



embracing
the world.®



HUMANITARIAN INITIATIVES

Sri Mata Amritanandamayi Devi
Mata Amritanandamayi Math

OUR VOLUNTEERS ARE HELPING
PEOPLE IN NEED ON SIX CONTINENTS.



AFRICA



ASIA



NORTH AMERICA



SOUTH AMERICA



EUROPE



AUSTRALIA

AMMA HAS DONE MORE WORK THAN
MANY GOVERNMENTS HAVE EVER DONE
FOR THEIR PEOPLE. HER CONTRIBUTION
IS ENORMOUS.

- Muhammad Yunus
2006 Nobel Peace Prize Laureate & Founder, Grameen Bank

CONTENTS

+ TAP A CHAPTER TO OPEN

The Founder of Embracing the World	4
Basic Needs: Food & Water	13
Basic Needs: Shelter	20
Basic Needs: Healthcare	26
Basic Needs: Education	37
Basic Needs: Livelihood	43
Emergencies	48
Amrita University	55
Environment	61
AYUDH: Our Youth Wing	65
Self-Reliant Villages	69
A Few of Our Centers Around the World	73



AS LONG AS THERE IS ENOUGH STRENGTH TO REACH OUT TO THOSE WHO COME TO ME, TO PLACE MY HAND ON A CRYING PERSON'S SHOULDER, I WILL CONTINUE TO EMBRACE PEOPLE. TO LOVINGLY CARESS THEM, TO CONSOLE AND WIPE THEIR TEARS UNTIL THE END OF THIS MORTAL FRAME—THIS IS MY WISH.

- Amma

THE FOUNDER OF EMBRACING THE WORLD

Sri Mata Amritanandamayi Devi—spiritual leader, humanitarian and visionary—has served the world-community for decades. Known throughout the world simply as Amma, which means mother in her birth language, she imparts wisdom, strength and inspiration to the people who come to see her.

Through her extraordinary acts of love, inner strength and self-sacrifice, Amma has endeared herself to millions and inspired thousands to follow in her path of selfless service.



TAP FOR THE STORY OF AMMA'S EARLY SEARCH FOR THE MEANING OF SUFFERING OR FIND IT LATER AT:

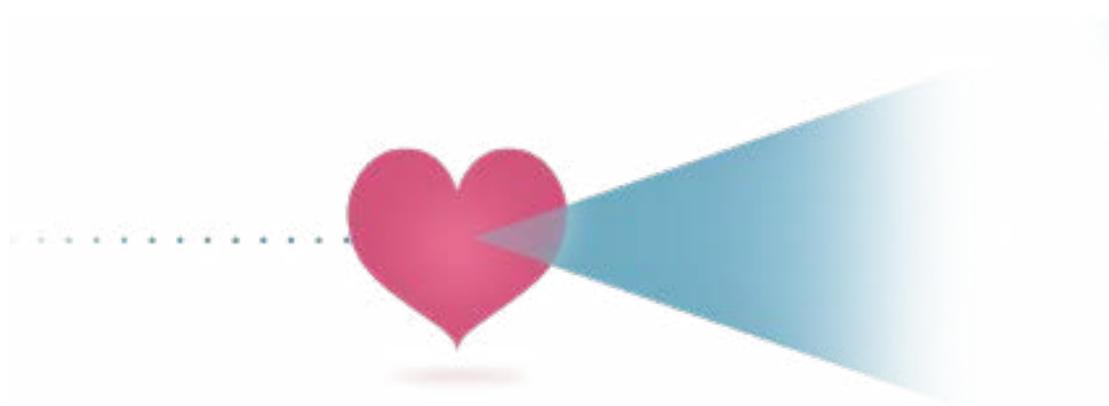
bit.ly/amma-story

As a little girl, Amma witnessed firsthand the stark inequality in the world and wondered about the meaning of suffering. Her search culminated in a decision to dedicate her life to giving love to as many people as she could.

Truly a citizen of the world, Amma holds free public programs throughout India, Europe, the United States and Australia, as well as Japan, Sri Lanka, Singapore, Malaysia, Canada, Africa and South America. In her talks, she offers words of wisdom and guidance on both personal fulfillment as well as the most pressing matters of our time.

From climate change to terrorism, cross-cultural tensions to gender equity, poverty to online sexual exploitation, Amma's observations invite each of us to get involved in the process of rebuilding a concerned and caring society.

To this day, Amma concludes her programs by embracing each person attending the event. Far from a brief book-signing or walk along the rope line, these personal, one-on-one meetings take up the vast majority of Amma's time. Amma has given this motherly embrace, known as her darshan, to more than 39 million people and has given darshan for more than 22 hours without interruption.



OUR GOAL

Embracing the World is a global network of humanitarian organizations inspired by the India-based humanitarian initiatives of the Mata Amritanandamayi Math.

We exist to help alleviate the burden of the world's poor through assisting to meet each of their five basic needs—food & water, shelter, healthcare, education, livelihood—wherever and whenever possible. We are especially focused on helping to meet these needs in the aftermath of major disasters.

Augmenting these efforts, we work in the fields of environmental conservation and sustainability to help protect the future of our fragile planet. And through Amrita University, our researchers are innovating new means of delivery of goods, knowledge, information, energy and healthcare so that we can get help to those in need here and now, wherever they are.

With the vast majority of our efforts carried out by volunteers, and zero paid administrators at the national and international levels, we're able to do more with less. Mata Amritanandamayi Math is an NGO with Special Consultative Status to the United Nations.



2005 - In Kollam District, Kerala after the Indian Ocean Tsunami



I BELIEVE THAT
SHE STANDS
HERE IN FRONT
OF US—
GOD'S LOVE
IN A
HUMAN BODY.

