



embracing  
the world®



# THE HUMANITARIAN INITIATIVES

of Sri Mata Amritanandamayi Devi  
(Mata Amritanandamayi Math)

**OUR VOLUNTEERS ARE HELPING  
PEOPLE IN NEED ON SIX CONTINENTS.**



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## WHO WE ARE

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

Embracing the World exists to help alleviate the burden of the world's poor through helping to meet each of their 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.

## DOING MORE WITH LESS

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.



**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

## AMMA (SRI MATA AMRITANANDAMAYI DEVI)

Spiritual leader, humanitarian and visionary Sri Mata Amritanandamayi Devi, known throughout the world simply as Amma, has served the world-community for decades, imparting wisdom, strength and inspiration. 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.

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, crosscultural tensions to poverty and women's rights, 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 34 million people throughout the world. She has been known to give darshan for more than 22 hours without interruption.

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, this 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.



## HOW IT BEGAN

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. When she was just nine years old, people began to call her mother.



THE ANIMATED STORY OF AMMA'S EARLY SEARCH FOR THE MEANING OF SUFFERING. SCAN THIS CODE WITH YOUR SMARTPHONE TO START WATCHING RIGHT NOW. OR WATCH IT LATER ON OUR WEBSITE:

[www.embracingtheworld.org](http://www.embracingtheworld.org)



“ BY HER EMPHASIS ON SELFLESS SERVICE AND CHARITY, AMMA WILL, I BELIEVE, Hugely influence the future world. ”

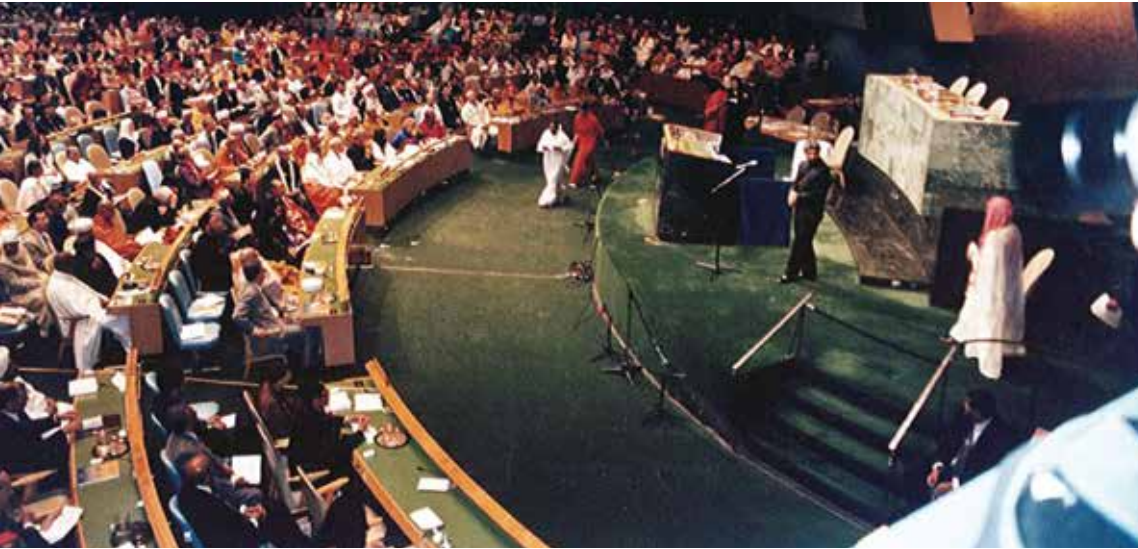
- Brother Wayne Teasdale, PhD  
Catholic monk, former Trustee, Parliament  
of the World's Religions

“

WHEN I THINK OF AMMA AND HER LIFE OF DEVOTION AND SERVICE, I SEE A SHINING EXAMPLE FOR ALL OF US OF THE SPIRIT OF REVERENCE, COMPASSION AND CARE.

”

- Dr. Steven C. Rockefeller, philanthropist, educator, social activist



“

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

”

- Dr. Jane Goodall, UN Messenger of Peace



For more than 20 years, Amma has been a regular keynote speaker at international forums concerned with world peace and religious harmony, where she has been honored with awards and accolades for her vision and example. In 1993, the Parliament of the World's Religions Centennial named her President of the Hindu faith. She addressed the United Nations' Millennium World Peace Summit, and was presented with the 2002 Gandhi-King Award for Nonviolence by UN Messenger for Peace Dr. Jane Goodall and the late UN High Commissioner for Human Rights, Sergio Vieira de Mello. In 2006, Amma, along with 2005 Nobel Peace Prize winner Mohamed ElBaradei and actor/humanitarian Richard Gere, was presented with the James Parks Morton Interfaith Award by the Interfaith Center of New York for her role as an outstanding spiritual leader and humanitarian. While presenting the award, Reverend James Parks Morton said of Amma, "You embody everything that we stand for."



“ WHATEVER LITTLE I CAN DO WITH AMMA’S INSPIRATION, I WILL STRIVE MY BEST TO ACCOMPLISH IT. ”

- Rajendra Pachauri

2007 Nobel Peace Prize Laureate, Chairman of the Intergovernmental Panel on Climate Change

Dialogue and Diversity  
in Asia South Pacific Region  
—— 亚洲南太平洋地区视角





“ 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 PEOPLE, TO CONSOLE AND WIPE THEIR TEARS UNTIL THE END OF THIS MORTAL FRAME - THIS IS MY WISH. ”

- Amma



# “ MY RELIGION IS LOVE. ”

- Amma



## AWARDS AND CONFERENCES

- 2012 Amma addresses United Nations Alliance of Civilizations in Shanghai.
- 2010 Amma receives an Honorary Doctorate from SUNY-Buffalo.
- 2009 Amma inaugurates Vivekananda International Foundation in Delhi.
- 2008 Amma is keynote speaker at Global Peace Initiative of Women in Jaipur.
- 2007 Amma is awarded Prix Cinéma Vérité for her humanitarian activities and work for peace at the Cinema Verite Film Festival in Paris.
- 2006 Amma receives the James Parks Morton Interfaith Award in New York.  
Amma receives Philosopher Saint Sri Jnaneswara World Peace Prize in Pune.
- 2005 Amma receives the Mahavir Mahatma Award.  
Amma receives Centenary Legendary Award of the Rotary Club International.
- 2004 Amma delivers a keynote address at the 2004 Parliament of the World's Religions.
- 2002 The World Movement for Non-violence confers upon Amma the Gandhi-King Award for Non-violence at the UN in Geneva.  
Amma is the keynote speaker at the Global Peace Initiative of Women Religious & Spiritual Leaders at the UN, Geneva.  
Amma receives Karma Yogi of the Year Award from Yoga Journal.
- 2000 Amma is a keynote speaker at the Millennium World Peace Summit, UN General Assembly.
- 1998 Amma receives the Care & Share International Humanitarian of the Year Award.
- 1995 Amma addresses the Interfaith Celebrations at the 50<sup>th</sup> anniversary of the UN.
- 1993 Amma addresses the Parliament of the World's Religions' 100<sup>th</sup> Anniversary, where is she named President of the Hindu Faith.  
Amma receives the Hindu Renaissance Award from Hinduism Today.



