



*A prayer that
transforms lives*

The Humanitarian Initiatives
of the Mata Amritanandamayi Math



Mata Amritanandamayi Math
Amritapuri

The Mata Amritanandamayi Math's humanitarian programs are multifaceted and aimed at helping the needy and inspiring compassion and a sense of oneness with our fellow human beings, whatever their background. The programs strive to alleviate the burden of the world's poor by providing the five basic needs—food, shelter, healthcare, education and 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.

A large part of the organisation's humanitarian work is accomplished through its vast network of volunteers. Amma's message is recognised worldwide and has inspired people from all walks of life to come forward and volunteer their time. From healthcare to research to construction, volunteer effort reduces the overall cost of implementation. This multiplies every rupee in donor money tenfold, thus enabling a massive amount of aid to the needy.



1 crore meals
served annually



3 lakh
people housed



51 lakh people
provided with
free healthcare



55,000
Scholarships for
Education



2 lakh
women empowered
with jobs



1 lakh
pensions for
destitute



₹ 500+ crore
donations for
disaster relief



10 lakh
trees planted
worldwide



13,000+
women's self-help
groups seeded

Sri Mata Amritanandamayi Devi—spiritual leader, humanitarian and visionary—was born in 1953 in a remote coastal village in Kerala. Due to the rampant poverty in her community, she witnessed firsthand and at a young age the stark inequality in this world and wondered why some people suffer so much in life. She started giving whatever food and clothing she could find to others in need. She also began to spontaneously embrace them to comfort their sorrow. Experiencing her divine motherly nature, the villagers started to call her ‘Amma,’ meaning ‘Mother.’

With the conviction that each of us has a responsibility to lend a hand to the less fortunate, Amma moved forward with confidence in her life of service and compassionate care for all. Amma explains, “A continuous stream of love flows from me to all of creation. This is my inborn nature. The dharma of a doctor is to treat patients. In the same way, my dharma is to console those who are suffering.”

Now, decades later, Amma is truly a citizen of the world. She holds free public programs across India, as well as around the globe—in Africa, the Middle East, Asia, Europe, North America, South America and Australia. Amma embraces each person who attends. She has given darshan in this way to more than four crore people and at times has continued for 22 hours without a break. It is thus during darshan that Amma directly hears the sorrows and problems of those who come to be blessed by her embrace. Drying their tears, she directly learns of their family problems, medical problems, financial problems, social problems. It is in response to these—as an attempt to find a solution—that Amma has launched all of the Mata Amritanandamayi Math’s humanitarian programs. The range of work includes free medical care, newly constructed homes for the homeless, orphanages, disaster relief, SHGs and much much more. At the same time, thousands of those who experience Amma’s compassionate embrace become inspired to offer their help as well.

In her satsangs, Amma 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.



Basic Needs

Food & Drinking Water

**1 crore meals for the homeless
and hungry throughout India**

Feeding the world with Love

Through Amma's main ashram and its branch centres, we annually feed more than one crore people in India. We've been fighting hunger in this way for more than 30 years. In the first six months after the 2004 Indian Ocean Tsunami, we provided more than 60-lakh free meals to disaster survivors, as well as more than 185 tons of uncooked rice to help the survivors make ends meet.

We also regularly distribute rice, milk and other uncooked staple foods to remote tribal communities that do not receive aid from any other organisation. 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.





Nourishing 1 crore people annually in India



Jivamritam Drinking Water Project

In October 2017, President, Sri Ram Nath Kovind inaugurated 100-crore initiative to provide clean and filtered drinking water to one-crore villagers throughout India.



The Amrita Children's Home in Nairobi, Kenya provides three nutritious meals a day for children. But these kids are not just beneficiaries; they pay it forward every other Sunday when we open our doors to 200 kids from the neighboring villages for a healthy lunch.



Feeding the hungry in Mexico, Costa Rica, France, Spain, Kenya, Brazil, Slovenia, Australia.



"Mother's Kitchen" in 50 cities serves more than 1.5lakh people annually in North America.

**47,000 houses in more than
75 locations throughout India**

Building a roof of care for everyone

As a result of poor shelter, polluted water and inadequate sanitation, 50,000 people—mostly women and children—die each day. The problem is disproportionately concentrated in the developing world.

We are doing our part to help put a roof over as many heads as we can. In 1997, responding to cries for help from women who spent entire nights mopping rainwater out of their thatched huts, Amma

initiated a house-building project, with a goal of building homes throughout India.

More than constructing houses, we work to build entire communities, complete with town halls, roads, electricity, wells, sewage systems and safe drinking water. As part of our response to the 2004 Indian Ocean Tsunami, we also constructed homes in Sri Lanka and on Andaman Island.



Housing projects by location

KERALA

More than 20,000 houses spread throughout the districts of Alappuzha, Ernakulam, Idukki, Kannur, Kasargode, Kollam, Kottayam, Kozhikode, Malappuram, Palakkad, Pathanamthitta, Trissur, Trivandrum Kodungallur and Wayanad. Village colonies in the cities of Trivandrum (Airport Colony) and Kochi (Ambulangal). Villages and individual houses in the districts of Ernakulam, Alappuzha and Kollam.

TAMIL NADU

Amritapuram (Rameshwaram, Ramanathapuram Dt.)
Panagudi (Rosmiyapuram, Valliyoor, Tirunelveli Dt.)
Amirpalayam (Sattur, Virudunagar Dt.)
Scavanchers Colony (Sivakasi, Virudunagar Dt.)
Aruppukkottai (Virudunagar Dt.)
Kollencode, Kaliyakavila, Marthandam, Kuzhitturai, Kulachel & Kanyakumari
Ettimadai, Nallampalayam & Madukkarai (all in Coimbatore Dt.)
Arikkambedu & Vellanur, Ambathur, Avadi, & Maduravoyal (all in Tiruvallur Dt.)
Karikattukupam, Ernavur & Kovalam (all in Chennai)
Ramabelur, Pinjumedu, Satyamangalam (all in Erode Dt.)
Kumbakonam
Pudukkuppam
Villages in Cuddalore, Kanyakumari & Nagapattinam Districts.

KARNATAKA

Hirisave (C.R. Pattana, Hassan Dt.)
Mulki (Mangalore Dt.)
Hosahalli (Mandya Dt.)
Madhuvanahalli (K.R. Taluk, Mysore Dt.)
Gandhi Nagar (Mysore Dt.)
Gokulam (Mysore Dt.)
Dongrampura and Dirampur (Raichur Dt.)

ANDHRA PRADESH

Gudimalkapur (Medipatnam, Hyderabad Dt.)
Filim Nagar (Jubilee Hills, Hyderabad Dt.)
Amrita Nagar (Pradhatur, Cuddapah Dt.)