- Dr Jane Goodall
UN Messenger of Peace



OUR FIRST PROJECT

THE STORY OF THE FIRST EMBRACING THE WORLD PROJECT AND THE VISION BEHIND EVERYTHING WE DO. **TAP TO WATCH NOW OR FIND IT LATER AT:**

bit.ly/etw-begins

Nearly 30 years ago, the administrators of a local orphanage confessed to Amma that they were out of funds. They told Amma that before long, they would have no choice but to turn the children out on the street.

Amma diverted the money that had been saved to build her ashram's first prayer hall and instead used it to assume care of the orphans. With this, Embracing the World was born.

Each of our projects has been initiated in response to the needs of the world's people living in poverty. Our story is one about the power of an idea—that each of us has a responsibility to help those less fortunate. Ultimately, it is a story about what happened when one person decided to offer her life wholeheartedly for the sake of others.

MY RELIGION IS LOVE.

- Amma



2014 - Faith Leaders' Declaration Against Slavery at the Vatican

Amma has never asked anyone to change their religion, but only to go deeper into their own faith and live by its essential principles.



2018 - Interfaith Summit to Protect Children Online, Abu Dhabi

For the last 25 years, Amma has been a regular keynote speaker at international forums concerned with world peace and religious harmony. She has been honored with awards and accolades for her vision and example.

The first major event was in 1993 at the Parliament of the World's Religions Centennial, where she was named President of the Hindu Faith.

Over the years, she has addressed several major gatherings of the United Nations. In 2002, UN Messenger for Peace Dr Jane Goodall presented Amma with the Gandhi-King Award for Nonviolence.



AMMA IS ADDRESSING THE ISSUES THAT ARE RELEVANT FOR THE 21st CENTURY. WHAT THE GOVERNMENT HAS TO DO, AMMA IS DOING.

- Narendra Modi, *Prime Minister of India*



SOME OF AMMA'S AWARDS AND CONFERENCES

- 2019 Signs Letter of Intent for partnership between the University of Arizona and Amrita University in multidisciplinary education and research
- 2019 Honorary Doctorate of Letters from the University of Mysore for contributions to spiritual education and social work
- 2018 Addresses Abu Dhabi Interfaith Summit to Protect Children Online
- 2017 Receives the Soldiers of Peace International Commemorative Gold Medal
- 2015 Addresses United Nations Academic Impact Conference in New York
- 2014 Signs a declaration against human trafficking and slavery at the Vatican
- 2012 Addresses United Nations Alliance of Civilizations in Shanghai
- 2010 Receives Honorary Doctorate in Humane Letters from University at Buffalo, New York
- 2009 Inaugurates Vivekananda International Foundation in Delhi
- 2008 Is keynote speaker at Global Peace Initiative of Women in Jaipur, Rajasthan

SOME OF AMMA'S AWARDS AND CONFERENCES

- 2007 Is awarded Prix Cinéma Vérité in Paris for her humanitarian activities and work for peace
- 2006 Receives the James Parks Morton Interfaith Award in New York
- 2005 Receives the Mahavir Mahatma Award
Receives Centenary Legendary Award of the Rotary Club International
- 2004 Delivers a keynote address at the Parliament of the World's Religions
- 2002 Receives the Gandhi-King Award for Nonviolence at the UN in Geneva
Is the keynote speaker at the Global Peace Initiative of Women Religious & Spiritual Leaders at the UN, Geneva
- 2000 Is a keynote speaker at the Millennium World Peace Summit, UN General Assembly
- 1995 Addresses the Interfaith Celebrations at the 50th anniversary of the UN
- 1993 Addresses the Parliament of the World's Religions' 100th Anniversary, where she is named President of the Hindu Faith



BASIC NEEDS: FOOD & WATER

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

CLEAN WATER TO 5,000 VILLAGES

Ten million people in rural India to receive water filtration systems

10 MILLION MEALS EACH YEAR

Across India, serving food to the homeless and hungry, especially in tribal areas

MOTHER'S KITCHEN

Food for more than 150,000 people in 50 cities across North America

A MEAL CENTER IN MEXICO

Volunteers raised money to build a kitchen and now prepare and serve food

FOOD AND CLOTHES FOR FAMILIES

Programa Acolher in Brazil gathers supplies for poor mothers and the homeless

HOME DELIVERY OF FOOD

Families in Spain receive the support they need at their own doorsteps

ORGANIC GARDENING TO SUPPLY FOOD

Volunteers in France grow organic food to feed to homeless people in urban areas

IF IN ANY PART OF THE WORLD,
THOUSANDS OF PEOPLE ARE DYING
OF HUNGER OR SUFFERING IN POVERTY,
IT IS A MATTER OF SHAME FOR ALL NATIONS.

- Amma

In 1948, the Universal Declaration of Human Rights affirmed the right of everyone to adequate food. However according to UN statistics, hunger is still one of the most urgent development challenges. This despite the fact the world is producing more than enough food.

In fact, 815 million of the world's 7.6 billion people suffer from chronic undernourishment. Of this, 11 million live in developed nations. Hunger is everywhere.

The same formula applies to water. Although there is enough clean water supply for the entire world, there are areas in severe scarcity. It is our absolute priority to address these shortages of water and food wherever and whenever possible.



Our centers throughout India welcome the poor as their guests and serve them hot meals. For example, in Mumbai we have been feeding hungry people every week for the past 25 years.

In this way the volunteers also get to know the people and their problems. Those in need of further assistance are helped with financial aid, medical care, housing, tutoring and more.



Women in Nani Borvai, Gujarat now have safe water close to their homes.

SAFE WATER FOR 10 MILLION PEOPLE

Jivamritam is a filtration system that will provide people in 5,000 villages across India with safe drinking water in close proximity to their homes. Each system is designed to supply the daily needs of 400 five-member families.