AMMA HAS NEVER ASKED ANYONE TO CHANGE THEIR RELIGION, BUT ONLY TO GO DEEPER INTO THEIR FAITH, AND TO LIVE BY ITS ESSENTIAL PRINCIPLES.

## BASIC NEEDS: FOOD

Our centers throughout India welcome the poor as their guests and serve them hot meals. 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.





## WHAT WE'VE ACHIEVED

10 million meals for the homeless and hungry throughout India



Amma distributing sacks of rice in hard-hit Nagapattinam after the 2004 Indian Ocean Tsunami.

“ 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

## OUR PROJECTS

### INDIA

10 MILLION MEALS EVERY YEAR AND DISTRIBUTING RICE, MILK AND OTHER STAPLES TO REMOTE TRIBAL AREAS

### NORTH AMERICA

MOTHER'S KITCHEN IN 41 CITIES SERVING MORE THAN 75,000 PEOPLE EVERY YEAR

### NAIROBI, KENYA

THREE NUTRITIOUS MEALS A DAY FOR 78 NEEDY CHILDREN

### AUSTRALIA

MOTHER'S KITCHEN FEEDING THE HOMELESS AND HUNGRY IN SYDNEY AND MELBOURNE

### GRANOLLERS, SPAIN

HOME DELIVERY FOR STRUGGLING FAMILIES

### SOUTHERN FRANCE

ORGANIC FOOD FOR THE HOMELESS

### SAN JOSE, COSTA RICA

FEEDING THE HOMELESS IN LA CARPIO

### CANCUN, MEXICO

LA COCINA DE AMMA

+ ON AMMA'S TOUR, FIND OUT HOW TO JOIN YOUR LOCAL MOTHER'S KITCHEN AT THE TOUR INFORMATION TABLE.



SCAN THIS CODE WITH YOUR SMARTPHONE TO LEARN MORE ON OUR WEBSITE.





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- 1: Since 2010, our volunteers in France have been growing organic food and distributing it to area food banks that serve the hungry.
- 2: We have been feeding hungry people in Mumbai every week for the past 18 years.
- 3: Our volunteers in Cancun just got started feeding the poor in August 2013. But that's because they've been busy building a special kitchen just for this purpose.
- 4: We served six million meals for survivors of the 2004 Indian Ocean Tsunami.
- 5: Mother's Kitchen groups in 41 cities in North America feed the homeless and hungry.
- 6: Our volunteers in Spain deliver regular care packages to 200 families in need.
- 7: Often, we're able to give children hot milk along with their meal.
- 8: Every Sunday, the Amrita Children's Home feeds 230 children from the slums.
- 9: Our volunteers have been feeding the homeless in Costa Rica since 2007.

# BASIC NEEDS: SHELTER

For us, shelter means more than a roof over one's head. Beyond constructing houses, 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 building the children's self-confidence and inner strength and encouraging them to pursue their dreams.





## WHAT WE'VE ACHIEVED

45,000 homes for the homeless throughout India



For the first buildings in Amma's ashram, Amma and her disciples made their own bricks by hand. Today, we still manufacture our own bricks for the houses we build. Keeping everything in-house, without using private contractors, helps us to do more with less.

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

- Amma

## OUR PROJECTS

### INDIA NATIONWIDE

TARGET: 100,000 HOMES FOR THE HOMELESS

### KERALA, INDIA

ORPHANAGE FOR 500 CHILDREN

### MUMBAI AND PUNE, MAHARASHTRA

A NEW LEASE ON LIFE: RELOCATING SLUMDWELLERS INTO CLEAN, NEW APARTMENTS

### NAIROBI, KENYA

AMRITA CHILDREN'S HOME SERVING MORE THAN 100 CHILDREN

+ ON AMMA'S TOUR, FIND OUT HOW TO SUPPORT OUR SHELTER INITIATIVES AT THE EMBRACING THE WORLD TABLE.



SCAN THIS CODE WITH YOUR SMARTPHONE TO LEARN MORE ON OUR WEBSITE.



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- 1: Pudukkupam, Cuddalore, Tamil Nadu: New Homes for Tsunami Refugees
- 2: Residents of one of the 1,000 homes we built for flood refugees in Raichur, Karnataka.
- 3: Mela Pattinacherry, Nagapattinam, Tamil Nadu: New Homes for Tsunami Refugees
- 4: Library at Amrita Children's Home in Nairobi, Kenya
- 5: Campus of Amrita Children's Home in Nairobi, Kenya
- 6: The children at Amrita Children's Home are selected from villages after site visits by our volunteers and receive three nutritious meals a day, education and healthcare.
- 7: Bamboo Flat, South Andaman Island: Duplex houses for Tsunami Refugees. For the 200 houses we built there, all the building materials were shipped from mainland India.
- 8: Vadakku Vanchiyoor, Kairakal, Pondicherry: New Homes for Tsunami Refugees
- 9: Pune, Maharashtra: We built these apartment blocks for former slumdwellers.