PUDUCHERRY

Kairakal
Near Deepak Cables
Puducherry Taluk

WEST BENGAL

Puljour Amaravathi & Bidhan Nagar (Durgapur Dt.)
Amritabati Housing Colony (Durgapur Dt.)
Panihatti (Kolkata Dt.)

RAJASTHAN

Sanghaneer, Jaipur

UTTAR PRADESH

Telibagh (Lucknow-New Brindavan Yojana Dt.)
Koraon (Mirzapur Dt.)
Pratap Nagar (Ghaziabad Dt.)

MADHYA PRADESH

Piplani, near SOS Village (Bhopal Dt.)

GUJARAT

Dagara, Mokhana & Modsar (Bhuj, Kutch Dt.)

MAHARASHTRA

Ajanta Nagar (PCMC, Pune Dt.)

UTTARAKHAND

Batwadi Sonar and Chandrapuri (Rudraprayag Dt.)

ORISSA

Baleshwar
Bhubaneshwar

ANDAMAN ISLAND

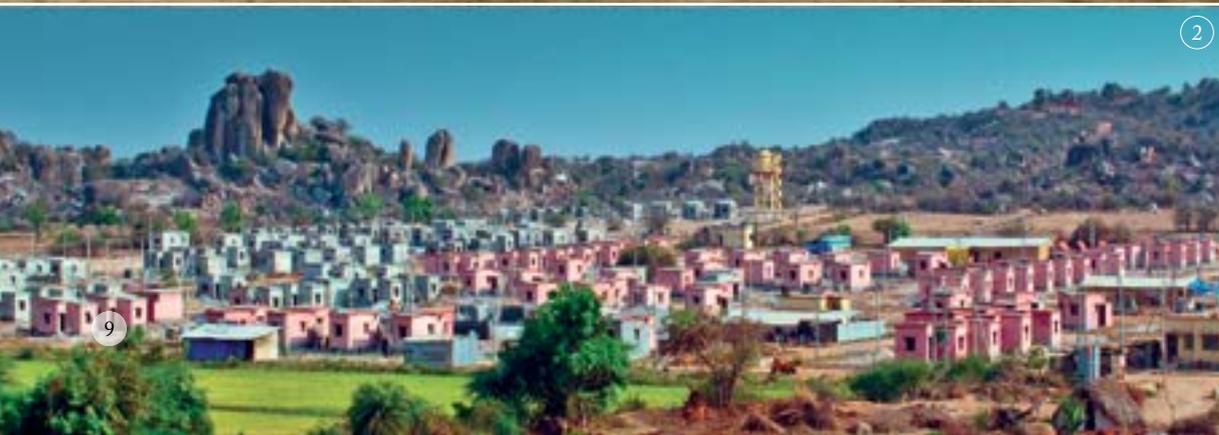
Bamboo Flat and Austinabad, South Andaman

SRI LANKA

Thekkawatta (Kalutara District, Western Province)
Periyaniavanai (Ampara District, Eastern Province)



- Relocation of slum-dwellers into 1,600 clean, new apartments in Pune and Mumbai
- Orphanage for 500 children in Kerala and children's home serving more than 200 in Nairobi
- Four care homes for the elderly in India
- Working to provide proper homes, community centres and streetlights in 101 villages throughout India (AmritaSeRVe – Self-Reliant Villages).





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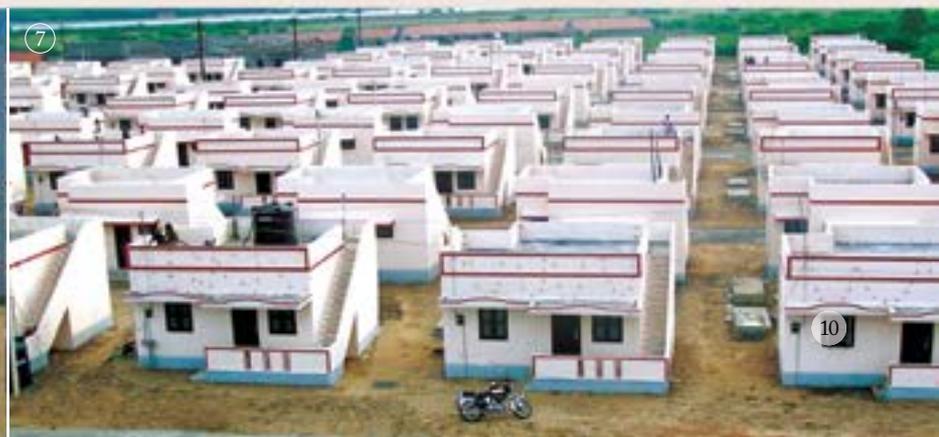
To date, we have successfully relocated 1,600 families from abysmal slums into clean, new apartment blocks, so they could begin their life anew in sunny, hygienic spaces with proper plumbing, water and electricity.

1) New Homes for Tsunami Refugees, Pudukkupam, Cuddalore, Tamil Nadu.
2) Raichur Housing Colony, Karanataka. 3) Vadakku Vanchiyoor, Kairakal, Puducherry. 4) Pune, Maharashtra: We built these apartment blocks for

former slum-dwellers. 5) New Homes for Tsunami Refugees, Alappuzha, Kerala. 6) Completed houses at Mela Pattinacherry, Nagapattinam, Tamil Nadu. 7) Thekkawatta Housing blocks, Sri Lanka.



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**₹764 crore worth of free care
to more than 51 lakh people since 1998**

Extending a hand that truly cares

Since opening the doors of Amrita Institute of Medical Sciences & Research Centre (Amrita Hospital, our tertiary care hospital in Kochi, Kerala) in 1998, the Mata Amritanandamayi Math has provided more than ₹764 crore (\$104 million) worth of charitable medical care; more than 51 lakh patients received completely free treatment.

Amrita offers sophisticated and compassionate care in a serene and beautiful atmosphere and is recognised as one of the premier hospitals in South Asia. Our commitment to serving the poor has attracted a dedicated team of highly qualified medical professionals from around the world. The 1,350-bed tertiary-care hospital houses 43 speciality departments.





100 free health camps

Every year, Amrita Hospital conducts more than 100 free health camps in remote, impoverished areas. All treatment and medicines are given free of charge. Patients are also screened for serious diseases and referred to Amrita Hospital for further treatment when necessary.



Satellite hospitals Amrita Hospital runs five satellite charitable hospitals: three in Kerala, one in Mysore, and one in the Andaman Islands. The hospitals serve populations that would otherwise not have easy access to quality healthcare. All treatment is given free of charge.



International telemedicine Amrita Hospital operates a Mobile Telemedicine Unit, the size of a city bus, which brings sophisticated medical care to remote areas. Through this telemedicine network, Amrita Hospital offers specialised medical consultations to care centres and hospitals in rural areas.



Targeted public health initiatives for troubled populations

We provide family-oriented health education, run both rural and urban health centres, and train government-employed community health workers. In villages, we have trained local women in basic healthcare, as they are already trusted within the community and as women, they can better connect with pregnant women and adolescent girls.