According to WaterAid, approximately 76 million people lack access to clean drinking water in India, and the majority live in rural areas. The health risk is especially high for children five and under, as diarrheal diseases caused by poor sanitation lead to the death of more than 60,000 children each year.

In addition, people in many places—especially women—have to carry pots on their heads long distances just to access water sources. The heavy loads can cause long-term back and neck injuries.

The Jivamritam filters have a 2,000 liter inlet tank and a 1,000 liter outlet tank to keep treated and untreated water separate. The system is connected to distribution taps throughout the community.

President of India Ram Nath Kovind launched the project as part of Amma's 2017 birthday celebrations. Embracing the World is completely funding the estimated cost of \$15 million US. The system was designed by Amrita Center for Wireless Networks.



INDIA - feeding 10 million people every year, especially in tribal areas



KENYA - meals at school



SPAIN - delivering food to homes



BRAZIL - food and clothing for moms



US - serving food to more than 150,000 people across the country



COSTA RICA - food for families



CANADA - meals for the homeless



MEXICO - volunteers built and operate a kitchen to serve the poor



BASIC NEEDS: SHELTER

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

BUILDING HOMES

Amrita Kuteeram has built 47,000 houses for the homeless in more than 75 locations throughout India

AT-RISK CHILDREN FIND A HOME

Orphanage in Kerala provides shelter, food and education for 500 children

A NEW LEASE ON LIFE

Relocating slum dwellers in Maharashtra into new, clean apartments

CHILDREN'S HOME IN KENYA

A community center and day school in Nairobi that serves more than 160 children by providing for basic needs



EVERYONE IN THE WORLD SHOULD BE
ABLE TO SLEEP WITHOUT FEAR.

- Amma

For the first buildings in Amma's ashram, she and her disciples made their own bricks by hand. Today, we still manufacture our own bricks for housing projects, because in-house construction keeps costs down and allows us to do more with less.

To us, shelter means more than a roof over one's head. We work to build entire communities, complete with town halls, roads, electricity, wells, sewage systems and clean drinking water.

Our homes for orphans and underprivileged children are staffed by dedicated volunteers who focus on the children's self-confidence. They encourage the children to pursue their dreams.



Children at our Kerala orphanage win awards in music, sports and dance.

WHO SAYS THEY ARE ORPHANS?

Nearly 30 years ago, the administrators of an orphanage in Paripally, Kerala came to Amma and confessed they were out of funds. They told her that before long, they would have no choice but to turn their 500 children out on the street.

Amma diverted the money that had been saved to build her ashram's first prayer hall and used it to assume care of the orphans. With this, Embracing the World was born.

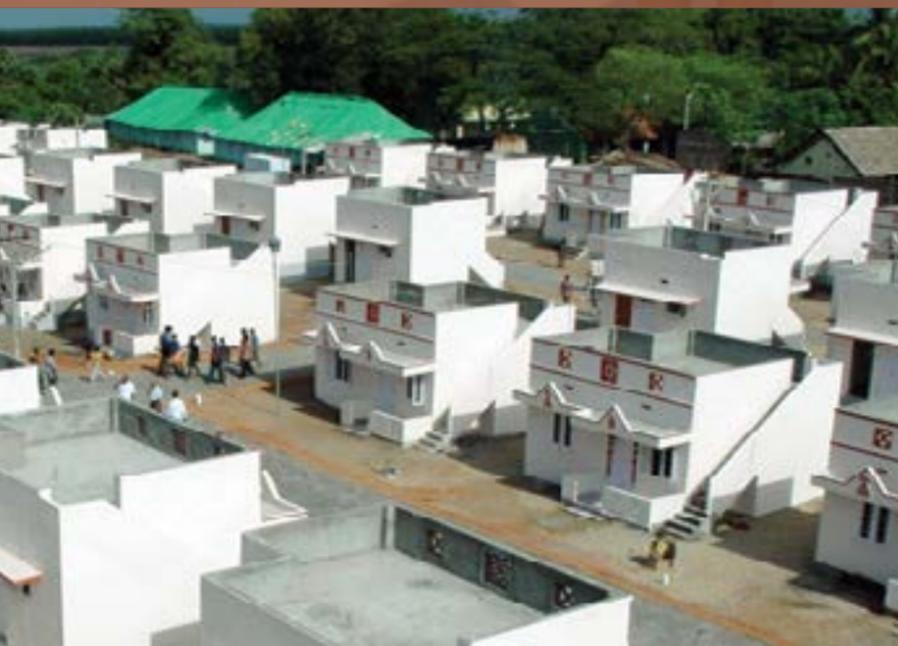
Over the years, these children—many of whom came from homes torn apart by alcoholism and severe domestic violence—found a place where they were given the love, education and support needed to become adults with stable and successful lives.

“Most of the children came from the Attapadi tribal area, where they had no means even to eat a full meal,” explains Suresh, an alumni of the orphanage.

“Amma brought us all here, educated us till high school and even supported us after school if we wanted to study further. It changed our lives, or rather gave us a life itself.”



These girls and their families now live in apartments we built in Pune, Maharashtra for people who used to live in the city's slums.



Housing colony in Tamil Nadu



Building homes in Uttarakhand



We built 1000 new homes in Raichur, Karnataka after floods in 2015.



A children's community center and day school in Nairobi, Kenya

A LOVING PLACE TO GROW

In Nairobi, Kenya, the Amrita Watoto Boma Children's Home is a community center and day school that cares for 160 children from the neighboring villages whose families cannot afford basic needs.

In this loving environment, the children receive nutritious food, an English-medium education and healthcare. They also study creative arts, physical exercise and permaculture.

The center is run through the efforts of a group of teachers, cooks and volunteers. Since its start in 2011, it has become a vibrant place for both education and community development.



