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Welcome to the

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Digital Edition



Kushal Desai
Chairman, Annamrita Foundation

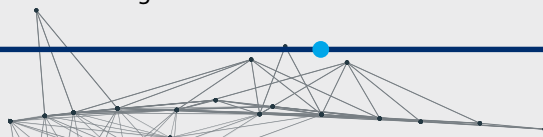
Annamrita Foundation took inspiration from a directive given by Srila Prabhupada, founder of ISKCON in 1974, after he witnessed village children fighting over food scraps. Prabhupada decreed that no one within a ten-mile radius of ISKCON temples should go hungry. Inspired by this vision, the Annamrita Foundation was formed and had been committed to serving food with the same love and devotion that a mother provides to a child.

Established in 2004 as an NGO serving Mid-Day meals to school children, Annamrita has expanded its mission to support the needy across India. The foundation's state-of-the-art kitchens in 8 states and 19 cities, including Mumbai, Delhi, Kolkata, Nagpur and other places, provide nutritious meals, tackling malnutrition and poverty.

The foundation faces competition from other NGOs for donors and volunteers, stringent government regulations affecting charitable giving, and managing donor expectations regarding the costs of running a nonprofit. Annamrita addresses these by maintaining transparency and complying with all legal requirements. Annamrita has opened multiple kitchens and received numerous awards, including the IDF Best Partner award (2011-2012) and the CSR Journal Excellence Award (2022, 2023). In 2023-24, the foundation served 10 lakh meals per day.

Rooted in Indian traditions, Annamrita translates to "Food as pure as nectar." The foundation's strategy includes meaningful societal change through donation programs like Operation Karuna, Kit Of Joy, and Project Satvik, serving over 8 crore meals in a year.

Annamrita's ISO-certified kitchens use modern technology and ERP software for efficient operations and transparency. The foundation addresses food insecurity with programs like Mid-Day Meals and feeding initiatives for hospital patients' relatives, the elderly, pregnant women, and orphans. It plans to scale up by opening new kitchens and partnering with local organizations to reach more communities.



THE TIMES OF INDIA

Article Link: <https://timesofindia.indiatimes.com/business/india-business/15-indian-shining-stars-2024-champions-of-excellence-innovation-and-progress-making-a-mark-worldwide/articleshow/111495219.cms>

15 Indian Shining Stars 2024: Champions of Excellence, Innovation and Progress – Making a mark worldwide

Mediawire / Jul 4, 2024, 23:05 IST



Introducing the "15 Indian Shining Stars 2024: Champions of Excellence, Innovation, and Progress" — a collective of exceptional individuals who have not only risen to the forefront of their respective fields but have also left an indelible mark on the global stage.

1. Annamrita Foundation



Spearheaded by Kushal Desai, Chairman, [Annamrita Foundation](#) took inspiration from a directive given by Srila Prabhupada, founder of ISKCON in 1974, after he witnessed village children fighting over food scraps. Prabhupada decreed that no one within a ten-mile radius of ISKCON temples should go hungry. Inspired by this vision, the Annamrita Foundation was formed and had been committed to serving food with the same love and devotion that a mother provides to a child. Established in 2004 as an NGO serving Mid-Day meals to school children, Annamrita has expanded its mission to support the needy across India.