ACCREDITATIONS
 First University teaching hospital in the country becoming NABH, NABL, ISO 9000: 2015 and NAAC A++



The Amrita Hospital hand-transplant team won the prestigious British Medical Journal Award for the category of best surgical team of South Asia.



Amrita Institute of Medical Sciences is bestowed the Healthcare Excellence Award from FICCI for Patient Safety & Medical Innovation.



In a first for India, Amrita surgeons reconstructed the breastbone of an infant, using 3D printing

Asia's first upper-arm double hand transplant done at Amrita Hospital, Kochi

Amrita Hospital, Kochi, performs India's first two double hand transplants



Amrita Hospital, Faridabad, Delhi-NCR.

With 2,400 beds, it is slated to be one of the biggest hospitals in India.

Amrita Hospital, Faridabad, will feature cutting-edge technology in multiple speciality and super-speciality centres, including a heart institute, an institute for high-precision cancer diagnosis and therapy, organ transplantation, an advanced centre for neurosciences and epilepsy, an institute for diabetes and metabolism, a centre for liver and biliary diseases, an institute for minimally invasive and robotic surgery, a burn unit, a centre for bone and joint diseases, an advanced centre for lung diseases and transplantation, an institute for physical medicine and rehabilitation, a centre for spinal disorders, an advanced laboratory for molecular diagnostics, an advanced centre for medical imaging, and interventional radiology, among other centres. The

hospital will also feature a highly specialised multidisciplinary children's hospital with maternal and foetal medicine and all paediatric sub-specialities, including paediatric cardiology, heart surgery and transplantation, etc. This is a feature that most hospitals in India lack as many private hospitals do not see maternal care as monetarily sustainable. Amrita will also be a teaching hospital with strong focus on research to bring in innovative healthcare solutions, better treatment methods adding value to nation's healthcare landscape. Moreover, being the largest green-building healthcare project in India, it will have a minimal carbon footprint and zero wastewater discharge. It will eventually be solar-powered.

Lending a hand when everything falls apart

Amma's compassion and concern for disaster survivors is so complete that she responds to every aspect of their situation—not only fulfilling their material and emotional needs, but also keeping an eye on their future. Our provision of long-term support for disaster survivors has carried thousands through the darkest periods of their lives into the light of a hopeful future.

Amma consoles survivors of the
2004 Indian Ocean Tsunami

- 2020 **COVID-19 Pandemic:** ₹13 crore to Indian and Kerala Governments to assist in relief.
- 2019 **Pulwama Terror Attack (J&K):** ₹2 crore (₹5 lakh to 40 families of CRPF soldiers killed in terror attack).
- 2019 **Kerala Monsoon:** ₹1.2 crore (₹1 lakh to 121 families who lost a member in heavy monsoon).
- 2018 **Kerala Flood:** ₹10 crore in aid to Chief Minister's fund; relief camps throughout Kerala; 24-hour emergency helpline.
- 2017 **Puerto Rico Hurricane:** Distributed 3,000 pounds of staple food to survivors.
- 2017 **Ockhi Cyclone:** ₹2 crore in aid to Chief Minister's Fund; relief camps.
- 2016 **Puttingal Temple Fire (Kerala):** ₹1 crore to victims and their families; free treatment at Amrita Hospital.
- 2015 **Chennai Flood:** ₹5 crore donation as well as evacuation support, medicine and food.
- 2015 **Nepal Earthquake:** Food, blankets, shelter and 2 tons of medicines.
- 2014 **Jammu-Kashmir Floods:** ₹30 crore in relief with focus on house construction.
- 2013 **Typhoon Yolanda, Philippines:** ₹11 crore in aid; support for orphans; community rebuilding
- 2013 **Uttarakhand Flash-flooding:** ₹100 crore in aid.
- 2013 **Kerala Landslides & Boating Accident:** ₹1 lakh given to each bereaved family.
- 2012 **LPG Tanker (Kerala) & Fireworks Factory Explosions (Tamil Nadu):** Aid packages to families of dead and injured.
- 2011 **Japan Earthquake/Tsunami:** ₹5 crore for education of orphans.
- 2010 **Haiti Earthquake:** Medical supplies, shelter materials, scholarships.
- 2009 **Floods in Karnataka & Andhra Pradesh:** ₹100 crore relief package including medical care, food, supplies and 1,000 homes for the displaced.
- 2009 **Cyclone Aila, West Bengal:** Medical care, food and supplies.
- 2008 **Floods in Bihar:** ₹5 crore in medical aid, food, supplies and shelter.
- 2006 **Floods in Gujarat:** ₹15 lakh medical aid; food and supplies.
- 2005 **Floods in Mumbai:** ₹5 crore in medical aid, food, supplies and shelter.
- 2005 **Hurricane Katrina, USA:** ₹4 crore Bush-Clinton Katrina Fund.
- 2004 **Indian Ocean Tsunami:** ₹200 crore in relief (built 6,200 tsunami-resistant homes, 700 new fishing boats and an evacuation bridge; provided vocational training for 2,500 victims).
- 2001 **Earthquake, Gujarat:** Three villages rebuilt from ground up (1,200 homes).
- 1992 **Earthquake, Maharashtra:** Food, blankets, shelter and medicines to Lathore.



**51,000 scholarships
for children in at-risk communities**

Lighting up lives through education

Throughout the developing world, going to school is rarely free. Students are required to pay their own transportation costs, purchase uniforms, textbooks, notebooks and pencils. Children who cannot afford these basic costs cannot attend school. As families struggle to stay above the poverty line, the additional expense of school becomes an unlikely investment.

And yet, universal education has proven to be the most effective means of eliminating endemic poverty, and on an individual level has been shown to be the most sustainable escape from poverty's clutches. Research has shown that every year of school increases an individual's wages by 10 percent. The gains are even greater in developing countries.





Scholarships

Through providing scholarships to children of farmers living below the poverty line, M.A. Math aims to lay a stronger economic foundation upon which these families can base their lives.



School for the differently abled: The Amrita Institute for Differently Abled is dedicated to providing education for differently abled children, including those with Down's Syndrome, epilepsy, autism and intellectual developmental disability. Proper developmental therapy incorporating daily skills, early social integration and schooling are provided.



School for the hearing-impaired: The Amrita Speech & Hearing Improvement School is one of the few schools in Kerala that scientifically teaches hearing-impaired children to speak. The children have a 100 percent pass rate in the Secondary School Leaving Certificate Exam and do very well in obtaining employment.





Our project in Sivakasi, Tamil Nadu won the UNESCO / NLM National Award for being the most effective and efficient administrator of adult education funds in India. (2008)

Digital literacy for tribal people

Under the Digital India program, AmritaCREATE has successfully trained and certified more than a thousand tribal youth and adults in the Wayanad, Idukki and Palakkad Districts of Kerala in Digital Literacy.