BASIC NEEDS: HEALTH CARE

+ CONTENTS



AS A LITTLE GIRL, AMMA DREAMED OF BUILDING A HOSPITAL WHERE POOR PEOPLE COULD HAVE ACCESS TO HIGH-QUALITY HEALTHCARE IN AN ATMOSPHERE OF LOVE AND COMPASSION.

IN 1998, SHE BUILT IT.

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

4.7 MILLION PEOPLE TREATED FREE OF CHARGE

Since 1998, patients in need have received \$94.7 million US in charitable health services

AMRITA HOSPITALS

A 1,300-bed not-for-profit hospital in Kerala is one of the premier hospitals in South Asia, while a 2,000-bed facility is under construction in Delhi-NCR

FIVE SATELLITE HOSPITALS

Four charitable facilities across Kerala and one in Andaman Island to reach small, isolated communities

SPECIALIZED CARE CENTERS

A cancer hospice (Mumbai), a clinic for those living with HIV/AIDS (Kerala) and a palliative care clinic (Kerala)

EYE SURGERIES IN AFRICA

Restoring vision to people who live in poverty in Kenya, Burkina Faso and Zambia

TEACHING YOGA & MEDITATION

Amrita Yoga and Integrated Amrita Meditation Technique (IAM) foster well-being



Advanced, robotic technologies have expanded our surgical capabilities.

AMRITA HOSPITAL

Exceptional Technology, Compassionate Care

Amrita Institute of Medical Sciences and Research Centre (Amrita Hospital) is dedicated to providing outstanding medical care, regardless of one's ability to pay. It offers cutting-edge healthcare services to people with nowhere else to turn.

Since opening its doors in 1998, our tertiary care hospital in Kochi, Kerala has provided more than \$94.7 million US worth of charitable medical care. Over 4.7 million patients have received completely free treatment.

Offering sophisticated and compassionate care, Amrita Hospital is recognized as one of the premier hospitals in South Asia. Overall, it now serves more than 1,000,000 outpatients and 70,000 inpatients per year.

Our commitment to serving the poor has attracted highly qualified professionals from around the world, and the 1,300-bed institution has 43 specialty departments. The hospital includes a medical college which in 2019, the Government of India ranked as the fifth best medical school in the country.

DELHI-NCR AMRITA HOSPITAL INCLUDES A STRONG FOCUS ON MOTHER-CHILD CARE

In 2016, we broke ground on a new Amrita Hospital in the Delhi-NCR region that is planned to house 2,000 beds. With a strong charitable commitment to providing quality care to the poor, the state-of-the-art facility will be a teaching hospital. An entire block will be dedicated to original research that focuses on low-cost healthcare solutions.

“May this new hospital become an abode of service to humankind and a place of solace for the sick,” said Amma. “We should never forget that we require two types of health—external and internal. While bodily health is no doubt important, internal health involves cultivating a sharing and caring attitude along with compassion for the less fortunate. It is no less crucial.”

The Delhi hospital will include a highly specialized, multidisciplinary children’s hospital, with all specialties and subspecialties for complete mother-child care. This is a feature that many hospitals in India lack, as some private facilities do not see maternal care as financially sustainable.

In addition, the institution will strive to minimize its impact on the environment. It will have a low carbon footprint and zero wastewater discharge. Ultimately, it will be fully solar-powered.





EACH OF THE 4.7 MILLION PEOPLE WE'VE TREATED FREE OF CHARGE HAS A STORY. HERE IS DALIYA'S.

+ **TAP** TO WATCH DALIYA'S VIDEO

When Daliya was born, she didn't cry like other babies. The doctors found a serious problem with her heart, which required immediate surgery for her to survive.

The normal cost of a procedure like that in India is \$5,000 US—an amount far out of reach for Daliya's father, who had a job as an auto rickshaw driver.

Amrita Hospital didn't charge Daliya's parents anything for the procedure. The surgery was successful and kept Daliya alive, but her battle was far from over. She would need tremendous courage.

Fortunately, Daliya had no shortage of that.



Southeast Asia's first-ever double hand transplant patient gives physical therapy to the second. Both procedures were at Amrita Hospital.



Surgeons removed a football-sized tumor from the jaw of a poor, young tribal man from Jharkhand, India. The procedure was free-of-cost.



