

~ MAY, 2023

# NEWSLETTER

## ANNAPOORNA

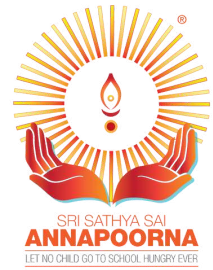
THE GIFT OF NUTRITION



SRI SATHYA SAI  
**ANNAPOORNA**  
LET NO CHILD GO TO SCHOOL HUNGRY EVER



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# ANNAPOORNA TRUST'S OFFICIAL MEET WITH INDORE DC ~ MAY 4, 2023

## HIGHLIGHTS

- Annapoorna Trust National Manager Santosh Allath meet with District Collector of Indore in Madhya Pradesh.
- Memorandum of Understanding (MoU) was signed
- Distribution points in the district and the project launch date was discussed.

- ✓ On 04 May 2023, Annapoorna Trust's National Manager Santosh Allath met District Collector Dr. Ilayaraja T (IAS) of Indore in Madhya Pradesh. It was also attended by Assistant District Collector (ADC) Abhay Bedekar, District Education Officer of Indore Manglesh Vyas & District Project Co-ordinator Rathod.
- ✓ This was a Memorandum of Understanding (MoU) signed for serving SaiSure millet health mix (Ragi with Jaggery) to 60,000 govt school children in the district of Indore. It is important to note, it's a first of its kind in starting morning nutrition in the state of Madhya Pradesh. Santosh briefed the officials the reach of Annapoorna Trust in serving needy rural govt school children in 23 states & 4 Union territories.
- ✓ Discussions were also held with regards to distribution points in the selected schools in Indore district. They were positive about the developments made & were eager to get the project started from June 2023. Based on the feedback received on this pilot project, Ilayaraja was looking forward in assisting to expand to other regions of the state.



Visit our Website: <https://annapoorna.org.in>

Read more at: <https://annapoorna.org.in/annapoorna-trusts-official-meet-with-indore-dc-4th-may-2023/>



## FAI CSR TEAM'S VISIT TO SATHYA SAI GRAMA, MUDDENAHALLI



~ MAY 11, 2023

*First American (India) is an actively growing organization and a proud member of the First American Financial Corporation family. It provides financial services through its Title Insurance and Services segment and its Specialty Insurance segment. FAI leverages its CSR contribution in the field of education, healthcare, employability, livelihood enhancement, etc. FAI does its CSR activities under Light a Life – A First American (India) Foundation, a not-for-profit charitable trust. Annapoorna Trust's association with FAI began from the year 2019.*

Visit our Website: <https://annapoorna.org.in>

Read more at: <https://annapoorna.org.in/fai-csr-teams-visit-to-sathya-sai-grama-muddenahalli-11th-may/>





## HIGHLIGHTS

- **Union of First American India Foundation and Annapoorna Trust.**
- **Emphasize on Sustained development in Nutrition intervention.**

During the year 2023-24, FAI, under its Light a Life – A First American (India) Foundation, has partnered with Annapoorna Trust in providing morning nutrition to Government school children in Chikkaballapur and Ramanagara districts of Karnataka and in Hyderabad. On 11 May, in line with this collaboration, FAI's CSR team visited Sathya Sai Grama, Muddenahalli, in Chikkaballapur, which is the headquarters of Sri Sathya Sai Annapoorna Trust.

First American (India) team was represented by Mr. Purvash Jha – Member Corporate Social Responsibility and Sustainability team; Mr. Kevin Lawrence A – Senior Lead – Corporate Social Responsibility and Mr. Siddharth Joshi – Consultant, Climate Change and Sustainability Services, Ernst and Young Associate LLP. From Annapoorna Trust, the team was greeted by Mr. Anand Kumar Kadali – Trustee and Secretary; Mr. Sai Prasad Ivaturi – Trustee and Treasurer; Mr. Sushanth Karanth – Manager Corporate Communications and Mr. Vivek Kumar – Manager Social Media Management.

Mr. Purvash spoke on sustained development in Nutrition Intervention & was keen to have long term partnerships with Non-Profit organisations to having a lasting impact on the society.

The entire team was taken on a tour to Sri Sathya Sai Sanjeevani Hospital, where medical services are provided free of cost, Sathya Sai Educational campus and institutions, and SaiSure Nutraceutical Facility, where production of SaiSure Multi nutrient and Millet health mix takes place.