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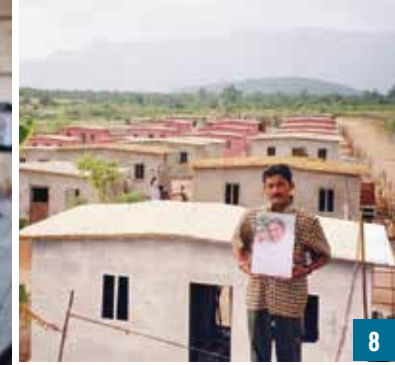
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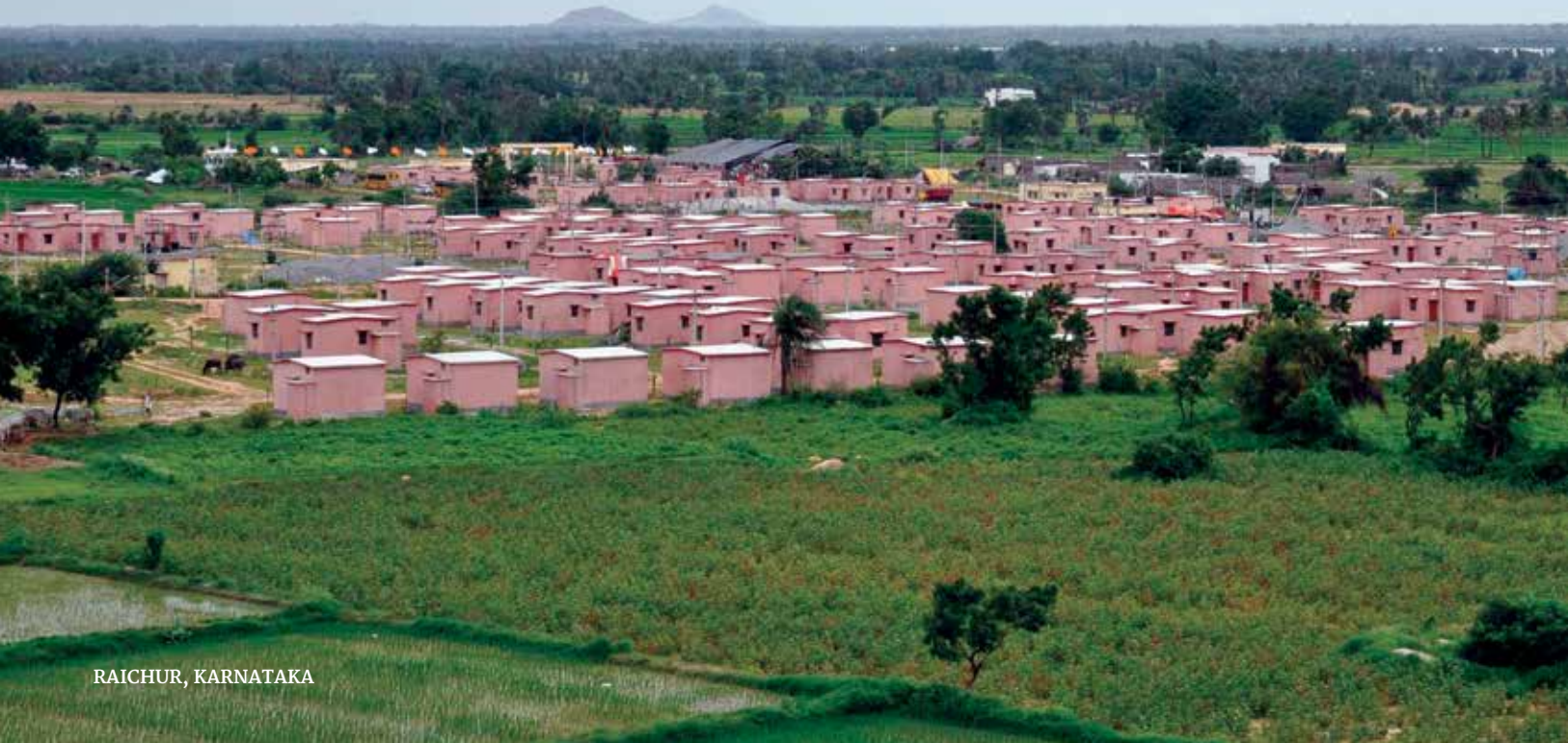
- 1: This little girl has grown up in one of the 1,600 apartment blocks we built for former slum dwellers in Pune, Maharashtra.
- 2: We built 6,296 homes for people displaced by the 2004 Indian Ocean Tsunami. The house pictured is one of them.
- 3: We've been running an orphanage for 500 children in Kerala for more than 20 years.
- 4: Colony of homes for the poor in Ernakulam District, Kerala
- 5: Residents of our housing colony for the poor in Bhopal, Madhya Pradesh
- 6: Samanthampettai, Nagapattinam, Tamil Nadu: New Homes for Tsunami Refugees
- 7: The children at our orphanage often win awards in music, sports and dance.
- 8: Entrance to our housing colony for the poor in Ghaziabad, Uttar Pradesh
- 9: We built these homes for the poor in Lucknow, Uttar Pradesh.





- 1: For more than 10 years, the Japanese student volunteer organization IVUSA has been sending groups of students to India to participate in our housing projects.
- 2: Residents of our housing colony in Mysore, Karnataka.
- 3: Homes for the poor in Durgapur, West Bengal
- 4: Our housing colony in Hassan, Karnataka
- 5: Our housing colony in Mangalore, Karnataka
- 6: Our housing colony in Rameshwaram, Tamil Nadu
- 7: A resident in one of the apartment blocks we built for former slumdweller in Pune.
- 8: A resident of our housing colony in Satyamangalam, Tamil Nadu
- 9: This tsunami survivor said, "Amma paid for our marriage, gave us a boat and engine, and this house. Now, we have a new baby. Through Amma, we got our family back."

# 45,000 HOUSES IN MORE THAN 75 LOCATIONS THROUGHOUT INDIA



RAICHUR, KARNATAKA

# HOUSING PROJECTS BY LOCATION

## 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.)

## WEST BENGAL

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

## ANDHRA PRADESH

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

## ORISSA

Baleshwar  
Bhubaneshwar

## PONDICHERRY

near Deepak Cables  
Pondicherry Taluk  
Kairakal

## 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.)

## UTTARAKHAND

Batwadi Sonar and Chandrapuri (Rudraprayag Dt.)

## 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 (all in Kanyakumari Dt.)  
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  
Pudukuppam  
Villages in Cuddalore, Kanyakumari  
& Nagappatinam Districts.

## KERALA

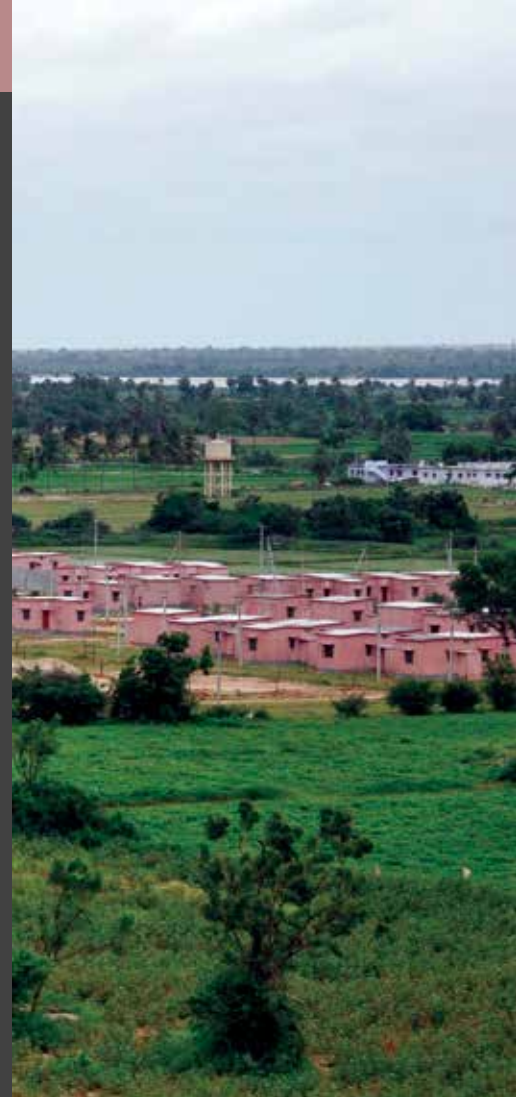
More than 20,000 houses spread throughout the districts of Alappuzha, Ernakulam, Idukki, Kannur, Kasargode, Kollam, Kottayam, Kozhikode, Malappuram, Palakkad, Pathanamthitta, Trissur, Trivandrum, Kodungallur, and Wayanad. Village colonies in the cities of Trivandrum (Airport Colony) and Kochi (Ambulungal).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