More than 100 health camps are held throughout rural India every year



Pediatrics emphasizes prevention



Among a first-of-its-kind for geriatrics



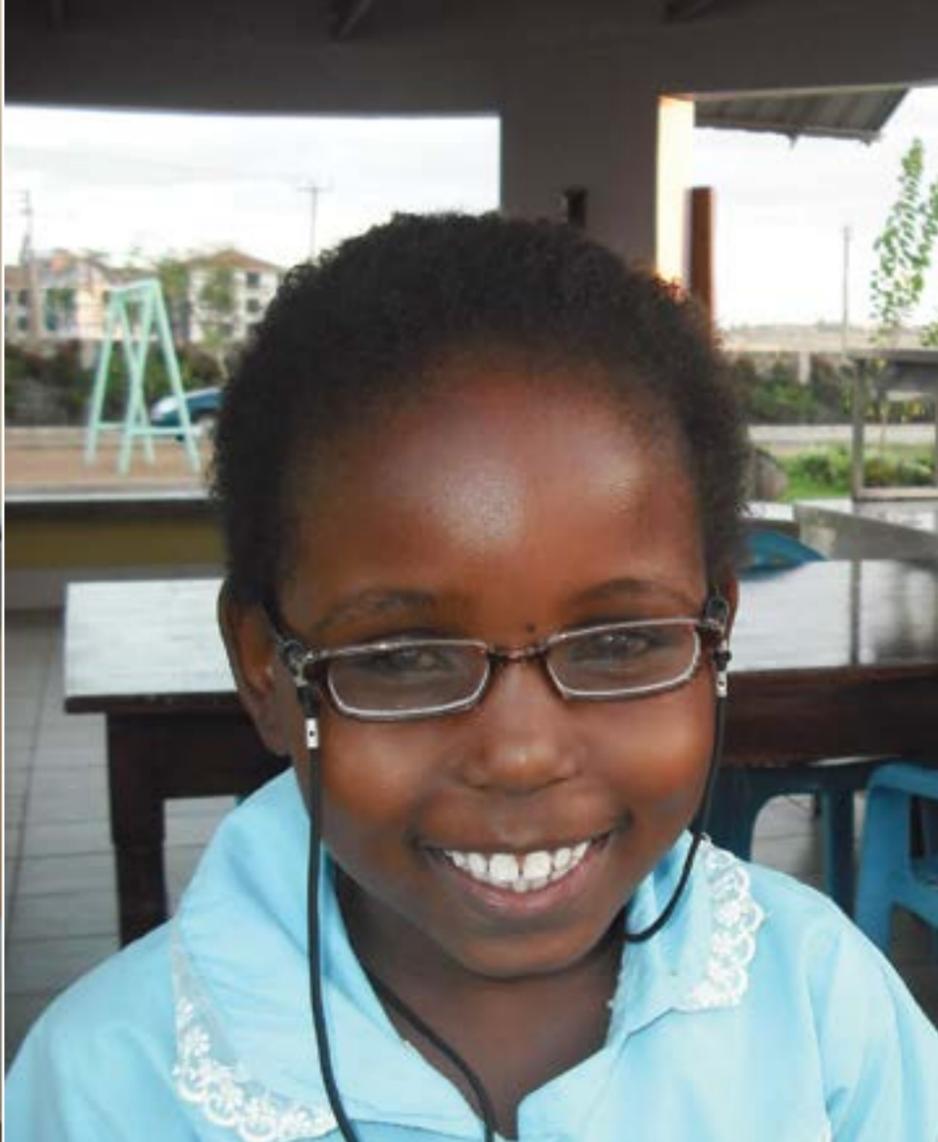
Amrita Yoga offers practical wellness programs for different age groups.



Integrated Amrita Meditation Technique (IAM) combines traditional practice with modern needs.



Post-procedure in Burkina Faso



Eyesight restored for this girl in Kenya

+ **TAP** TO WATCH A VIDEO OF DR SIGNES SOLER'S STORY

EYE SURGERIES IN AFRICA FOR PEOPLE LIVING IN POVERTY

“I thought I would never see the wonders of this world again,” said one of the patients after his cataract surgery in Burkina Faso.

Medical practitioners from Spain join with local ones in Africa to bring free eye surgeries to people living in poverty. On their last visit, doctors operated on 518 patients across Zambia, Kenya and Burkina Faso.

Local volunteers join with Visión Sense Fronteras (Vision Without Borders) and Embracing the World to organize all levels of care—and it is not work without risk. Burkina Faso, for example, has suffered from both recurring droughts and military coups.

“It is the place we go that needs the most help,” explains Embracing the World optometrist Dr Isabel Signes Soler. “In every place we serve, the faces of those blind people are constantly in my mind—and so I accept the challenge.”



Successful surgery in Kenya



Pre-surgical examination



Dr Signes Soler is on the left.



The team from Spain works with local doctors and students in Africa.



BASIC NEEDS: EDUCATION

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

MORE THAN 50,000 SCHOLARSHIPS

Keeping children in school in India, Japan, Haiti, Singapore, the Philippines and Spain

AFTER-SCHOOL TUTORING

Extra help for children living in urban slums and villages

ADULT LITERACY

Empowering adults in remote villages, especially tribal women

EDUCATIONAL TABLET TECHNOLOGY

Developing award-winning learning apps for children and adults

SCHOOL FOR THE HEARING-IMPAIRED

Teaching hearing-impaired children how to speak and communicate via other ways

SCHOOL FOR THE DIFFERENTLY-ABLED

Helping differently-abled children discover their hidden talents



AmritaCREATE at Amrita University applies digital solutions to provide affordable educational technologies for all.

With tablet technology, they tutor children and bring literacy to adults in remote villages in 21 states across India.



WE PAY TRIBUTE TO THE FAR-REACHING CONTRIBUTIONS OF A DISTINGUISHED EDUCATIONAL LEADER.

- Dr John B Simpson
State University of New York at Buffalo, President

Throughout the developing world, going to school is rarely free. Students are required to pay their own transportation costs and purchase uniforms, textbooks, notebooks and pencils.

Many families are too poor to afford these expenses. Yet, universal education has proven to be the most effective means of eliminating endemic poverty.

Amma is deeply committed to providing equal access to values-based education for all. Across India, we run more than 75 educational institutions serving more than 100,000 students. We also provide more than 50,000 scholarships to children in need in India, Japan, Haiti, Singapore, the Philippines and Spain.

Meanwhile, AmritaCREATE at Amrita University develops digital solutions for affordable education technologies for all. They use tablets in rural after-school centers to provide tutoring, literacy training, and health and social awareness skills for children and adults. They are at work in villages across 21 states in India.



Supporting education for girls



Encouraging school attendance in villages across India



Speech for hearing-impaired children



In 2008, we won a UNESCO Award for our adult education program.



Anju Singh tutoring in the village of Juna Kathiwada, Madhya Pradesh

NO ONE SHOULD BE LEFT BEHIND

In Madhya Pradesh, one of our priorities is to tutor children who have to spend their days working in the fields.

“What used to bother me a lot was that many parents considered it a priority to send their children to graze animals such as cows and goats,” explains Anju Singh who is a coordinator with Amrita SeRVe, our village development project.

