra Foundation, which serves Mid Day Meals (MDM) to children studying in government and government-aided schools across the state, inaugurated its Food Safety and Quality Control Lab (FSQC Lab) in Ahmedabad. A statement issued by Akshaya Patra Foundation said here.

The statement further said that the state-of-the-art microbiology laboratory is equipped with the latest and modern technology and high precision testing instruments for evaluating the food products right from the farm to plate and has been established in technical collaboration with the National Central Food Technological Research Institute (CFTRI).

Depending on the occasion, the Akshaya Patra Foundation said, "It is indeed a great moment to have a state-of-the-art food safety lab being inaugurated in Ahmedabad. At the Akshaya Patra Foundation, we follow a standard process for preparing the mid-day meals. This process is checked and to ensure hygiene and safety of the cooked meal and also to adhere to the food safety standards."

Among the feature of the laboratory, the statement highlighted, the microbiology lab, which is equipped with the latest technology instruments in enumerating the microbial count, using Phospor techniques with pre-sterilised membranes of 0.45 microns. The air sampler instrument evaluates the environmental quality in the lab and additionally, the laboratory is equipped with imported UV-light system helps to carry out physical and chemical analysis in the minimum amount. The statement pointed out.



# ng the more time

world largest (see for profit) Mid-day Meal programme in association with the Central and State Government. Their mission is to ensure that hunger does not prevent children from getting an education. The Mid-day meal programme ensures that children cannot attend school these meals to cook enough for a week a day. With 100 kitchens situated in 10 states of India, the Foundation serves thousands of children, ensuring meals to over 1 million children every school working day.

# food and smiles

similar units in Varanasi, Kanpur, Patna, Bihar, Andhra Pradesh

## RECIPE FOR SUCCESS

**Public-Private Partnership**  
The Akshaya Patra Foundation has successfully implemented a public-private partnership (PPP) model for its Mid-day Meal Programme. This model involves the government providing the land and infrastructure, while the private sector (Akshaya Patra) provides the food and services. This approach has proven to be highly effective and sustainable.

## MEASUREMENT OF SUCCESS

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## SPECIAL SERVICES

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Children enjoying their mid-day meal at a school in India.

## Feed underprivileged kids with 'Ticket to Cheer'

By Ashish Kumar, Mumbai Mirror. The Akshaya Patra Foundation has teamed up to support under-privileged children via an initiative 'Ticket to Cheer', in time with the ongoing ICC Cricket World Cup.

With the ongoing World Cup fever, the six-week-long campaign urges cricket lovers to showcase their love for the game and their team with a personalised 'Ticket to cheer'.

'The 'Ticket to Cheer' campaign is an attempt to fulfil the basic need of satisfying the hunger of children in school through mid-day meals. We are excited in this cause with foodpanda which shares our desire to provide nourishment to children.

'By targeting cricket lovers during the World Cup, we are hoping to add purpose to their passion and bring a ray of happiness into the lives of children.' Shridhar Venkat, CEO, The Akshaya Patra Foundation, said in a statement.

The initiative, tickettocheer.com, has been created to facilitate cricket fans to support their favourite team, in a matter of choice, during the World Cup by generating their own 'Ticket to Cheer'.

One ticket implies a contribution of Rs.750 to provide mid-day meals to a child for an entire school year. Foodpanda will also be sharing points to cheer India on social media and for every cheer foodpanda will donate a meal from their side.

'The World Cup is a great occasion to unite people for a common cause. We take this opportunity to encourage people to join in serving 1.4 million children with the potential to lead a healthy and progressive life like any of us,' said Rohit Chadda, managing director and founder, foodpanda.in.

Shridhar Venkat, CEO, Akshaya Patra Foundation, said in a statement.



## NatGeo captures Akshaya Patra success story

**Bengaluru:** The success story of the scheme that brings smiles on the faces of thousands of school children every afternoon - Akshaya Patra - will now be aired as a documentary by the National Geographic Channel.

The Akshaya Patra-Shiksha ka Mahabhog will premiere at the channel on April 27, 9pm. The one-hour show looks at what goes into the functioning of this mammoth kitchen - with a focus on scale, volume, technology and the process. Committed to serving the cause of providing nutrition to children, Bengaluru-headquartered Akshaya Patra Foundation serves food to over 1.4 million students of 10,661 schools across 10 states.