Mr. Anand briefed the team about SaiSure Micronutrient Health Mix, addressing the hidden hunger and the need to set up a SaiSure Nutraceutical Facility in rural areas. Rural areas often have a higher prevalence of poverty, which can lead to a higher incidence of malnutrition and other nutritional issues. Hence, this facility would reduce the urban-rural divide. The unit is also on par with any global MNCs involved in food manufacturing, with a capacity of 750 tons per month catering to serve 20 lakh beneficiaries.

It was an eventful day where many aspects of serving society in a better way were discussed. Annapoorna Trust is looking forward to having a long-lasting relationship with the FAI team and involvement in various programs benefiting the children and rural masses in our country.

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# LAUNCH OF SAISURE MILLET HEALTH MIX

## IN MUZAFFARPUR AND MUNGER DISTRICTS OF BIHAR



*The much-awaited launch of the SaiSure Millet health mix took place on 24 and 26 May 2023 in the districts of Muzaffarpur and Munger districts in Bihar state. A total of 52,000 government school children will be benefited.*

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Read more at: <https://annapoorna.org.in/launch-of-saisure-millet-health-mix-in-muzaffarpur-and-munger-districts-of-bihar/>





## HIGHLIGHTS

- SaiSure Millet Health Mix launch in the districts of Muzaffarpur and Munger districts.
- Total of 52,000 government school children will be benefited.

On May 24th, the launch event of SaiSure Millet health mix took place successfully at Haridaspur Middle School in the Kanti block of Muzaffarpur district. Under this morning nutrition program, about 25,000 government school children across 154 schools of Kanti block are provided this health supplement drink every Wednesday by Sri Sathya Sai Annapoorna Trust. The health mix contains ragi cereal fortified with minerals and vitamins along with jaggery.

Ragi or finger millet offers a bounty of nutritional benefits encompassing all the essential macronutrients – carbohydrates, fibers, fats, and proteins, along with a noteworthy level of key micronutrients – vitamins B, C, and E, and minerals to boost immune, skin, and hair health. Being a good source of natural calcium, Ragi strengthens bones in growing children. Ragi malt with jaggery is said to be a good medicine in the prevention of anaemia.

The event was held in the presence of Mr. Indra Kumar Karan – DPO, Mr. Md Enamul Hasan – DPM, Mr. Ajay kumar Singh – DEO, and Ms. Archana – BRP. Mr. Chandan Kumar – Regional Manager of Bihar and Jharkhand, represented Annapoorna Trust. Many other dignitaries, along with the officials of the education department and children who were present, savoured the taste of the SaiSure Millet health drink. The DPO has requested further cooperation for this program at the departmental level.

Likewise, on May 26th, the launch event of SaiSure Millet health mix was held at Middle School Teghra school, Haveli Kharagpur block of Munger district. A total of 27,000 government school-going children across 196 schools will benefit from this morning nutrition. They will be served the health mix containing ragi cereal fortified with minerals and vitamins along with jaggery for three days a week in the morning during school assembly.

Mr. Aswani Kumar – District Education Officer, participated in this program as the chief guest. Along with them, Mr. Sailendra Kumar – DPO, Mr. Anil Kumar – DPM, Ms. Kanchanlata – BEO, Mr. Aryabhushan – BRP Haveli Kharagpur, Mr. Navneet Kumar – BRP Asarganj, also participated in the program, and all these officials also tasted SaiSure Millet health mix. Mr. Santosh Allath – National Manager, Govt. alliances, and Mr. Chandan Kumar – Regional Manager of Bihar and Jharkhand, represented Annapoorna Trust.

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Mr. Santosh Allath – National Manager of Annapoorna Trust, spoke at the event about the health benefits of SaiSure Millet health mix and how it aids the physical and cognitive development of a child. “We have received very good responses across the nation for SaiSure multi-nutrient health mix and the SaiSure Millet health mix. Currently, we are serving morning nutrition in 23 states & 4 Union territories. With the support of the government and society, we intend to reach every child of the nation,” he said.



It is noteworthy to see the presence of active volunteers from Annapoorna Trust in Munger district. They were instrumental in distributing the Millet health mix across all 196 schools and in monitoring the smooth execution of this program. They also helped in increasing the awareness of millet-based drinks in schools and other regions across the state.