These children would not attend school as they were gone from 8 am to 5 pm. No amount of persuasion from Anju’s side could change the parents’ minds. They would ask her, “Who will do this job then?”

But along came Raju. He was a boy who asked Anju to start teaching reading and writing after 5 pm every day. He didn’t want to remain illiterate all his life.

“Before I knew it, the class size had grown. There were 10 children, and I was teaching Hindi to all of them,” says Anju with a smile.

“My dream is that all of these children grow up to be responsible members of society. I am also from a village and it’s because my parents motivated me to complete my college degree that I am here today. No one should be left behind—that is my wish for my village and my nation.”



BASIC NEEDS: LIVELIHOOD

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

AMRITASREE SHGs

Self-help groups with 200,000 members across India are provided with vocational training, start-up capital for small business, and affordable health insurance

VOCATIONAL TRAINING IN AFRICA

Tools for young people to break free from poverty

FINANCIAL AID FOR LIFE IN INDIA

Lifetime pensions for 100,000 widows, people with disabilities, and women in poverty

KERALA TRADITIONAL ARTS SCHOOL

Preserving dying art forms and creating jobs

KERALA INDUSTRIAL TRAINING CENTER

Preparing young people with trade skills so they can enter the workforce

AMMA PRESENTS THE KIND OF LEADERSHIP
WE NEED FOR OUR PLANET TO SURVIVE.
THIS IS THE MOST HEROIC PERSON I'VE
PROBABLY EVER MET.

- Alice Walker
Pulitzer Prize-winning Author

We've been providing vocational training since 1989 to give people in need the power to sustain their own lives.

After the 2004 Indian Ocean Tsunami, we began focusing on training women in particular, and AmritaSREE (Amrita Self-Reliance, Education & Employment) was founded. Women form self-help groups and become self-reliant, active members of society.

To date, we have empowered 200,000 women with vocational training and start-up capital to launch their own home-based businesses. Participants learn pursuits from tailoring and handicraft-making to x-ray welding and excavator operation.

In Kenya, our center teaches vocational and computer skills to people from city slums. As well, AMMACHI Labs piloted a computerized training course for motorcycle repair in Rwanda.

Supporting those without the means to earn a living remains an urgent priority. We distribute lifetime financial aid to 100,000 widows, people with disabilities, and women who live in poverty.



On her 65th birthday, Amma donated 400,000 saris to women in need.



Reviving the tradition of claywork



11 trades taught in industrial training



Women in rural India learn tailoring to earn extra income for their families.



People in Rwanda studied motorcycle repair for a new way to earn.



Village self help group meeting



Skills training center in Kenya



A man with disabilities thanks Amma for lifetime financial aid.



EMERGENCIES

+ CONTENTS

A mma's empathy and concern for disaster survivors is so complete that she responds to every aspect of their situation. She not only fulfills their immediate material and emotional needs, but helps plan for their future. Our long-term support has carried thousands through the darkest periods of their lives.

Tragically, the places hit hardest by climate change and its attendant increasing natural disasters are often the least prepared—and the least equipped to bounce back.

Our work begins with immediate aid, but it doesn't end there. With our commitment to long-term relief, we're helping vulnerable communities get back onto solid ground. This aid comes in the form of food and medical aid, as well as scholarships, vocational training and permanent shelter.



Medical camp in Uttarakhand, India after landslides in 2013



Many people in Japan came to Amma for solace after the 2011 tsunami.

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

KERALA FLOODS, 2018

Emergency helpline, rescue teams, relief camps, \$1.5 million US in aid

KERALA & TAMIL NADU CYCLONE, 2017

Relief camps, financial aid, reconstruction

CHENNAI FLOODS, 2015

\$749,000 US in aid, rescue operations, shelter

NEPAL EARTHQUAKE, 2015

100,000 tetanus vaccines, food & water supplies, blankets, shelter

JAMMU & KASHMIR FLOODS, 2014

\$4 million US in aid, medical camps

PHILIPPINES TYPHOON, 2013

\$1 million US in aid, support for orphans, community rebuilding

UTTARAKHAND FLOODS & LANDSLIDES, 2013

\$10.7 million US in aid, medical camps, house reconstruction

JAPAN EARTHQUAKE & TSUNAMI, 2011

\$1 million US for the education of orphans, community rebuilding



Amma started swimming lessons for village children after the 2004 tsunami.



Tsunami hitting the Amritapuri area



Medical camp for tsunami survivors

2004 INDIAN OCEAN TSUNAMI

Our relief and rehabilitation work in the wake of the 2004 Indian Ocean Tsunami stands today as one of the most multi-faceted, comprehensive and sustained disaster-relief projects ever undertaken by a nongovernmental organization.

What made our work unique was its holistic nature. Every aspect of the survivors' lives was considered and improved. Many of them stated that in terms of their quality of life and economic independence, they were better off after the tragedy than they had been before.



First response medical teams rushed to Gujarat after the 2001 earthquake.



Typhoon in the Philippines, 2013



Earthquake in Nepal, 2015



Post-disaster cleanup in a remote town in Japan after the 2011 tsunami



More than 400 students and faculty answered distress calls.

VOLUNTEER HELPLINE SAVES LIVES IN THE 2018 KERALA FLOODS

In August 2018, floods hit the state of Kerala. More than 500 people were killed and one million displaced. When the disaster hit, students and faculty at Amrita University decided to create a 24-hour helpline to reach people in distress and save lives. The team consisted of more than 400 volunteers who worked in shifts.

Within five days, they fielded more than 25,000 calls and connected over 100,000 flood victims with appropriate rescue and relief services, including Navy and Air Force.