## ANDAMAN ISLAND

Bamboo Flat and Austinabad, South Andaman

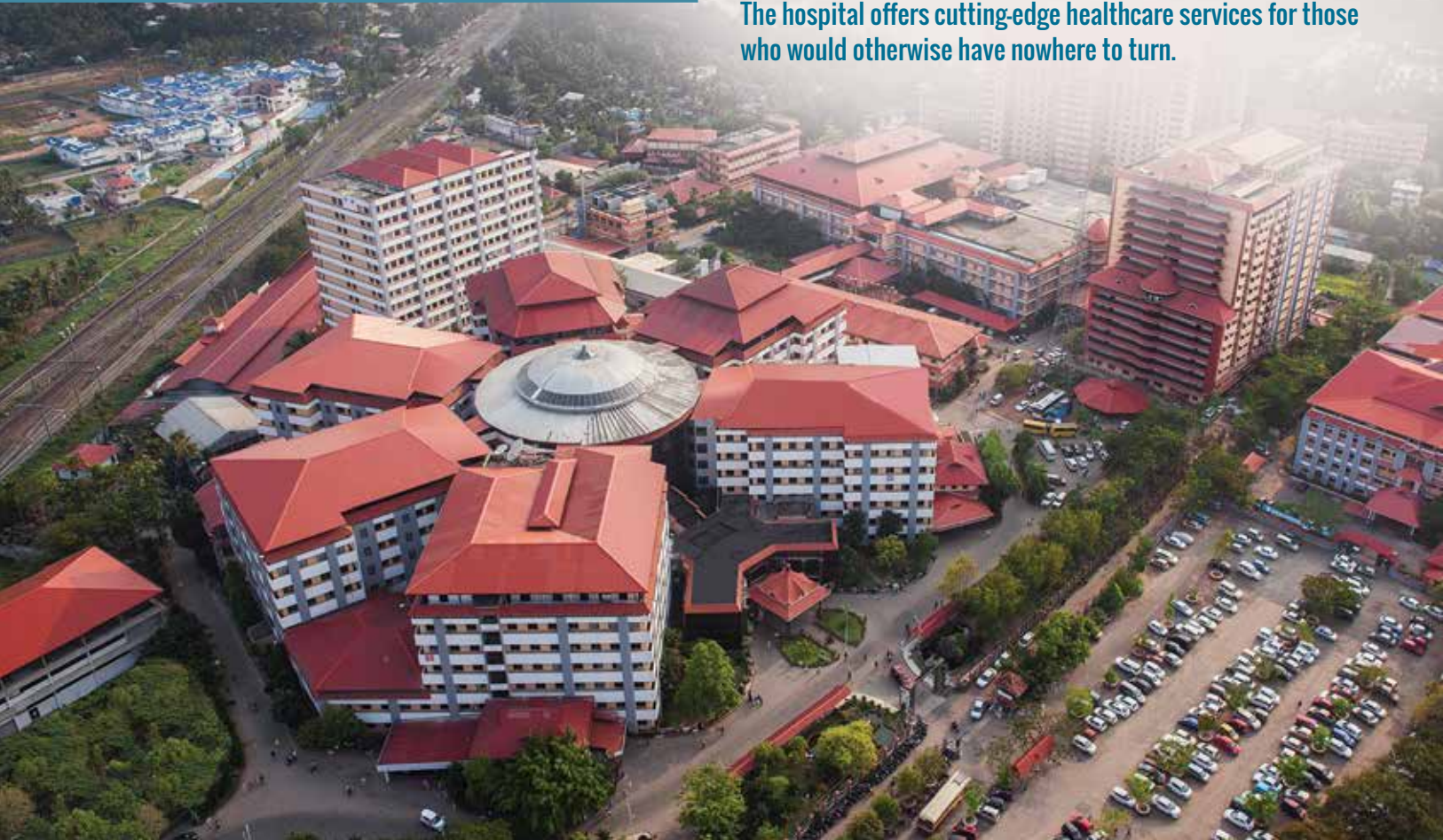
## SRI LANKA

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



# BASIC NEEDS: HEALTHCARE

Embracing the World's AIMS Hospital is dedicated to providing outstanding medical care, regardless of one's ability to pay. The hospital offers cutting-edge healthcare services for those who would otherwise have nowhere to turn.







## WHAT WE'VE ACHIEVED

More than three million patients treated free of charge since 1998

### AIMS HOSPITAL

Since opening its doors in 1998, AIMS (our tertiary care hospital in Kochi, Kerala) has provided more than \$70 million worth of charitable medical care; more than three million patients received completely free treatment. AIMS offers sophisticated and compassionate care in a serene and beautiful atmosphere, and is recognized 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 1,300-bed tertiary care hospital houses 43 specialty departments.

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.

## OUR PROJECTS

AMRITA INSTITUTE OF MEDICAL SCIENCES (AIMS)  
TERTIARY NOT-FOR-PROFIT HOSPITAL

FIVE SATELLITE CHARITABLE HOSPITALS  
KALPETTA, KERALA; AMRITAPURI, KERALA  
PAMPA, KERALA; MYSORE, KARNATAKA  
ANDAMAN ISLAND

CLINIC FOR PEOPLE LIVING WITH HIV AND AIDS  
THIRUVANANTHAPURAM, KERALA

TARGETED PUBLIC HEALTH INITIATIVES  
FOR AT-RISK POPULATIONS AND  
100 FREE HEALTH CAMPS EVERY YEAR

### MORE PROJECTS

HOUSE CALLS FOR PAIN MANAGEMENT  
CANCER HOSPICE  
INTERNATIONAL TELEMEDICINE INITIATIVE  
CATARACT SURGERIES AND MEDICAL CAMPS IN NAIROBI

+ ON AMMA'S TOUR, FIND OUT HOW TO SUPPORT OUR HEALTHCARE INITIATIVES AT THE AIMS HOSPITAL TABLE.



SCAN THIS CODE WITH YOUR  
SMARTPHONE TO LEARN  
MORE ON OUR WEBSITE.