Adult education

With the support of government funding (Amrita-Jan Sikshan Sansthan), we run literacy and vocational-training programs serving some of the poorest tribal communities in Idukki, Kerala and Sivakasi, Tamil Nadu. More than 100 courses in various occupations are offered, with a special focus on traditional art forms that are in danger of being forgotten by the younger generation. Graduates receive assistance in learning how to market and distribute their products through suitable outlets.



Center of excellence in tribal empowerment

In 2018, the Ministry of Tribal Affairs, Government of India, declared Amrita Vishwa Vidyapeetham a Center of Excellence in Tribal Empowerment through Digital Inclusion (Amrita CoE-TEDI). The TEDI projects benefit tribal people by creating awareness in digital literacy, substance abuse, oral contraceptive use and abuse, oral hygiene, micronutrient deficiencies, digital safety, human trafficking and antenatal health monitoring.



Amrita Vidyalayam

Amrita Vidyalayams, a national network of value-based schools, are managed by the M.A. Math. Amma attaches great importance to providing education and training to children for the development of each child's creativity, intelligence and character. She wants the children to have the finest education that helps them in their comprehensive development.



AmritaRITE afterschool tutoring

Working under Amma's strategic vision, the AmritaRITE (Rural India Tablet Education) Project serves to bridge the increasing technology and education divide between urban and rural areas of India. Tablet-aided after-school tutoring, focused teacher training & monitoring, and regular school-supplies distribution, have created a huge education impact in 81 Indian villages in 21 states, including tribal settlements, benefiting 10,698 children to date.

Amrita Shilpakala Kshetra

The Amrita Shilpa Kalakshethra was established through a collaboration between the Government of India and Amrita Vishva Vidyapeetham with a mission to revive the traditional Indian art forms. Providing full financial support with stipends is a huge encouragement to attract talent, and the training helps the budding artisans to improve the quality of their work.



Amrita Vishwa Vidyapeetham

Amrita Vishwa Vidyapeetham was granted Deemed to be University status by UGC in 2003 at which time we had only 1,260 students and 200 faculty. Today we are educating a vibrant student population of over 20,200 with 2,003 faculty, offering more than 250 UG, PG, and Ph.D programs in Engineering, Management, Medical Sciences (including Dentistry, Pharmacy, Nursing, Medicine), Arts & Humanities and Social Sciences. With campuses at Coimbatore,

Amritapuri, Kochi, Bangalore and Mysore, Amrita is one of the fastest-growing institutions of higher learning in the country. In the short span of 17 years, we have established 180+ collaborations with top international universities. The UGC has also granted graded autonomy to Amrita in 2018 for consistently maintaining high academic standards. We have been re-accredited by NAAC with 'A++' grade with a CGPA of 3.4.



450+ COLLABORATIONS /MOUS WITH WORLD'S TOP UNIVERSITIES



Campuses

www.amrita.edu



**2 lakh jobs for women who never had one
1 lakh pensions for life**

Empowering women to empower families

Helping women earn a better living helps everyone—mothers provide better nutrition and healthcare, and spend more on their children. On average, girls and women spend 90% of their earned income on their families. We've been providing vocational training since 1989. After the 2004 Indian Ocean Tsunami, we began

focusing on training women in particular. This turned out to be a smart investment, as research has shown that empowering women with vocational training and economic opportunity is one of the most effective means to reduce poverty throughout entire communities.





In 2009, the first batch of female plumbers trained in part on haptic simulators successfully graduated from AMMACHI Labs.



Empowering women We've provided more than 2.5-lakh economically vulnerable women throughout India with vocational training, start-up capital and marketing assistance, as well as access to microcredit loans from government-regulated banks and affordable insurance plans. The women use these assets to form Self-Help Groups, share microsavings accounts and start their own home-based businesses. For many of the women, it is the first job they have ever had.



Lifetime pensions for 1 lakh widows, people with disabilities and women in poverty Since 1998, we have provided monthly pensions for widows and other women in poverty. In 2006, the project was expanded to benefit the physically and mentally challenged and now serves a total of 1 lakh beneficiaries.



AmritaSREE

Self-Reliance, Education & Employment

13,000+
AmritaSREE
SHGs

2,00,000+
members

Empowering women through **education** and **employment**

In the aftermath of the 2004 Indian Ocean Tsunami, the schooling patterns of fish and other marine life were completely disrupted. The fishing community told Amma about this and how it was harming their income. Recognising there was an urgent need for these communities to have alternative forms of livelihood, Amma launched the Ashram's first community-based Self-Help Group program. The initiative became known as AmritaSREE: Amrita Self-Reliance, Education & Employment. Today it has spread throughout Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and Maharashtra. Currently, there are more than 13,000 AmritaSREE SHGs with over 2,00,000 women participating across India. In the Andaman Islands, we have established an additional 1,000 groups.

We are working to equip unemployed and economically vulnerable women with the skills and means to set up small scale, cottage-industry businesses. This is done by providing vocational education, start-up capital, marketing assistance, and access to micro-credit loans and micro-savings accounts from government-regulated banks.

Research has shown that empowering women with equal economic opportunity is one of the most effective ways to reduce poverty for society overall. AmritaSREE SHGs are based upon

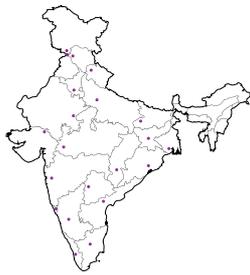
a formula established by the Reserve Bank of India (RBI) and National Bank for Agriculture and Rural Development (NABARD). We identify each targeted community's particular needs, existing skills and resources before starting vocational training. Courses are selected from proposals that emerge from the targeted communities and are offered at reputed vocational institutions.

Finally, Self-Help Groups are formed according to geographic proximity, each consisting of 10 to 20 women. Men who are family members of the women in the group are also eligible to receive vocational training.

While the Self-Help Groups operate autonomously, MA Math nurtures them towards successful independence. In addition to providing vocational training, the Ashram helps each group come up with a viable business plan and assists in packaging and marketing the group's retail products. Some of the fields in which AmritaSREE has helped create SHGs include tailoring, handicrafts, electronic repair, account systems, beauty parlour management, feminine hygiene products, paper products, ready-made garments, leather products, bakery items, weaving on handlooms, garment making, communal farming, food processing, rice-flour production, banana culture, and coir making.



AmritaSREE
SHGs
IN 21 STATES
OF INDIA



The Honourable President of India, Shri Ram Nath Kovind, distributing certificates of appreciation to representatives of AmritaSREE SHGs who have constructed toilets and worked towards an open-defecation-free village.