All the officials of the education department have remarked that this scheme is beneficial for the children. DEO Mr. Aswani Kumar said that we hope that this program would result in good health and well-being of the children along with improved attendance of children in the schools.



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## RAGI, A SUPERFOOD



*Annapoorna Trust, with its initiatives of launching ragi or the finger millet in the Morning Nutrition program, has played a key role in the revival of this Superfood.*



## HIGHLIGHTS

- The importance of Ragi as a part of morning nutrition
- History of Ragi - Nutritious crop in traditional agricultural methods in India.

The SaiSure Ragi variant, prepared in the Trust's very own SaiSure Nutraceutical Manufacturing facility, is being served to government school-going children over the last six months, in Telangana state and further expanding to Tamil Nadu, Maharashtra, and Uttar Pradesh. Akin to the SaiSure Multi Nutrient health mix, essential micro, and macronutrients are added to the SaiSure Ragi variant making it a complete wholesome meal. To satisfy the local palates of children, it is prepared in cardamom and cinnamon flavours. Easy to prepare and tasty to drink, this health mix has received positive feedback from teachers, cooks, and children.

Regular consumption of millets, ragi in particular, is known to significantly improve the key nutrition parameters among growing children. A powerhouse of nutrition, it can be a game changer in addressing the challenges of 'hidden hunger.'

The simple and humble finger millet is a superfood that offers a bounty of nutritional benefits encompassing all the essential macronutrients – carbohydrates, fibres, fats, and proteins, along with a noteworthy level of key micronutrients – vitamins and minerals. In addition, ragi contains considerable quantities of vitamins C and E, to boost immune, skin, and hair health. Being a good source of natural calcium, Ragi strengthens bones in growing children. It is also high in B complex vitamins thiamine, riboflavin, niacin, and folic acid. Ragi malt with jaggery is said to be a good medicine in the prevention of anaemia. Regular consumption of ragi can help reduce the risk of diabetes. Ragi has huge amounts of fibre when compared to other whole wheat grains.



Ragi has a long history of use in India. More than 2000 years ago, Ragi, or finger millet, was a highly prized nutritious crop in traditional agricultural methods in India. It originated in Africa and was brought to India by sea around 2000 BCE. Ragi, along with many other millets, formed significant ingredients of the everyday diet in India, until nearly five to six decades ago. Rustic and coarse, yet nutritious, it fell by the wayside as people began to favour more refined diets. With the year 2023 declared as the 'International Year of Millets,' by the United Nations General Assembly (UNGA), spearheaded by the Government of India under Prime Minister Narendra Modi, ragi, with its innumerable health benefits, is slowly finding its resurgence among urban and rural populations alike. Annapoorna Trust, with its initiatives of launching ragi or the finger millet in the Morning Nutrition program, has played a key role in the revival of this Superfood.

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Read more at: <https://annapoorna.org.in/ragi-a-superfood/>



# UTTAR PRADESH IN FOCUS



## HIGHLIGHTS

- Plan of scope in the biggest state of India.
- Beginning of Annapoorna's journey in Ayodhya - Serving 1788 of 27 schools



Uttar Pradesh is the biggest State of India in terms of population— more than 17% of the population of India lives here, which means almost every 5-6th person in India is from UP. It is estimated that around 1.88 Cr children are there in schools in Uttar Pradesh.



We are looking forward to more partners joining our hands so that we could reach out to more children in Uttar Pradesh with morning nutrition, taking care of their hidden hunger.



We started our intervention on a small scale by providing morning nutrition in the District of Ayodhya. We are serving 1788 of 27 schools in Ayodhya. The second location from UP was Bijnor where we are serving around 498 students from 4 schools. The latest addition to the list of locations in UP is Ghaziabad where we are serving 1145 students from 8 schools.