- 1: AIMS runs one of the leading pediatric heart programs in India.
- 2: AIMS offers sophisticated healthcare in a compassionate environment.
- 3: In May 2013, we brought a seven-member medical team from Spain to perform 208 free cataract surgeries for the poor at the Thika Hospital on the outskirts of Nairobi.
- 4: AIMS offers specialized medical consultations to care centers and hospitals in rural areas throughout Africa and India.
- 5: Amrita Kripa Charitable Hospital at Amritapuri, Kollam District, Kerala
- 6: We provide the only source of accessible healthcare for remote tribal populations.
- 7: 24-hour free medical service near Sabarimala, a popular, remote hilltop temple
- 8: We conduct more than 100 free health camps in impoverished areas every year.
- 9: Before her operation, Juliana couldn't see beyond the length of her own hands.





- 1: AIMS Geriatric Department is one of the first of its kind in India.
- 2: Our charitable hospital in Kalpetta, Kerala
- 3: Doctors in an operating theater at AIMS
- 4: Our charitable hospital in Mysore, Karnataka
- 5: Dental care at a medical camp for a tribal community in Kerala, India
- 6: Amrita Kripa Sagar Aids Care Home in Thiruvananthapuram, Kerala
- 7: AIMS has attracted a dedicated team of healthcare professionals.
- 8: Cancer hospice in Mumbai
- 9: Our charitable hospital in the Andaman Islands



**EACH OF THE THREE MILLION PATIENTS WE'VE TREATED  
FREE OF CHARGE HAS A STORY. HERE'S ONE:**

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 Rs. 250,000, or 5,000 USD — an amount far out the reach of Daliya's father, with his job as an auto rickshaw driver. AIMS 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, she had it in spades.



SCAN THIS CODE WITH YOUR  
SMARTPHONE TO START WATCHING  
DALIYA'S STORY RIGHT NOW.  
OR WATCH IT LATER ALONG WITH  
MORE REAL LIFE STORIES AT  
[WWW.EMBRACINGTHEWORLD.ORG](http://WWW.EMBRACINGTHEWORLD.ORG)

The following people were given free cardiac procedures at AIMS over the period of October 2012 – August 2013 alone.

This is just one specialty department; AIMS has more than 40 such specialties.

ANU BABY  
C. S. ANAMIKA  
KUTTAN. P.U  
PATHMAVATHI K.P.  
KAILASH  
S. SURIYA  
R. ANTONY XAVIER  
BABY OF DAISY  
BABY OF MOHINI  
M. V. MANOHARAN  
K.R. RASEELA  
CHANDRAVALLY  
AJAY SANAL  
K.S. AKASH  
VARSHA VIJAYAN  
ABHIRAMI BABY  
KRISHNAPRASAD  
NAFEESATHUL MISRIYA  
P. K. PATHUMMA  
B. PANDI SELVI  
RIGWIN JOY J.  
S. R. SAVIYO  
V. SHINTO  
NIVED PAVITHRAN  
SIVAN VELAYUDHAN  
CHANDRADASAN  
MANIKANDAN  
K. BABU  
MIRNA ROSE  
BABY OF SIMI PRAVEEN  
BABY OF SUDHA  
K. VELAPPAN  
T. S. PRANAV  
ARYA SUNIL  
ROHINI  
R. RAMACHANDRA NAIK  
RAZIK  
FATHIMA  
SAMBANTHAM  
SIVANI  
K. BHASURANGI  
V. CATHERIN STALINI

S. PHILIP  
E. V. SREEDHARAN  
C. BHARGAVAN  
VISHNU .P.K  
AYSHATH FARHANA  
M. UNNIKUTTAN  
SINDHUKUMAR  
KANNAN KS  
SREENANDHA  
ANUSH JAYAN  
M. SANJAY  
SARASU KUMARAN  
SEBASTIAN THOMAS  
SANOOP  
K. CHANDRIKA  
AMISHA. L.  
S. SAHAYA RANI  
K. S. BINU  
ASOKAN  
REJEENA  
BABY OF SARTHITHA VISWANATH  
BABY OF SALINI  
K. AYYAPPAN  
ARJUN RAJ  
K. A. ADIDEV  
ARAVINDAKSHAN  
RAJAMANI P  
P. MEENAKSHI  
B. ANUPRIYA  
RINSHA  
KARTHIK  
V. VISHNU  
VANAJA  
AMRITA  
ARATHY REGI  
SHANU  
ANANTHU KRISHNA  
ASHWIN  
SOUMYA SANTHOSH  
C. V. ALOK  
BABY OF ARATHY  
PURUSHOTHAMAN

R. S. ANUSHKA  
ARCHANA .K. VIJAYAN  
N. RIHAN  
LAKSHMANAN PILLAI  
M. P. ALIYAR  
K. G. GEORGE  
SIVADASAN K  
K. NANDANA  
M. SIVARENJINI  
BASIL PHILIP  
T. P. ANJANA  
V. K. MOHANAN  
BABY OF LIJA  
KARUNAKARAN P K  
AMRITA RAJAN  
AMEERSHA VIBISH  
AKASH PRAVEEN  
AMAL MANEESH  
M. K. NANDIT KRISHNA  
BABY OF SANDHYA RAJESH  
K. SAJITHA  
C. K. RAGHAVAN  
SASIKALA PEETHAMBARAN  
BABY OF NISHA REJU  
AMALDEV  
ABHIRAMI  
P. N. VASUDEVAN  
R. UDAYABHANU  
AFLA  
HARINANDHAN H.  
SHEELA RAJU  
GOPALAKRISHNAN K.S.  
S. PANEER  
M. MIDHUN  
RITHU KRISHNA  
KARAPPAN  
G. MOHANAN  
K. S. ABHINAV  
K. R. ANANYA  
BABY OF KOMALA  
SHAHIN K.  
AYISHA HANNA

MUHAMMAD RAZIN  
K. ANUSHA  
ARUN KUMAR  
ANVIYA FERNANDEZ  
ELONA  
BABY OF USHA  
SAIDU  
M. PETCHIYAMMAL  
SAIDU  
K. V. VINEETH  
N. NANDIKESH  
M. PETCHIYAMMAL  
SURENDRAN. K.T  
VAIGA  
BABY OF BINI BAIJU  
FATHIMATH SAFNA  
BABY OF RAJANI  
T. K. SIVADASAN  
ANEESH N.A  
BABY OF BINDU  
BABY OF SEENA SHIJU  
K. R. SURESH KUMAR  
KRISHNA SIBU  
BABY OF JEEJA  
T. VITHLU VIJAYAN  
K. P. VINOD KUMAR  
R. DEVUTTY  
BABY OF SRUTHY SANOOP  
A. V. VIJEESH  
ADWATHI  
M. GOPINADHAN  
SAROJA  
SANTHA  
ARCHANA MOHAN  
AMRUTHESH N.S.  
SUDAMINI GOPI  
BABY OF VIJITHA BIJU  
VELAMMAL M  
DHEVIKA SHIJITH  
P. JISHNA  
C. R. VAISHNAVI  
BABY OF BINDU SUJITH