The NGC documentary promotes the thought of food for education and gives insights like how 1,75,000 meals are cooked in just about 5 hours, and how gravity is used to do all the load-bearing work. To further the cause of the mid-day meal programme, NGC

# THE HINDU

## Food for future

Can a single meal brighten a child's future? Can a school lunch bridge the gap in education? To answer these questions, National Geographic Channel is going back to school with the Akshaya Patra Foundation, to showcase how the world's largest school lunch programme is cooking up meals for over 1.4 million underprivileged children from 10,661 schools across 10 states in India. These meals are offering India's children a hopeful tomorrow, one plate at a time.

The hour-long show reveals what goes into the functioning of this mammoth kitchen - with focus on scale, volume, technology and process. Akshayapatra-Shiksha ka Mahabhog premieres on April 27 at 9pm on National Geographic Channel.

# hindustantimes



I can do a lot of good with the kind of money that comes my way... I'm happy that I am in a position to make someone's life better.  
Ranveer Singh, actor



## Ranveer's bit for society

By Jigar Shah

**A**part from his profession as an actor, Ranveer Singh has some projects lined up to make a difference in society. The 31-year-old actor has announced himself with a foundation that aims to address social inequalities in schools. He has also taken an active role in providing meals to underprivileged children in schools. With over 100 schools across the country, the foundation has already made a significant impact.

The actor has also been involved in various social causes. He has been seen at several events and has used his platform to raise awareness about social issues. His commitment to giving back to society is commendable.

# Mumbai Mirror

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## THE GIFT THAT KEEPS ON GIVING

Mumbai Mirror, Mar 2, 2012, 09:24 AM IST

Children Investment Plan  
www.akshayapatra.com/2012/03/02/children-investment-plan/

By Mukul Pathak

If I had to identify an industry among Non-Governmental Organisations in the country, my choice would be Akshaya Patra, the highly successful mid-day meal provider in India.



Akshaya Patra was launched in June 2000 with the objective to provide mid-day meals to 1 crore students in and around Bangalore. The service has expanded to more than 1.4 million students every single day across 10,661 schools and 20 locations today, making it the largest (not-for-profit) mid-day meal provider in the world.

It is a world where NGOs generally grow in nominal single-digits and are perpetually low on resource utilisation, Akshaya Patra has demonstrated two consecutive breakdowns: That is possible to grow at a corporate pace and that it is possible to achieve the kind of revenues that even most listed corporations do not report in their statements across years of existence. The big question that most NGOs across the country are asking is: How? Whereas most NGOs focus on education project, Akshaya Patra selected to focus on a relatively under-explored aspect (nutrition) that comprehensively addresses education, health, nutrition and social progress.

## ವಂದನೆ ಅಭಿನಂದನೆ

ಅನ್ನದಾತನೇ ಇಂದು  
ಬರಗಾಲದಿ ಕುಸಿದಿರಲು  
ದಸಿದ ಉದರಗಳಿಗೆ  
ದಸಿವ ನಿಗಿಸುತ್ತ  
ಅನ್ನದಾನಕ್ಕಿಂತ ಇನ್ನು  
ದಾನವಿಲ್ಲ ಎನ್ನುವ  
ದಾನಿಯಾಗಿ ವರ್ಯರಿಗೆ  
ನಸುಕಿನಲ್ಲಿದ್ದು ದಿನಕರನ ಕಾಯಕದಂತೆ  
ಆಹಾರವ ತಯಾರಿಸಿ ಅವಿಫ ಬಗೆ  
ಸವಿಯುಳ ಉಣಬಡಿಸುವ  
ಕಾರ್ಮಿಕರಿಗೆ ಐಫ್ಫಾನ್ ಸಂಸ್ಥೆಗೆ  
ಕೆರಬಾಗಿ ನಮಿಸಿ ಚಿರಮಣಿಗಳಾಗಿ  
ಶರಣು ಶರಣೆನ್ನುವೆವು  
ಖಾಯ್ತುಂಚಿ ಹರಸುವೆವು  
ಸಹ ಸಮೃದ್ಧಿಯಾಗಿರಲೆಂದು  
ಮನ ತುಂಬಿ ಪೇಡುವೆವು  
ಮಾತೆ ಅನ್ನಪೂರ್ಣೆಂದು ಅನುಗ್ರಹ  
ಶಿರಕಾಲವಿರಲೆಂದು, ಅನುದಿನವು  
ಸ್ಮರಿಸುವೆವು ನಿಮ್ಮ ಪರಿಶ್ರಮವ  
ಸಂತ ಜ್ಯೋಸೆಫ್ ಕಾನ್ವೆಂಟ್ ಕನ್ನಡ ಶಾಲೆಯು  
ಮಕ್ಕಳು ನಾವು ಏಹೆ ತುಂಬಿ ಸಾಡುವೆವು  
ಜಯವಾಗಲ, ಜಯವಾಗಲ, ಜಯವಾಗಲ  
ತನು ತುಂಬಿ ಕೋರುವೆವು ಕುಳಾಪ್ತೆಯವನಿಂದು  
ಕೊರಳು ತುಂಬಿ ಹಾರೈಸುವೆವು  
ಅನ್ನದಾತೋ ಸುಖಭವ, ಅನ್ನದಾತೋ  
ಸುಖಭವ, ಅನ್ನದಾತೋ ಸುಖಭವ.  
ಸಗೇ ರಾಮ ದಾರೆ ಕೃಷ್ಣೆ.