₹ 30 crore
in annual seed funding

₹ 3 crore to date
towards funding
and nurturing of SHGs

₹ 12 crore funding to date
towards vocational
& skill training

Skill training for
50,000+ members

Ammamma distributing sarees and seed money as a grant to AmritaSREE SHGs. The seed money can be utilized either as working capital or as an addition to the corpus fund of each SHG.



www.amritaworld.org/amritasree

Amrita SeRve

A journey towards self-reliant villages





“It is our villages that sustain us by providing those who live in cities with the nourishment needed in order to survive. However, today, we are just exploiting villages and casting them aside. 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*

Amrita Self-Reliant Villages (AmritaSeRVe) was launched in September 2013 and ushered in sustainable development in village clusters across India. Our work is aligned with United Nations’ Sustainable Development Goals.

The vision is to teach villagers the skills they need to live in communities that are prosperous and self-reliant. These are places where people are healthy and educated and where they lead lives of dignity in a clean, pollution-free environment.



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1. Women's groups in most adopted villages learned masonry skills to build toilets for their families.
2. Women's groups use banana fibre to make reusable sanitary pads that are being sold, including internationally.
3. Komalikudi in Idukki District and Valaramkunnu in Wayanad District, both in Kerala, are now powered by solar electricity.
4. Farmers in Sadivayal in Tamil Nadu's Coimbatore District received Organic Certification from the state government.
5. Health workers trained at Amrita Hospital, Kochi conduct diagnostic tests and offer preventive care in the villages.

6. Adult literacy classes are offered in AmritaSeRVe villages in several states, especially Odhisa and Jharkhand.
7. Amrita Education Centres provide free afterschool tutoring to village children using modern learning aids such as tablets.
8. Solar-based lemongrass essential oil distillation for sustainability and livelihood in tribal communities.





Students from Amrita University
interacting with villagers from
Harirampur, Rajasthan



“All universities should send their students to impoverished rural villages or city slums for at least one or two months during their education. They would be able to see directly the issues and problems that the poor face.”

- Amma
Keynote Address
United Nations Academic Impact

PROJECT HIGHLIGHTS

6,00,000+
beneficiaries

21 states 165+ projects

30+ partner universities

2 lakh+ hours in-the-field



Live-in-Labs® was created in 2013 by Amma as Amrita Vishwa Vidyapeetham Chancellor. The program is designed to be a multi-disciplinary, real-life learning experience offered to both international participants and Amrita’s faculty and students. The Lab’s objective is to expose youth to the day-to-day problems faced in rural communities through two-week to

six-month periods of live-in internships in villages. It also aims to inspire them to dedicate the knowledge and skills they are acquiring in their university studies to help develop practical, cost-effective solutions to the challenges faced by the villagers. Researchers and students can work in multidisciplinary teams to address complex real-world issues.



Local Herb Cultivation for Medicinal Products

Juna Kattiwada
International Participant:
EPFL, Switzerland



Empowering Artists
Dr. Khera Village, Lucknow,
Uttar Pradesh

International Participants:
University of Massachusetts
Dartmouth, MA.



Scalable and Sustainable Rural Sanitation Model
Dunda, Uttarkashi, Uttarakhand

International Participant:
EPFL, Switzerland



Public Health Awareness Program
Ratanpur, Bihar

International Participant:
Ryerson University, Canada



Alcohol Awareness for Children in Tribal Villages

Wayanad, Kerala
International Participants:
Harvard School of Public Health, USA



Research

Solutions for a better world

Researchers at Amrita Vishwa Vidyapeetham are partnering with senior scientists in the world's leading research universities to innovate new uses for existing technology and to invent entirely new products and approaches to solving some of the world's most pressing problems—from disaster management to ensuring access to education to the management and cure of disease. Amrita Vishwa Vidyapeetham's national and international rankings reflect its excellence in research.

Since its inception in 2003, Amrita has been visited by over 600 research scholars, served by over 800+ faculty with PhDs, and produced over 14,000 publications. The 30 Centres of Excellence in Research managed by Amrita have received over 44,000 citations in leading international journals/conference proceedings and filed over 300 patent applications—80 of which have been granted. Amrita has received over ₹600 crore in research funding from national and international agencies.

In her keynote speech at a UN event in 2015, attended by representatives of 90 leading universities worldwide, Amma stated: "Today, universities and their researchers are ranked mainly based on the amount of funding they receive, the numbers of paper they publish, and their intellectual calibre. But along with this, we should take into consideration how much we have been able to use their research to serve the lowest and most vulnerable strata of society."

Research centres

The Centre for Nanosciences and Molecular Medicine, India's first NANOBIO centre, Amrita Centre for Nano-sciences and Molecular Medicine (ACNSMM), is a multidisciplinary Centre of Excellence under the Government of India. ACNSMM is pioneering work in development of natural tissues and organs negating the use of synthetic implants or donors, developing new

nanomaterials for cancer diagnostics and therapy, new drug-delivery systems and biosensors. ACNSMM is the only Centre in India with integrated R&D and manufacturing using a dedicated Good Manufacturing Practice (GMP) Lab. ACNSMM is a Thematic Program at the Frontiers of Nanotechnology under Govt. of India's Ministry of Science and Technology, and a Centre under the Department of Biotechnology.

133 funded projects | ₹125 cr research funding | 540+ publications | 12 patents awarded | 66 PhDs awarded

www.amrita.edu/center/nanosciences

Centre For Wireless Networks & Applications The National Bank for Agriculture and Rural Development awarded the National Rural Innovation award to Amrita's Real Time Landslide Monitoring and Detection System in 2012. The centre has been granted 25 + cores in funding for 30 projects, which has produced 4 patents, 230 publications, and 9 international projects. WNA was

successful in improving connectivity for commercial fishermen at 60 km in to the sea, which is 45 km beyond the range of cell-phone towers. This innovative system enables the government to disseminate warning messages to fishing vessels in the event of an impending disaster.

30+ funded projects | ₹25 cr research funding | 230+ publications | 25 patents granted/ filed | 15 international projects

www.amrita.edu/center/awna

Biotechnology The School of Biotechnology is established as a TIFAC (Govt of India) Centre of Relevance and Excellence (CORE) in Biomedical Technology under the DST Mission REACH Program with research focus spanning a wide spectrum of areas including Cell Biology, Cancer Biology, Wound Healing, Computational Neuroscience, Proteomics, Neurophysiology,

Phytochemistry, Analytical Chemistry, Venomics, Phage Biology, RNAi, Virtual Labs, Matrix Biology & Green Energy. A notable feature of the strength of the school is the state-of-the-art infrastructure and research facilities with strong industry collaboration facilitating student project internships and subsequent placements.

49 funded projects | ₹24 cr research funding | 400+ publications | 7 patents filed | 3.93 avg impact factor

www.amrita.edu/school/biotechnology

Amrita Institute of Medical Sciences has pioneered several innovative products. These include a brain wafer to treat brain cancer, nanomedicine for drug-resistant leukaemia, contrast-enabled bone implant for large defects, nano-textile implant for pancreatic cancer and nano-enabled hyperthermia for liver tumours, nano-vaccine for multiple sclerosis, and a low-cost Raman-based screening tool for

detecting oral cancer. Cutting-edge research in other areas has led to inventions like the low-cost, automated insulin pump (US Patent, October 2011), and the non-enzymatic glucose sensor (US Patent, March 2017), as well as medical revolutions in 'transplant rejection' interventions that relax strict stipulations for donor compatibility, resulting in saving more lives.