KUNNUMMAL KOROTH  
MARIYUMMA  
BABY OF SILVI  
ADITHYAN  
M. P. SASIDHARAN  
M. A. ALIKKUNJ  
C. L. POULOSE  
SELVARAJ  
T. K. VIMALA  
ALIAS V. K. MOHANAN  
K. T. YASHIN  
C. ASOK KUMAR  
RAHUL RAVI  
DHANESH KUMAR  
R. KARGU VEL  
KUSHAN  
RADHA HARIDAS  
SARADAMMA  
UTHRAJ  
PUVANESH  
M. VISHNU  
P. VEERA LAKSHMI  
PADMINI  
SUMALATHA  
K. S. BABU  
RIZANA THASNI  
SREEJA GOPI  
KARAPPAN  
SUDHAKARAN P.K.  
SHIHAB  
K. GREESHMA  
SMITHA RAJAN  
BABY OF NEETHU  
M. P. KAMALAMMA  
A. N. VIJAYALAKSHMI  
ADHIKRISHNA  
ANANTHI  
JANIYA BAIJU  
BABY OF SARALA  
BABY OF ANNA LISSY  
SAJITH KINAVAKKAL  
MARY LIVIYA JOSEPH

VISHNU P.P.  
SETHU NARAYANAN  
BALAKRISHNAN MASTER K  
SOORYA DAS  
RAVEENDRAN NAIR  
M. A. CHANDRIKA  
VISHNU PRIYA K.D.  
BABY OF BEENA  
N. K. SEDUNATHAN  
K. SOORAJ  
K. V. BALAN  
N. V. ABISHA  
M. K. MANU  
BABY OF SINDHU ANANDKUMAR  
D. KABILAN  
K. KANIKA  
R. RAJITHA  
S. VAIYAPURI  
SAROJINI KRISHNANKUTTY  
PURUSHOTHAMAN  
THANKAMANI  
K. S. MOHANAN  
P. C. RAJAN  
VANITHA  
VIJAYALAKSHMI N.  
K.S. PUNNYA  
V.A. VASU  
RAMANKUTTY KOCHURAMAN  
T. BALA GANAPATHY  
ARAVINDASHAN NAIR  
MUPPIDATHI  
M.R. RAMKESH  
BABY OF BEENA  
B. PANKAJAKSHAN NAIR  
ANAMIKA  
BABY OF REVATHI  
S. JITHIN  
SABARINATHAN  
K. V. VINAYAN  
MATHEWS

# BASIC NEEDS: EDUCATION

A photograph of a diverse group of students in a classroom. In the foreground, four young women are seated at a desk, looking attentively towards the right. They are wearing black and white uniforms. The background shows other students, some men and some women, also in similar uniforms, seated at desks. The classroom has large windows with a grid pattern, and the lighting is bright and natural.

Amma is deeply committed to providing equal access to values-based education. To that end, Embracing the World and our parent organization, the Mata Amritanandamayi Math, run more than 75 educational institutions serving more than 100,000 students across India.





## WHAT WE'VE ACHIEVED

46,000 scholarships for children  
in at-risk communities



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

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

- Dr. John B. Simpson  
SUNY-Buffalo University President

## OUR PROJECTS

**TARGET: 100,000 SCHOLARSHIPS**  
FIGHTING FARMER SUICIDE BY  
KEEPING KIDS IN SCHOOL

**AWARD-WINNING ADULT EDUCATION**  
HELPING INDIGENOUS COMMUNITIES ACHIEVE  
FAIR TRADE THROUGH LITERACY

**AFTERSCHOOL TUTORING**  
A LITTLE EXTRA HELP FOR TRIBAL CHILDREN  
AND SLUMDWELLERS

**SCHOOL FOR THE HEARING-IMPAIRED**  
TEACHING HEARING-IMPAIRED CHILDREN TO SPEAK  
AND EXPRESS THEMSELVES

**SCHOOL FOR THE DIFFERENTLY-ABLED:**  
HELPING DIFFERENTLY ABLED CHILDREN DISCOVER  
THEIR HIDDEN TALENTS

**AMRITA UNIVERSITY**  
HIGHER LEARNING FOR A PURPOSE-DRIVEN LIFE

+ ON AMMA'S TOUR, FIND OUT HOW TO  
SUPPORT OUR EDUCATION INITIATIVES  
AT THE AMRITA UNIVERSITY TABLE.



SCAN THIS CODE WITH YOUR  
SMARTPHONE TO LEARN  
MORE ON OUR WEBSITE.



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- 1: The Coimbatore campus of Amrita University.
- 2: In 2008, we won the UNESCO Award for most effective and efficient management of adult education funds in India.
- 3: Many of our scholarship recipients are children who had lost a parent to suicide.
- 4: Amrita University has a student population of over 18,000 and more than 2,000 faculty.
- 5: Amrita Speech and Hearing Improvement School boasts a 100% graduation rate.
- 6: Graduates of our tailoring training program pay it forward by donating their first school uniform to a child in need.
- 7: Our scholarship program supports girls to stay in school and finish their education.
- 8: The Amrita School for the Differently-Abled in Kozhikode, Kerala
- 9: These girls are from Washim, the area hardest hit by the farmer suicide epidemic.

## BASIC NEEDS: LIVELIHOOD

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 - 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.





## WHAT WE'VE ACHIEVED

100,000 jobs for women who never had one  
69,000 pensions for life



Amma greets one of the 69,000 recipients of our lifetime financial aid program.

“ 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

## OUR PROJECTS

### EMPOWERING WOMEN

VOCATIONAL TRAINING, START-UP CAPITAL AND MARKETING ASSISTANCE TO HELP 100,000 WOMEN START THEIR OWN HOME-BASED BUSINESSES  
MICROFINANCE FROM GOVERNMENT-REGULATED BANKS  
AFFORDABLE HEALTH INSURANCE

### FINANCIAL AID FOR LIFE

LIFETIME PENSIONS FOR 69,000 WIDOWS, PEOPLE WITH DISABILITIES AND WOMEN IN POVERTY

### KERALA, INDIA: TRADITIONAL ARTS SCHOOL

PRESERVING A DYING ART FORM AND CREATING JOBS

### KERALA, INDIA: INDUSTRIAL TRAINING CENTER

PREPARING YOUNG ADULTS TO ENTER THE WORKFORCE

### NAIROBI, KENYA: VOCATIONAL TRAINING CENTER

GIVING YOUNG ADULTS THE TOOLS THEY NEED TO BREAK FREE FROM POVERTY



SCAN THIS CODE WITH YOUR SMARTPHONE TO LEARN MORE ON OUR WEBSITE.