For example, the helpline received a call from a woman who desperately explained that her elderly mother was clinging to her back while she held a baby in her arms above the rising waters. The call center volunteers reached out to a nearby fishing boat and within 10 minutes, the woman, her mother and her child were all saved. In gratitude, the woman's husband sent truckloads of supplies to our relief camps.



AMRITA VISHWA VIDYAPEETHAM, OUR UNIVERSITY, IS RANKED AMONG THE TOP TEN IN INDIA. IT IS DEDICATED TO FINDING SOLUTIONS FOR THE WORLD'S MOST PRESSING PROBLEMS VIA CUTTING EDGE RESEARCH.

AMRITA UNIVERSITY

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

AMRITA CENTER FOR NANOSCIENCES AND MOLECULAR MEDICINE

Recognized as a leader in solar cell research, nanotechnology and molecular medicine

AMMACHI LABS

Human-computer interaction that pushes technology's envelope to embrace the poor and empower women

CENTER FOR WOMEN'S EMPOWERMENT & GENDER EQUALITY

Partnered with UNESCO to develop inclusive community participation while addressing the vulnerabilities of women

AMRITACREATE

Tablet-based literacy training for children and adults living in remote communities

AMRITA CENTER FOR WIRELESS NETWORKS AND APPLICATIONS

Developing solutions for issues such as clean drinking water, electrical supply systems & early disaster detection in rural areas

AMRITA LIVE-IN LABS

Internships for students from India and abroad to live in the country's villages



The Center for Women's Empowerment and Gender Equality works with UNESCO to bring women access to basic rights.

THIS IS NOT JUST ANOTHER UNIVERSITY,
BUT A VERY HIGH-QUALITY, WORLD-CLASS
UNIVERSITY...FOCUSING ON TECHNOLOGY
AND RESEARCH, DEALING WITH VERY
CONCRETE ISSUES WHICH HAVE
IMMEDIATE APPLICATIONS.

- Muhammad Yunus
2006 Nobel Prize Laureate

Amma's concept of education, emphasis on research, and commitment to instilling universal values have come together to shape Amrita Vishwa Vidyapeetham. It is a university where the latest advancements and discoveries combine with compassion and service to the world.

This open-minded thinking has led to innovative research in an array of fields from engineering to learning technologies to business management.

More than 20,000 students attend our six campuses across South India. The numbers are divided almost equally between men and women, and the students arrive from across India and around the globe. Students also participate in extra-curricular programs to expand their vision of the world.

In 2018, India's National Ministry of Human Resource Development ranked Amrita University the eighth best university in the country. It is the only private university among the top ten.



More than 20,000 students with a nearly equal number of men and women



The Center for Nanosciences has found a safer way to kill cancer cells by using a biodegradable material found naturally in bones.



Student internships in villages



Ranked 8th best university in India



Skills training centers for trade work



Wireless landslide detectors installed for remote areas in Sikkim



ENVIRONMENT

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

SWACHH BHARAT MISSION (CLEAN INDIA)

An initiative of the Indian Govt. to achieve universal sanitation and public cleanliness

\$30 MILLION US TO BUILD TOILETS

Improved sanitation along the Ganges River and in villages across India

GREENFRIENDS

Our international organization for the preservation and care of nature

TREE PLANTING

More than one million trees planted globally

BEEKEEPING

Beehives in centers around the world, as bees are crucial to support pollination for crops

REDUCING, REUSING, RECYCLING

A zero-waste approach from top to bottom in all our institutions

MOTHER EARTH IS SERVING US.
THE SUN, THE MOON AND THE
STARS ALL SERVE US. WHAT CAN
WE DO IN RETURN FOR THEIR
SELFLESS SERVICE?

- Amma

Amma has observed that earlier in our history, there was no specific need for environmental preservation efforts because humanity saw divinity expressed through nature. Therefore, people treated the natural world with reverence and respect.

Our efforts in environmental preservation are grounded in the idea that while caring for nature is in our own best interest, it is also the right thing to do.

The initiatives are aimed at innovating solutions in sustainability defined by simple, practical steps. These can be implemented both locally and globally.

Our volunteers have planted more than one million trees worldwide as part of the UN Billion Tree Campaign. Several of our initiatives have also been formally recognized by UNESCO as part of the UN Decade on Education for Sustainable Development.



Waste Management in practice



Cleaning up public trash



Building toilets to end open defecation



Our volunteers have planted more than one million trees around the world.



AYUDH: OUR YOUTH WING

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

INTERNATIONAL YOUTH SUMMITS

From India to Europe to America, youth summits emphasize service, empowerment and love in our global community

SOCIAL IMPACT LEADERSHIP

A year-long program that fosters compassionate leadership, social responsibility and intercultural learning

2018 KERALA FLOOD RELIEF

AYUDH India established a 24-hour helpline to rescue flood victims and was at work in relief camps

WHITE C(R)ANE

Raising money to buy white canes for blind children in Kenya

TREES FOR PEACE

A planting campaign that combines concrete climate action with education about sustainable living

COMMUNITY CLEANUP DRIVES

Picking up garbage in the slums of Nairobi, the villages of India, and the streets of urban centers around the world

IF OUR YOUTH ARISE AND ACT,
THEY HAVE THE STRENGTH AND
DYNAMISM TO GENERATE A HUGE
TRANSFORMATION IN SOCIETY.

- Amma

AYUDH empowers young people to integrate universal values into their daily lives. Starting with themselves, the goal is to establish a future of hope, peace and social engagement. Our international youth movement is active in Europe, North America, South America, Asia, Australia and Africa.

The movement is based on Amma's teaching that we are not isolated islands, but are linked to each other like the rings of a chain; that our lives are not meant to be lived only for ourselves. Amma says that instead, we need to set aside some time to make a difference in the lives of those less fortunate.