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Read more at: <https://annapoorna.org.in/uttar-pradesh-in-focus/>



# ANNAPOORNA EMPLOYEES ANNUAL MEET IN SATHYA SAI GRAMA



~ MAY 27, 2023

*Post-COVID pandemic, sustained expansion is the buzzword of Sri Sathya Sai Annapoorna Trust to achieve the desired goal of "Let No Child Go To School Hungry Ever!".*



Visit our Website: <https://annapoorna.org.in>

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## HIGHLIGHTS

- Annapoorna Trust's Employee Meet at Sathya Sai Grama
- Received direct guidance from our Founder, Sadguru Sri Madhusudan Sai

27th May 2023, was the Annual Meet Day for all of Annapoorna Trustees and Employees to conglomerate at Sathya Sai Grama – Head office of Annapoorna Trust. This was a momentous day for all the employees from across the nation who serve in their respective states in improving the nutrition quotient of rural school children, to join the meet and seek guidance from our Founder, Sadguru Sri Madhusudan Sai.

The day began at Atma Deep Hall, wherein all the employees introduced themselves with a punch dialogue to get to know each other in a unique way. We could notice the eagerness of the new joiners in getting to know more about their seniors and colleagues.

Mr. Anand Kumar Kadali – Trustee & Secretary, and Mr. Sai Prasad Ivaturi – Trustee and Treasurer, led the team from the front.

To name a few who spoke on the occasion, Mr. Kiran B P – Regional Manager of Karnataka, emphasized on channelling Swami's love through our conduct and behaviour.

Mr. Vivek Kumar – Manager, Social Media Management, spoke of working in Annapoorna Trust as an amalgamation of all cultures.

Mr. Dhananjay Rao Ejapu – Regional Manager of Telangana expressed his happiness in expanding the reach of SaiSure millet health mix.

Mrs. Anandhi Hemanth – Content writer for Annapoorna Trust, stated as working in Annapoorna has been a game changer in her life, to be associated in this grand mission of combating hidden hunger in children.



Mr. Santhosh N K – Executive Operations, shared his happiness in his involvement in getting children from marginalized sections of society to join the Sathya Sai group of Educational institutions.

Mr. Rajashekar K N – Executive Operations, who administers the RO plant and related projects, primarily expressed his joy in seeing the smiles of children, which cannot be compared with any other kind of happiness.

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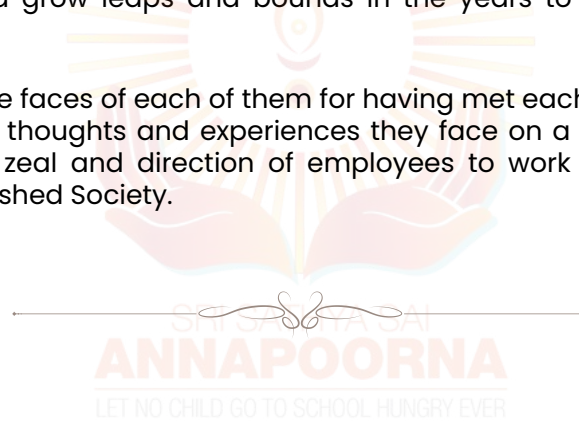


All Operations team members shared their experiences with the team in their own unique way and in their regional dialects. Each one shared their thoughts on working in Annapoorna Trust, which also enables them to serve the children and society at large.



The limelight of the day was the much-awaited evening session when we received direct guidance from our Founder, Sadguru Sri Madhusudan Sai. He lovingly shared His views of working in tandem with the government as the way forward, along with collaborating with Corporate and Institutional partners for the greater good of the children and the nation. He went on to say how the SaiSure Nutraceutical Facility at Muddenahalli benefits lakhs of children across the nation. He also expressed his plans to set up similar facilities across other regions in our country, especially in Northern India. All these efforts aid in bridging the gap between urban and rural areas. 'Annapoorna Trust would grow leaps and bounds in the years to come benefiting the rural school children,' He said.

We could notice happiness in the faces of each of them for having met each other face-to-face instead of the usual online calls to share their thoughts and experiences they face on a day-to-day basis. It was a day of reckoning which bolstered the zeal and direction of employees to work towards the greater good of our motherland in achieving a Nourished Society.



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# SAISURE MILLET HEALTH MIX DISTRIBUTION TO MUNICIPAL WORKERS



~ MAY 30, 2023

*On 30 May 2023, Annapoorna Trust distributed SaiSure Millet Health mix (Ragi with Jaggery) to 300 sanitation workers working in Metpally Municipality. The distribution was done in the presence of honourable MLA Mr. Vidyasagar Rao of Korutla constituency.*

Visit our Website: <https://annapoorna.org.in>

Read more at: <https://annapoorna.org.in/saisure-millet-health-mix-distribution-to-municipal-workers-30th-may-2023/>



## HIGHLIGHTS

- Distribution of SaiSure Millet Health Mix to 300 sanitation workers.
- Mr. Vidyasagar Rao – MLA of Korutla constituency presided the event.