400+ publications | ₹96cr research funding | 106+ funded projects | 30+ patents filed

www.amritahospitals.org

The Centre for Cybersecurity and Networks is engaged in promoting partnership among industry, academia and the government to foster innovative research and education in Cybersecurity, thus enhancing knowledge, building solutions and

mitigating risks to benefit society. By way of research and academics, we nurture an ecosystem to pursue interdisciplinary research towards protection of digital assets that are of public and national importance.

A-VIEW, Amrita's flagship E-Learning platform, has been hailed as one of the world's most important Internet innovations by Cisco, the worldwide leader in networking and Internet applications.

The Centres of Digital Learning (AMMACHI Labs, AmritaCREATE & A-VIEW) are research labs that focus on affordable digital-learning technologies and analytics for education. Collectively, their projects have impacted more than 6,000 schools

in the country benefiting over 15 lakh teachers and students. To date, the Centres of Digital Learning have received more than ₹20 crore in research grants and produced over 74 publications.

Amrita Centre for Advanced Research in Ayurveda (ĀCĀRA) is a new initiative of Amrita Vishwa Vidyapeetham inspired by Amma's vision to provide scientific support for traditional medical practices and pave the way for an evidence-based integrative approach to healthcare. Even though Ayurveda has been practised in India since ancient times, due to lack of rigorous research and

scientific evidence, it faces challenges in its development and remains officially unrecognised globally. The aim of ĀCĀRA is to nurture the culture of research in Ayurveda by improving the quality of post-graduate and doctoral-research programs to generate high impact research publications.

www.amrita.edu/center/cyber-security

www.ammachilabs.org

www.amrita.edu/center/create

www.amrita.edu/school/ayurveda



www.amrita.edu/research

CENTRES OF EXCELLENCE



Amrita Multi Modal Applications Using Computer & Human Interaction



Amrita Agilent Analytical Research Centre



Amrita Biomedical Engineering (AMBE)



Amrita Centre for Allied Health Sciences



Amrita Centre for Cyber Security Systems and Networks



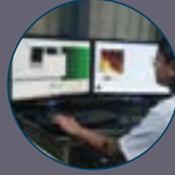
Amrita Centre for Digital Health (Wireless Telemedicine)



Amrita Centre For Environmental Studies



Amrita Centre for Humanitarian Operations and Management



Amrita Centre for Industrial Research and Innovation (ACIRI)



Amrita Centre for Nanosciences and Molecular Medicine



Amrita Centre for Research in Advanced Technologies for Education



Amrita Centre for Responsible Innovations and Sustainable Enterprises



Amrita Centre for Wireless Networks & Applications (AmritaWNA)



Amrita Centre for Advanced Research in Ayurveda



Centre for Computational Engineering and Networking (CEN)



Amrita Darshanam - International Centre for Spiritual Studies



Amrita e-Learning Research Lab (AERL)



Centre of Excellence in Advanced Materials and Green Technologies



Amrita Centre for Entrepreneurship



Amrita Centre for Sustainable Future



Amrita Wind Energy Centre



Amrita Clinical Skills Simulation Centre



Centre for Gender Equality and Women Empowerment



Amrita Technology Business Incubator (Amrita TBI)

Environment

A green vision for a better future



Member
UN Billion Tree
Campaign



Our environmental initiatives are aimed at innovating solutions in sustainability defined by simple, practical steps that can be adopted on a large scale. Several of our projects and events have been formally recognised by UNESCO as part of the UN Decade on Education for Sustainable Development.

With more than 10 lakh trees planted worldwide, we are a member organisation of the UN Billion Tree Campaign. Other initiatives include worldwide environmental awareness campaigns, supporting poor families in rural India to grow kitchen gardens to improve their nutrition, and implementing innovative waste management practices at our own institutions.



10 lakh
trees planted,
60 lakh pledged

30,000
trees planted
along 13 kms Tsunami
affected coastline

Honourable Prime Minister
of India Sri Narendra Modi
presents Amma with a
special award in recognition
for contributions to Swachh
Bharat Abhiyan.



MA Math donates ₹100 crore towards Namami Gange—Clean the Ganges Project

Awards & Recognitions

Swachhta Rankings 2017 & 2018 for the most clean campus in India—Amrita Vishwa Vidyapeetham, Coimbatore.

Amrita Hospital received Kerala State Pollution Control Board's Excellence Awards consecutively in 2015, 2016, 2017, 2018 & 2019.

Amrita Vishwa Vidyapeetham, Amritapuri campus received Kerala State Pollution Control Board's Excellence Awards in 2017, 2018.



www.amritaworld.org/environment



Amala Bharatam Campaign

The Amala Bharatam Campaign (ABC) is a program aimed at improving public health and at restoring India's physical beauty. Through this campaign, volunteers undertake regular and periodic cleaning of roads, markets, temples, government offices, and hospitals. This includes the sorting of garbage, recycling, proper disposal of waste and constructing public toilets. The campaign is also working to make people more aware of the need to avoid littering, spitting and urinating in public, and to maintain environmental cleanliness. This initiative is ongoing in every language and every state in India and has already reached lakhs of people nationwide.

7,500+	6,500+	1 lakh+	5 lakh+
clean-ups conducted	workshops organised	volunteers mobilised	hours of time spent



Amala Bharatam Sabarimala Temple Hearing the success of ABC Campaign, the members of the Travancore Devaswom Board approached Amma in the year 2011, seeking help to clean the sacred Sabarimala Lord Ayyappa Temple and the holy Pampa River, where millions of devotees come from across the country. The temple premises and river were filled with filth and waste accumulated over several decades. The

first cleanup comprised 72 hours of hard work by 5,000+ volunteers. The efforts have been repeated every year since, with M.A. Math volunteers, students of Amrita University, AYUDH members and a multitude of Amma's devotees from more than 12 countries participating.

Amrita Waste Recycling Centres

Striving to follow Amma's teachings of protecting and serving Nature, Amritapuri Ashram began its recycling program in 1999. Today, the Amrita Recycling Centre has spread to all of MAM's ashram branches and institutions. With the motto of "Reduce, Reuse and Recycle" imprinted in everyone's heart, Amrita is striving to lead all of its institutions—its university campuses, schools, hospitals, and ashrams—to reduce their environmental footprint and one day attain zero-waste status.



AYUDH (Amrita Yuva Dharmadhara) is an international youth movement of MA Math, dedicated to empowering young people to contribute to a peaceful and sustainable world and become compassionate leaders with a sense of tolerance, solidarity, and

global responsibility. Through self-transformation and service to others, AYUDH encourages young people to work towards the betterment of society. AYUDH's initiatives are organised by and for youth across the world, and are based on four main pillars:

Social Service: Contributing to individual and global transformation through community outreach.

