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## Press release

**Source: ISKCON Food Relief Foundation**

**Saturday, May 28, 2011 05:43 PM IST (12:13 PM GMT)**

**Editors: General: Consumer interest, Food & drink, Social issues; Business: Energy companies, Media & entertainment; Healthcare**

### ISKCON Food Relief Foundation is Working to Uplift the Society by Giving Healthy Future to India

**New Delhi, Delhi, India, Saturday, May 28, 2011 -- (Business Wire India)**

ISKCON Food relief foundation, an NGO based in Delhi & NCR is working towards the betterment of the society by helping to break the vicious circle of hunger and poverty that restricts educational and development opportunities of unprivileged children by providing them regular, nutritious food as mid day meal. Mid day meal is an important meal for the growing children, as it is the factor that monitors health, energy and will to work or study in every child.

The Foundation has taken up an initiative to feed nearly 450,000 children across Delhi and NCR in the schools of MCD and NDMC, who otherwise are not able to afford a healthy meal. The NGO has a technical tie up with the United Nations world food program and is ISO 9001 certified. The food which is sent to MCD and NDMC schools are hygienically prepared and are tested for the appropriate percentage of proteins, carbohydrates, etc that a growing child needs to maintain a good health.

The NGO has a total of 1000 staff in Delhi & NCR that looks after overall performance and functioning to provide hygienic and nutritious food to the children from underprivileged background. The NGO have customised utensils for cooking purposes, which ranges from rice cookers - capable of making 3600 kilograms of rice in 1 hour to the Poori machine capable of making 20,000 Pooris in 1 hour. The food is prepared keeping in mind all aspects related to hygiene and maintaining the nutritional value of food therefore the food is prepared by steam heating without making the use of fire. 100 customised vehicles are deputed to deliver the ready to eat food to different schools across Delhi and NCR. The food containers are sealed to ensure that the food reach the needy with no manipulation or in lesser quantity.

Wastage of water and other resources is maintained very efficiently as the NGO uses Effluent Treatment Plant and the water obtained from this plant is used for cleaning the vehicles and gardening. On the other hand, the wastage of food items are controlled by donating the food to the pig farms when the quantity exceeds the required amount as the NGO does not make re-use of the same food for the children.

The NGO is getting support from Corporate-houses, Businessmen who donate generously, and also from the Government as it gives Rs. 2.89 to the NGO for each meal they provide to the children. While each meal costs the NGO is Rs.5/- and the NGO is in real need of funds to be allocated for continuing successfully the generous chain of giving out food to the poor children.

Many of the children who use to work as child labour or were forced to get indulged in beggary are now happily coming to the schools knowing the fact that they will get good food to eat. It motivates them to come to school and learn as much as they can. This program of the NGO has increased the enrolment of children in schools at noticeable numbers.

We have launched **24th Kitchen in Gurgaon on 22 May 2011**. The Chairman of the Trust H.H Gopal Krishna Goswami was present, and other eminent personalities like dignitaries and industrialists of India also graced the occasion. The Executive Committee of the Mid-Day Meal Programme comprising of 30 members including industrialists, bureaucrats, and politicians would give a word of advice and commitment on ensuring sustainable development of the programme.

#### ISKCON Food Relief Foundation, in Gurgaon

Implementing Government's Mid -Day Meal Program

-- Huge project

-- Feeding **nearly 1 lac** underprivileged children in **over 400 schools**

-- Location- **Centralised Location in Gurgaon catering 4 blocks including Gurgaon, Pataudi, Sohna, Fatehnagar**

-- The kitchen is **ISO certified** and **follows quality controls and the staff would be well trained.**

**Mr. Venu Madhav Das (Vivek Bindra), Director-North India**

"We work severely to bring 'education up & hunger down' by providing regular and nutritious food to children from underprivileged background. The contribution of ISKCON Food Relief Foundation's Mid Day Meal have largely resolved the two pressing problem of hunger and illiteracy amongst 1 million children in India". "Our launch of 24th kitchen in Gurgaon in May 2011 is a step up in ensuring sustainable development of the Mid Day Meal programme."

*For press backgrounder on ISKCON Food Relief Foundation click [here](#)*

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KEYWORDS: CONSUMER, FOOD, SOCIAL, ENERGY, MEDIA, HEALTHCARE

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