On 30 May 2023, Annapoorna Trust distributed the SaiSure Millet Health mix (Ragi with Jaggery) to 300 sanitation workers working in Metpally Municipality. The distribution was done in the presence of honorable MLA Mr. Vidyasagar Rao of the Korutla constituency. 23rd Ward Councillor Mr. Buchi Reddy and Municipal Chairperson Ms. Sujatha were instrumental in making this distribution happen.

As a prelude to this event, Mr. Vidyasagar Rao launched morning nutrition in the 96th school in ZPHS Korutla, coinciding with the 96th Birthday of Bhagawan Sri Sathya Sai Baba. On that day, he had made an appeal to expand morning nutrition in all four mandals in his constituency. Within a span of 2 months, i.e., by Jan 2023, Annapoorna Trust came forward to serve 200 schools benefiting more than 20,000 children with the able coordination and support from the local administration and education department.

The simple and humble finger millet is a superfood that offers a bounty of nutritional benefits encompassing all the essential macronutrients – carbohydrates, fibres, fats, and proteins, along with a noteworthy level of key micronutrients – vitamins and minerals. Being a good source of natural calcium, ragi strengthens bones in growing children.

Mr. Srikanth Vooturi – Regional co-ordinator of Telangana state, expressed his happiness for being given an opportunity to serve the sanitation workers. Mr. Komariah – Headmaster at MPPS Anantharam village, Jagtial district, stated that the children are relishing and enjoying the ragi drink every morning in the government schools. He further said that they all wished the municipal workers of this taluk also get healthier by this intervention.



Regular inclusion of healthy food like millet can abate a lot of deficiencies in the body and bring in a healthier lifestyle among adults and children alike. A good and healthy living is the need of the hour!

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## **A KARUNAKARAN – Headmaster, PUP School Nallur Block, Cuddalore District**

The chocolate flavour of SaiSure health mix has a good taste, and the children love to drink it. SaiSure mixed with milk fulfills the daily requirements of nutrition. Students are paying attention more and are focussing on their studies. This health drink reduces many health issues. Parents also showed their cooperation and their appreciation for this nutrition program. Many thanks to Sri Sathya Sai Annapoorna Trust for continuing this program in our schools.

## **R SEETHALAKSHMI – Headmistress Govt Primary School Thalatherupet, Karaikal, Puducherry**

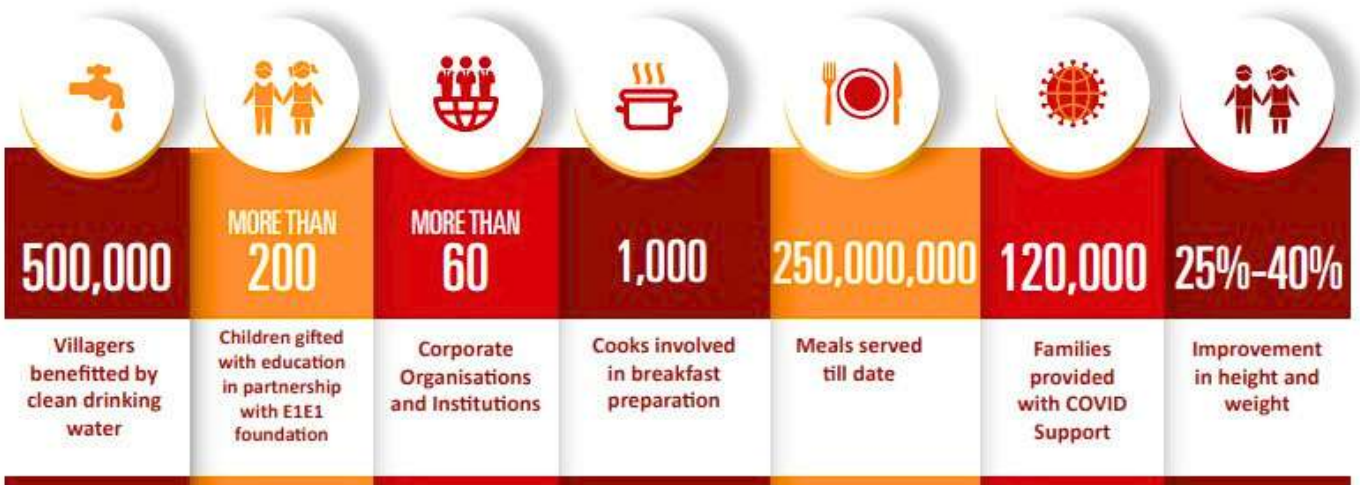
The Multi Nutrient powder, SaiSure, supplied by Sri Sathya Sai Annapoorna Trust, along with hot-toned milk for the school children, is very appreciable. As most of our children come to school without breakfast, providing SaiSure is very helpful and gives them a lot of energy. Children are very joyful while having it. Previously, children were reluctant to drink only plain-toned milk. But after starting SaiSure in our school, they drink with enthusiasm. On behalf of the students, I extend my sincere thanks to the team of Sri Sathya Sai Annapoorna Trust.