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- 1: Vocational and computer skill training for slumdweller in Kenya
- 2: Training in fabric painting. Graduates start self-help groups and sell their products.
- 3: Our Industrial Training Centre in Karunagapally, Kerala offers training in 11 trades.
- 4: We help women earn a living wage while keeping traditional handicrafts alive.
- 5: Our self-help groups keep 100 percent of the profits they earn.
- 6: We have helped more than 4,000 self-help groups obtain microcredit loans from government-regulated banks; more than 60,000 families have benefited.
- 7: Amma with one of our 69,000 recipients of lifetime financial aid.
- 8: Students training to be professional drivers.
- 9: Women in poverty receiving their first of many pension checks under our lifetime financial aid program.

# EMERGENCIES

Amma's empathy 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.







## WHAT WE'VE ACHIEVED

\$70 million in aid since 1998



Amma consoling refugees in Japan after 2011 earthquake

“ I WAS VERY STRUCK BY HOW MUCH OF WHAT IS GENERATED, HOW MUCH OF THE MONEY THAT IS MOBILIZED ACTUALLY GOES AND BENEFITS DIRECTLY THOSE IN NEED. I THINK INTERNATIONAL NGOS AND UN AGENCIES HAVE SOMETHING TO LEARN FROM THE WORK OF AMMA AND WHAT SHE HAS BEEN ABLE TO BUILD. ”

- Olara Otunnu, Former Chairman, UN Human Rights Commission

## OUR PROJECTS

**TYPHOON HAIYAN, PHILIPPINES, 2013**

\$2 MILLION IN AID

**FLOODING AND LANDSLIDES IN UTTARAKHAND, 2013**

\$10.7 MILLION IN AID

**JAPAN: EARTHQUAKE AND TSUNAMI, 2011**

\$1 MILLION FOR THE EDUCATION OF ORPHANS

**HAITI EARTHQUAKE, 2010**

MEDICAL SUPPLIES, SHELTER MATERIALS, SCHOLARSHIPS

**SOUTH INDIA KARNATAKA / ANDHRA PRADESH FLOODS, 2009**

1,000 HOUSES FOR DISPLACED REFUGEES

**NORTH INDIA BIHAR FLOODS, 2008**

\$465,000 AID PACKAGE FOR FLOOD REFUGEES

**UNITED STATES HURRICANE KATRINA, 2005**

\$1 MILLION TO BUSH-CLINTON KATRINA RELIEF FUND

**SOUTH ASIA INDIAN OCEAN TSUNAMI, 2004**

\$46 MILLION AID PACKAGE FOR TSUNAMI SURVIVORS

**NORTH INDIA GUJARAT EARTHQUAKE, 2001**

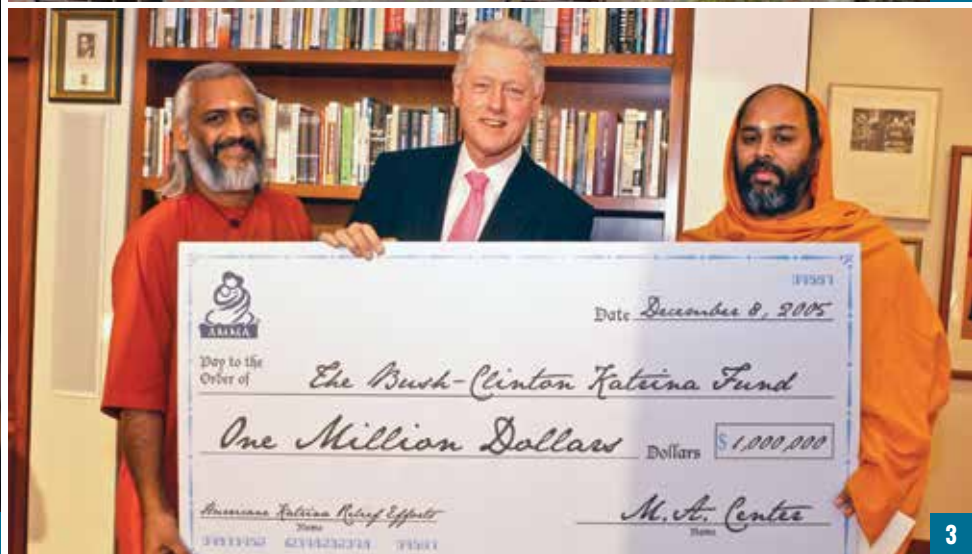
THREE VILLAGES REBUILT FROM THE GROUND UP

**\$1 MILLION IN MEDICAL AID FOR FLOOD SURVIVORS IN MUMBAI**

**MEDICAL AID AND MORE FOR CYCLONE REFUGEES IN WEST BENGAL**



SCAN THIS CODE WITH YOUR  
SMARTPHONE TO LEARN  
MORE ON OUR WEBSITE.





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- 1: Amma comforts a bereaved man after the 2004 Indian Ocean Tsunami.
- 2: First houses coming up as part of our relief for survivors of the Uttarakhand landslides.
- 3: We donated \$1 million to the Bush-Clinton Katrina Relief Fund.
- 4: Our doctors treating patients in Mumbai after the 2005 flood.
- 5: Distributing food and water on our initial visit to the Philippines after Typhoon Haiyan
- 6: Amma in Japan with an official of the hard-hit Miyagi Prefecture as our \$1 million donation for disaster survivors was announced.
- 7: Our volunteers removing debris after the 2011 Tōhoku Earthquake and Tsunami.
- 8: Our volunteers in Bhuj, Gujarat after the earthquake in 2001.
- 9: Volunteers in Haiti sorting medical supplies. We flew in 11 pallettes of medical supplies to Haiti after the earthquake there in 2010.





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- 1: Amma helping children traumatized by the tsunami to overcome their fear of water.
- 2: We built an evacuation bridge connecting the peninsula of Alappad Panchayat with mainland Kerala. The bridge will allow 15,000 people to evacuate in 30 minutes.
- 3: Tsunami survivors at an afterschool tutoring session in Nagapattinam in 2005.
- 4: Since the 2010 Haiti Earthquake, we have been sponsoring the education of 30 children who had dropped out of school after the disaster.
- 5: All the building materials in Uttarakhand have to be carried up steep, rocky inclines.
- 6: Distributing blankets to refugees in our shelters in Bihar after the 2008 floods.
- 7: Life goes on for survivors of the 2004 tsunami after we rebuilt this entire village.
- 8: Amma with a survivor of the 2005 Kumbakonam school fire. We built 51 homes for the survivors and provided sewing machines to help the women get back on their feet.
- 9: Our volunteer doctors in Bhuj, Gujarat after the earthquake in 2001.