ರಚನೆ: ಶಿ.ವಿ. ಕಾರನಾಮಣ್ಣಿ  
ಶಿಕ್ಷಕಿ  
ಸಂ.ತಜ್ಜೋಸೆಫರ್ ಕಾನ್ವೆಂಟ್ ಕನ್ನಡ

## Summary of the poem

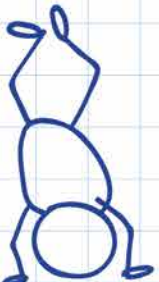
While the State is reeling under drought, we, the students of St Joseph's Kannada Convent School would like to thank the efforts of ISKCON Bengaluru and The Akshaya Patra Foundation in serving us with tasty food every day and working like the Sun since morning. There is no greater gift other than providing food to an empty stomach. We hail the yeoman service of people working there. Let the one who has provided me food be happy!

Annadato sukhibahava!

Annadato sukhibahava!

- Smt B V Sharadamani

St Joseph's Kannada Convent School



# The Akshaya Patra Foundation Network

## **Andhra Pradesh**

### Vishakapatnam

Plot 57 & 58, B-Block, Auto Nagar,  
Vishakapatnam – 530012  
Andhra Pradesh  
Phone: 0891-6467744/ 2546442

## **Assam**

### Guwahati

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Siduri Gopha, NH – 31,  
Amingaon, Guwahati – 781031  
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Phone: 0361-2680010

## **Chhattisgarh**

### Bhilai

Old Dairy Building,  
Behind Gurudwara,  
Sector – 6, Bhilai – 490006  
Chhattisgarh  
Phone: 0788-2223699

## **Gujarat**

### Ahmedabad

The Akshaya Patra Foundation,  
Bhadaj-Santej Road,  
Opp. Ahmedabad Dental College,  
Santej Village,  
Kalol, Ahmedabad,  
Gujarat 380060  
Gujarat  
Phone: 9904222266

### Surat

Plot No. 55, Bhagyodaya Industrial  
Road, Behind D R World Mall,  
Near Saptarshi Row House,  
Aai Mata Chowk, Magob to Dudhal Road,  
Surat – 395010  
Gujarat  
Phone: 0261-2350039

### Vadodara

Plot No. 42, Opp.  
Sevashram Society,  
Nr. Dharampura,  
Harinagar Gotri Road,  
Vadodara – 390023  
Gujarat  
Phone: 0265-2388659

## **Karnataka**

### Bengaluru

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Rajajinagar, Bengaluru – 560010  
Karnataka  
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### Bengaluru

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8th Mile, Doddakallasandra Village,  
Kanakapura Road,  
Bengaluru – 560062  
Karnataka  
Phone: 91-80-23471956

### Ballari

Sandur, Bellary Road,  
Shankar Gudda Colony,  
Thoranagallu,  
Ballari District – 583275  
Karnataka  
Phone: 0839-5256655

### Hubballi

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Dharwad – 580009  
Karnataka  
Phone: 0836-2350855

### Mangaluru

C/o ISKCON, Arya Samaj Road,  
Balamatta, Mangaluru – 575003  
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Phone: 0824-2410722

### Mysuru

18th Cross, SY No – 31,  
Jayanagar, Mysuru – 570014  
Karnataka  
Phone: 0821-2500582

## **Odisha**

### Cuttack

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Phulnakhara,  
Cuttack – 754001  
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### Nayagarh

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Nayagarh – 752063  
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### Puri

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Grand Road,  
Balagandi,  
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Phone: 0675-2224543

### Rourkela

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## **Rajasthan**

### Baran

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Sichai Vibhag,  
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### Nathdwara

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## **Tamil Nadu**

### Chennai

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