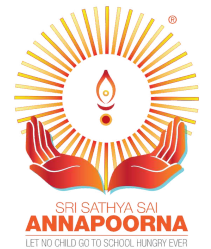
## **C SURESH KUMAR – Teacher Govt Primary School Kottucherry, Karaikal, Puducherry**

SaiSure Multi Nutrient Health drink, along with hot toned milk provided by our Education department, is a boon for our government school students who strive for healthy food with nutrients. Students are filled with a lot of enthusiasm to drink this health drink. They enjoy the taste of the drink. Parents are requesting to provide the Multi Nutrient health drink to all the students of our school, including LKG and UKG. I express my thanks for your concern to continue the same with kind aspirations.



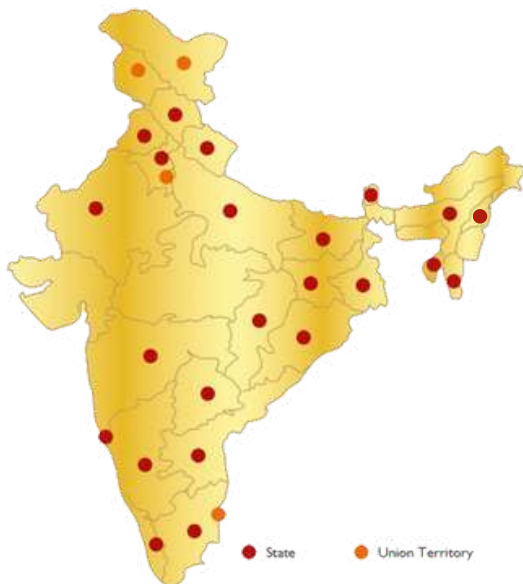


## ANNAPOORNA FOOTPRINT



### INDIA

23 STATES, 4 UNION TERRITORIES



State	Children	Schools
KARNATAKA	4,83,379	5761
ANDHRA PRADESH	3,22,917	4331
TELANGANA	2,86,475	4070
PUDUCHERRY (UT)	28,578	267
RAJASTHAN	25,000	200
TAMILNADU	9,274	114
UTTARAKHAND	7,735	130
MIZORAM	4,000	113
UTTAR PRADESH	3,897	40
DELHI (UT)	3,286	9
TRIPURA	3,000	24
NAGALAND	2,624	72
JHARKHAND	2,489	16
BIHAR	2,000	11
HIMACHAL PRADESH	1,429	15
HARYANA	1,288	9
GOA	1,076	62
PUNJAB	1,018	9
WEST BENGAL	1,000	10
CHATTISGARH	1,000	5
LADAKH (UT)	1,000	10
MAHARASHTRA	974	12
SIKKIM	536	22
J&K (UT)	343	6
ASSAM	200	10
KERALA	120	1
ODISHA	26	1
<b>Grand Total</b>	<b>11,94,664</b>	<b>15,330</b>

### OVERSEAS



AS OF FEBRUARY 2023





SRI SATHYA SAI  
**ANNAPOORNA**

LET NO CHILD GO TO SCHOOL HUNGRY EVER

Let  
**NO  
CHILD  
GO TO  
SCHOOL  
HUNGRY EVER!**

LET NO CHILD GO TO SCHOOL HUNGRY EVER



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