Personal Development: Empowering young people to express their creative and innovative potential and acquire leadership and life skills.

Sustainable Initiatives: Promoting a sustainable and environmentally friendly lifestyle to preserve and protect the Earth for future generations.

Intercultural Exchange: Building bridges between youth from different cultures, religions and social backgrounds while laying the framework for a global network of young people who share the ambition to create a better world.



Across 10 cities in eight countries, AYUDH Europe promoted the No Hate Speech Movement of the Council of Europe at Amma's annual world tour.

www.ayudh.in
www.ayudh.eu



AYUDH is active across Europe, North and South America, Asia, Africa and Australia.



AYUDH members distributing food at flood-affected areas in Kerala in 2018.

AYUDH Pune tackled the problem of space constraints for implementing green initiatives by conducting organic terrace-gardening workshops in companies, housing societies and educational institutions, reaching out to a total of 6,000 families in one year.



AYUDH European Youth Summit on Unity in Diversity.



www.amritaworld.org/youth

Integrated Amrita Meditation

The Integrated Amrita Meditation Technique (IAM), initiated by Amma in 2003, focuses on integrating the body, breath and mind for holistic wellness. IAM comprises a combination of yogic

stretches for relaxation, deep and rhythmic breathing exercises, and concentration exercises. It takes just 15 to 35 minutes a day. IAM is ideal for people of all ages and all faiths, since yoga transcends religion.



www.iam-meditation.org
www.amritayoga.com

www.amritaworld.org/yoga-meditation

Amrita Yoga – Relishing the elixir of the inner self

Amrita Yoga, a unique Hatha Yoga program, is inspired by Amma, who wanted people from all walks of life to be initiated into yoga, so that they can lead a peaceful, harmonious and complete life. Accordingly, trained disciples of MAM began teaching Amrita Yoga from 1987 onwards. From the initial Kerala-specific focus, the program soon expanded to encompass devotees from across the world, through MAM's international centres. Since the beginning of the observation of the International Day of Yoga in 2015, the Ministry of AYUSH, Govt. of India, has credited Amrita Yoga with helping coordinate the promotion, propagation and execution of yoga activities in India and abroad.

Yoga & Meditation Training in Prisons

In 2019, we began coordination with state governments in Tamil Nadu and Kerala to teach yoga and meditation to prisoners. Inmates develop self-awareness and confidence by learning to recognise their own self worth, and this supports their reentry into society as good citizens. Thus far, 22,237 prisoners in Kerala and 6,732 in Tamil Nadu have participated. This includes 1,870 sessions taught by 805 volunteers.



IAM - Integrated Amrita Meditation for the armed forces all along the borders.

International Day of Yoga at an Amrita Vidyalayam school.



Amrita Yoga training session at Amritapuri Ashram.





Women Priests – Reviving an ancient tradition

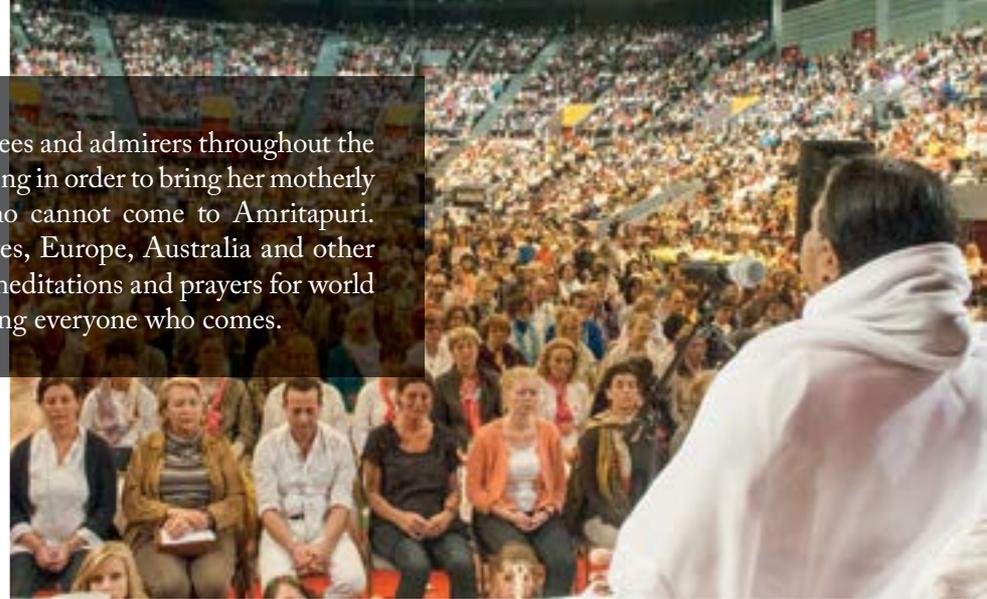
Until recently, women were not allowed to worship in the inner sanctum of a temple. Nor could they consecrate a temple or perform Vedic rituals. Women didn't even have the freedom to chant Vedic mantras. For decades now, Amma has been encouraging and appointing women to do all of these things. Moreover, Amma herself has performed the consecration ceremonies in all of the Brahmasthanam Temples constructed by the Math. Amma says: "Those prohibitions against women were never actually a part of the ancient Hindu tradition. They were in all likelihood invented later by men who belonged to the higher classes of society in order to exploit and oppress women. They didn't exist in ancient India."

Amma's Tour Programs - At the invitation of devotees and admirers throughout the world, Amma spends approximately six months a year travelling in order to bring her motherly embrace and spiritual wisdom to the crores of people who cannot come to Amritapuri. Traversing the width and breadth of India, the United States, Europe, Australia and other places by road, Amma's programs find her leading bhajans, meditations and prayers for world peace, giving satsang and darshan, and inspiring and uplifting everyone who comes.

Ashram Publications - The MA Math has published many books—in more than 30 languages—on Amma's life and teachings. Written by Amma's sannyasi disciples and devotees, these books contain the essence of spiritual life. The Math also publishes the monthly spiritual magazine, Matruvani. Available in 16 languages, it helps millions around the world keep up with Amma and the activities of her ashram.

Bhajans - Over the past 40 years, Amma and the residents of Amritapuri Ashram have composed and recorded more than 4,000 bhajans, with Amma herself singing in more than 35 languages. In these veritable scriptures set to music, we find Amma singing the entirety of spirituality, with all of its moods, emotions, prayers and truths.

Brahmasthanam Temples - On the 21st of April 1988, Amma consecrated the first Brahmasthanam Temple at her ashram in Kodungallur, Kerala. To date, 22 such temples have been established by Amma across India. While many Indian temples have shrines to more than one deity, each deity is represented by a separate murti. Amma's temples have only one murti but with four different faces, each side depicting a different form of God: Siva, Devi, Ganesa and the Serpent. It is a tangible expression of the underlying unity in the myriad deities of the Hindu pantheon—the One with infinite faces.