AYUDH projects help young people to express creative potential, gain self-confidence, and implement ideas for how to make the world a better place. The focus is on four areas: social service, personal development, intercultural exchange and green initiatives.



In 2018, 1200 youth from across India took part in a leadership summit.



Supporting refugees in Denmark



Canes to blind children in Kenya



AYUDH volunteers worked in relief camps in the 2018 Kerala floods.



SELF-RELIANT VILLAGES

+ CONTENTS

SOME OF OUR PROJECTS

+ **TAP** HERE TO FIND OUT MORE

FARMERS' GROUPS

Small landholders pool resources to farm as collectives, support each other economically, and experiment with organic crops

ACCESS TO HEALTHCARE

Healthcare workers are appointed in the villages, as most locations are far from essential services

ADDRESSING MENSTRUAL HEALTH

Women are supported with personal care information and our Saukhyam Project gives training on how to produce reusable cloth pads, which village SHGs can also sell to earn additional income

LEMONGRASS CULTIVATION

With funding from the Govt. of India, developing a new income resource through cultivation of lemongrass and extraction of its essential oil

ACCESS TO GOVERNMENT SUPPORT

Villagers are informed about civil rights to things such as social security, healthcare, ID cards, public education and development grants

IT IS OUR VILLAGES THAT SUSTAIN US BY PROVIDING THE NOURISHMENT WE NEED IN ORDER TO SURVIVE. IT IS TIME TO ACKNOWLEDGE THAT OUR VILLAGES ARE OUR VERY FOUNDATION AND MOVE FORWARD WITH ONE HEART AND ONE MIND TO PROTECT AND SERVE THEM.

- Amma

Through our Amrita SeRve initiative, we are teaching India's villagers the skills they need to build self-reliant and prospering communities. Places where people are healthy and educated. Places where people lead lives of dignity in a pollution-free environment.

Rural India is home to 900 million people, 69% of the country's population. One-third of them—300 million—live below the poverty line. They struggle for basic needs like access to healthcare, food, water and shelter. Many of these rural poor are farmers and provide most of India's food supply, along with large exports to the global economy. Amma emphasizes that these contributions deserve our gratitude.

At her 60th birthday celebrations, Amma launched the adoption of 101 villages across India to help the rural poor blend modern technology with age-old sustainable living practices that have too often been lost in current times. These 101 villages are meant to serve as both proof of concept and a model of sustainability and self-reliance for villages throughout the country.



Health workers are assigned to provide basic treatment in remote areas and connect villagers with the nearest hospitals and health care centers.



Farmers' groups run collectively



Making reusable banana fiber pads



In Bihar, working to bring scheduled-caste Musahar people out of abject poverty

A FEW OF OUR CENTERS AROUND THE WORLD

+ **TAP** A LOCATION TO GO TO ITS SITE

INDIA - INTERNATIONAL CENTER

Mata Amritanandamayi Math

Kollam District, Kerala

Ph: +91 476-289-7578

inform@amritapuri.org

amritapuri.org

USA - MA Center (San Ramon)

Ph: +1 510-537-9417

macenter@amma.org

amma.org

USA - MA Center (Chicago)

Ph: +1 630-387-5077

chicago@macenters.org

amma.org

CANADA - Amma Canada (Toronto)

Ph: +1 905-785-8175

info@ammacanada.ca

ammacanada.ca

MEXICO - Centro de Amma

(Cancun)

Ph: +52 998-865-5617

info@amma.mx

amma.mx

SINGAPORE - Amriteswari Society

Ph: +65 6341-7701

amrita@amma.org.sg

amma.org.sg

JAPAN - MA Center (Tokyo)

Ph: +81 42370-04448

info@amma.jp

amma.jp

AUSTRALIA - MA Centre (Melbourne)

Ph: +61 3978-29927

info@ammaaustralia.org.au

ammaaustralia.org.au

FRANCE - Centre Amma (Pontgouin)

Ph: +33 2373-74430

centreamma@etw-france.org

etw-france.org

GERMANY - Amma Zentrum

(Hof Herrenberg)

Ph: +49 6063-579933

zentrum@amma.de

amma.de

SPAIN - Centro Amma (Barcelona)

Ph: +34 9310-22043

actividades@amma-spain.org

amma-spain.org

NETHERLANDS - MA Centrum (Zeist)

info@amma.nl

amma.nl

SWITZERLAND - MA Centre (Flaach)

Ph: +41 5231-81300

macenter@amma.ch

amma.ch

KENYA - Amrita Centre (Nairobi)

kenya@embracingtheworld.org

ke.amma.org

MAURITIUS - MA Centre

mauritius@embracingtheworld.org

ammacentremauritius.org

WE'RE ACTIVE IN MORE THAN 40 COUNTRIES ACROSS THE GLOBE. + **TAP** TO FIND OUT MORE.



The most personally accessible spiritual leader alive today, Amma may well be on a first-name basis with more people than anyone else in the world. When people pour out their hearts to Amma, she offers them emotional solace, spiritual guidance, and concrete solutions to their problems.

Receiving Amma's embrace, many feel inspired to offer selfless service to those in need. In this way, a simple yet powerful act—a mother's embrace—has become both catalyst and symbol for the growing international network of humanitarian initiatives that is Embracing the World.



IF WE HAVE LOVE AND COMPASSION IN OUR HEARTS, WE WILL WHOLEHEARTEDLY SERVE THOSE WHO SUFFER FROM LACK OF FOOD, CLOTHING AND SHELTER.

- Amma



embracing
the world®

EMBRACINGTHEWORLD.ORG



+ CONTENTS



MATA AMRITANANDAMAYI MATH

Amritapuri, Kerala, India

© 2019 M.A. Math

All rights reserved