Amritavarsham: Amma's Birthday Celebrations - Each year on the 27th of September—Amma's birthday—lakhs of people travel to Amritapuri Ashram to celebrate Amma's life of love, compassion and selfless service. In fact, Amma has no desire to have her birthday celebrated, but allows her disciples and devotees to do so as long as the event is used to extend the scope of the Mata Amritanandamayi Math's charitable humanitarian projects.



Each year on Amma's Birthday, M.A. Math helps couples in need to have a traditional Indian wedding, providing all the requisite clothing, gold jewellery and feast etc.



Forty Families of CRPF Troopers Martyred in the Pulwama Terror Attack received 5-lakh each on Amma's 66th Birthday.

Amritapuri

Amritapuri, the international spiritual headquarters of the Mata Amritanandamayi Math, is situated in the very place Amma was born. Every day, thousands of devotees from India and abroad flock to Amritapuri to receive Amma's blessings and wisdom.

Since being officially formed in 1981, Amritapuri has grown to become a vibrant international community, the ethos of which is rooted in the concept of vasudhaiva kutumbakam, a Sanskrit phrase that means the whole world is one family. The Ashram inmates, 3,500 monastic

disciples and lay devotees from around the world, find new inner meaning in life and spiritual solace from Amma.

Amma's relentless efforts to serve and embrace humanity with loving care have led to the Mata Amritanandamayi Math establishing an active presence in more than 40 countries. The 100+ centres and thousands of subcentres are devoted to carrying out Amma's mission and vision—that we're here to make a meaningful, qualitative difference to the lives of those who yearn for a helping hand.







Darshan

The essence of Amma is experienced through her darshan—a heartfelt motherly embrace that Amma has dedicated her entire life to giving one and all. In Amma’s arms, the mind finds peace and the heart basks in the light of the True Self. It is a transcendent moment wherein the child finds union with the mother, the disciple with the Guru, the devotee with God. It is an interaction capable of shifting the very axis of one’s life, removing obstacles, aligning one more with dharma, and bolstering one’s spiritual pursuits.

For the past 45 years, Amma has spent nearly every day in this manner, sometimes giving darshan for as many 22 hours without break. More than four crore people of all religions, beliefs, nationalities, races and walks of life have found their way into Amma’s arms. In Amma’s presence, people pour out their hearts, share their hardships and seek guidance. Not only does Amma provide them with concrete solutions, but she also gains insight into the pressing problems of society’s sick and poor. It is therefore in direct response to these problems that all of the charitable humanitarian programs of the Mata Amritanandamayi Math have arisen. What’s more, having directly experienced Amma’s compassion through her embrace and indirectly through witnessing her comfort the suffering, many people become inspired to dedicate their own life to the service of those in need. Thus, it is through the seemingly simple gesture of “Amma’s hug” that a veritable renaissance of spirituality and service has been dawning in the modern world.



“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



1. Amma at Summit to Protect Child Dignity, Abu Dhabi
2. Receiving Gandhi-King Award for Non-Violence, Geneva
3. United Nations Alliance of Civilizations, Shanghai
4. Joint Declaration of Religious Leaders Against Modern Slavery, Vatican
5. Receiving Doctorate of Humane Letters from SUNY, Buffalo, New York



Amma's Awards & International Addresses

Over the past 30 years, Amma's voice has become much sought after for its words of peace and wisdom, and every year Amma is invited to address dozens of international gatherings—from the Parliament of World's Religions to events of various UN agencies to government and academic-sponsored functions. At these events, Amma goes to the heart of the most pressing problems our world is facing, presenting

clear analysis and concrete solutions. In acknowledgement of her wisdom and life of selfless service, many organisations have offered Amma international recognition, and she has received dozens of awards and honours.

Awards Bestowed

- 2021 Doctorate of Humane Letters from Kalinga Institute of Industrial Technology, Bhubaneswar
- 2019 Doctorate of Humane Letters from the University of Mysore, Mysuru
- 2018 Largest Financial Contribution to Swachh Bharat Abhiyan (Clean India Campaign), New Delhi
- 2017 Soldiers of Peace International Association's Commemorative Gold Medal for Peace, Toulon
- 2017 Medal of the Provence-Alpes-Côtes d'Azur Region, Toulon
- 2017 Hindu Ratna Award, Kerala
- 2015 Fashion4Development Medal of Honor, New York
- 2014 Kavithilakam Pandit Karuppan Award, Kerala
- 2010 Doctorate of Humane Letters from SUNY, Buffalo, New York
- 2007 Prix Cinéma Vérité, Paris
- 2006 James Parks Morton Interfaith Award, New York
- 2006 Philosopher Saint Sri Jnaneswara World Peace Prize, Pune
- 2005 Mahavir Mahatma Award, London
- 2005 Centenary Legendary Award of the International Rotarians, Kerala
- 2002 Gandhi-King Award for Non-Violence, Geneva
- 2002 Karma Yogi of the Year, Yoga Journal
- 1998 Care & Share International Humanitarian of the Year Award, Chicago
- 1993 Hindu Renaissance Award, Hinduism Today

International Addresses

- 2018 Interfaith Summit to Protect Children Online, Abu Dhabi
- 2015 Summit of Conscience for the Climate, Paris (video message)
- 2015 UNAI Conference on Tech for Sustainable Development, New York
- 2014 Joint Declaration of Religious Leaders Against Modern Slavery, Vatican
- 2014 Conversations on Compassion - Stanford University, California
- 2013 100 Birth Anniversary Celebrations of Swami Vivekananda, New Delhi
- 2012 United Nations Alliance of Civilizations, Shanghai
- 2009 Inauguration of Vivekananda International Foundation, New Delhi
- 2008 Summit of the Global Peace Initiative of Women, Jaipur
- 2007 Cinéma Vérité Film Festival, Paris
- 2006 James Parks Morton Interfaith Awards, New York
- 2005 Rotary International - India, Kochi
- 2004 Parliament of the World's Religions, Barcelona
- 2002 Global Peace Initiative of Women Religious & Spiritual Leaders – UN, Geneva
- 2000 Millennium Peace Summit – UN, New York
- 1995 International Celebrations at the 50th Anniversary of the UN, New York
- 1993 Parliament of the World's Religions 100th Anniversary, Chicago

"Everyone in the world should be able to sleep without fear, at least for one night. Everyone should be able to eat to his fill, at least for one day. There should be at least one day when hospitals see no one admitted due to violence. By doing selfless service for at least one day, everyone should help the poor and needy. It is Amma's prayer that at least this small dream be realised."

—Amma, Sri Mata Amritanandamayi Devi

amritaworld.org
UPDATES ON AMMA'S INITIATIVES

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