# ENVIRONMENT

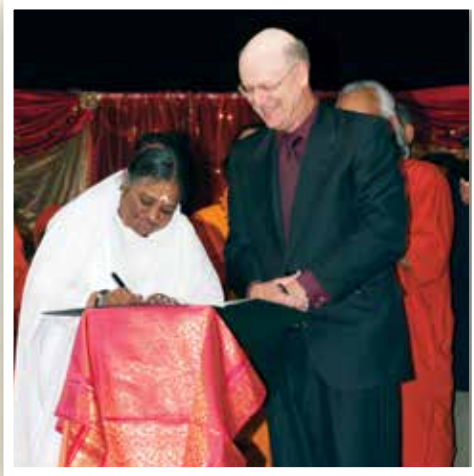


Amma has observed that earlier in our history, there was no specific need for environmental preservation efforts because humanity saw divinity expressed through nature, and therefore treated the natural world with reverence and respect. Our efforts in environmental preservation are grounded in the idea that while caring for nature is in our own best interest, it is also the right thing to do.



## WHAT WE'VE ACHIEVED

more than one million trees  
planted worldwide since 2001



In New York in 2009, Amma signed the Earth Charter, a declaration of fundamental principles for building a sustainable and peaceful world.

“ AMMA HAS A REQUEST FOR EACH AND EVERY PERSON ON THIS PLANET: TO PLAY THEIR PART IN RESTORING HARMONY TO NATURE. ”

- Amma

## OUR PROJECTS

**MEMBER ORGANIZATION OF THE UN BILLION TREE CAMPAIGN:**  
MORE THAN A MILLION TREES PLANTED WORLDWIDE

**HOME AND COMMUNITY GARDENS:**  
PRESERVING HERITAGE SEEDS AND A GRASSROOTS APPROACH TO FOSTERING HEALTHY LIFESTYLES

**REDUCING, REUSING, RECYCLING:**  
A ZERO-WASTE APPROACH FROM TOP TO BOTTOM IN ALL OUR INSTITUTIONS

**CLEAN INDIA, BEAUTIFUL INDIA:**  
NATIONWIDE PUBLIC HEALTH INITIATIVE  
CLEAN-UP DRIVES IN PARKS AND CITIES  
ENVIRONMENTAL AWARENESS CAMPAIGN

**INDEED CAMPAIGN FOR NATURE:**  
ONLINE, GRASSROOTS AND WORLDWIDE  
[www.embracingtheworld.org/indeed](http://www.embracingtheworld.org/indeed)

**SUSTAINABLE COMMUNITIES**  
SOWING THE SEEDS OF A BETTER FUTURE THROUGH PERMACULTURE AT CENTERS WORLDWIDE

+ ON AMMA'S TOUR, FIND OUT HOW YOU CAN GET INVOLVED IN YOUR COMMUNITY AT THE LOCAL GREENFRIENDS TABLE.



SCAN THIS CODE WITH YOUR  
SMARTPHONE TO LEARN  
MORE ON OUR WEBSITE.







- 1: Planting a tree in France as part of our support of the UN Billion Tree Campaign
- 2: Every year, our volunteers undertake a massive clean-up campaign at Sabarimala.
- 3: Beekeeping in France at our center for sustainable living.
- 4: Our volunteers restoring the natural beauty of a public park in India.
- 5: The recycling center at our international headquarters provides a model of sustainable waste management that is designed to be scaled up to serve other communities.
- 6: Across all Amma's institutions in India, 8 tons of organic waste are processed each day.
- 7: Amma blessing the Peace Tree banyan sapling at our international headquarters. It is now more than ten years old and has grown into a large tree.
- 8: The plastic project uses traditional weaving techniques to recycle plastic packaging.
- 9: Volunteers distribute leaflets to raise awareness about the importance of hygiene and sanitation.

# RESEARCH

Embracing the World researchers at Amrita University 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 UNIVERSITY** has emerged as one of the fastest-growing institutions of higher learning in India. The university offers more than 150 undergraduate, postgraduate and doctoral programs, with a student population of more than 18,000. Professors are encouraged to come out of the lab and deploy their research to make a difference in the lives of those less fortunate. The university is working in partnership with more than 30 leading universities worldwide, including Stanford, MIT and the University of Tokyo.



In 2010, the State University of New York presented Amma with an honorary doctorate in recognition of her tireless efforts on behalf of global peace, for her commitment to education and for the far-reaching impact of her charitable organizations in relieving poverty and human suffering around the world.

“ 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 Peace Prize Laureate

## OUR PROJECTS

**HUMAN-COMPUTER INTERACTION FOR EVERYONE**  
PUSHING TECHNOLOGY'S ENVELOPE TO  
EMBRACE THE POOR  
[amrita.edu/ammachi](http://amrita.edu/ammachi)

**EDUCATION EVERYWHERE**  
VIRTUAL LABORATORIES TO LEVEL THE PLAYING FIELD  
[amrita.vlab.co.in](http://amrita.vlab.co.in)

**CUTTING-EDGE DISTANCE LEARNING PLATFORM**  
[aview.in](http://aview.in)

**TABLET-BASED LEARNING IN REMOTE COMMUNITIES**  
[amrita.edu/create](http://amrita.edu/create)

**SOLVING PROBLEMS WITH WIRELESS SOLUTIONS**  
WIRELESS NETWORK FOR LANDSLIDE DETECTION  
[amrita.edu/awna](http://amrita.edu/awna)

**GROUNDBREAKING NANOTECHNOLOGY**  
IMPROVING HEALTHCARE OUTCOMES AND  
ENERGY STORAGE: [amrita.edu/acns](http://amrita.edu/acns)

**FIGHTING AN EPIDEMIC WITH BIOTECHNOLOGY**  
INNOVATING LOW-COST SOLUTIONS FOR DIABETES CARE  
[biotech.amrita.edu](http://biotech.amrita.edu)

+ ON AMMA'S TOUR, FIND OUT HOW TO  
SUPPORT OUR RESEARCH INITIATIVES  
AT THE AMRITA UNIVERSITY TABLE.



SCAN THIS CODE WITH YOUR  
SMARTPHONE TO LEARN  
MORE ON OUR WEBSITE.



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- 1: Our researchers are developing a low-cost insulin pump to help patients with affordable management of diabetes.
- 2: Over 27,000 students in rural schools are using India's first-ever computer-aided adaptive assessment and learning program, developed and deployed by our researchers.
- 3: These women broke through many barriers to successfully take on a plumbing profession after graduating from our computerized, haptics-enhanced vocational training program.
- 4: This laboratory simulation helped us deploy the world's first-ever wireless sensor network for landslide detection.
- 5: We have successfully trained more than 3,000 women using our innovative computerized vocational training model.
- 6: A-VIEW allows a professor at one location to teach students at another location.
- 7: Tablet-based learning programs serve rural communities.
- 8: Researchers do groundbreaking work at our Amrita Centre for Nanosciences & Molecular Medicine
- 9: Use of automated insulin pump is demonstrated to patient at AIMS Hospital



**AYUDH**

We build bridges between different cultures, religions and social backgrounds as we work to empower young people to integrate universal values into their daily lives. Our programs help young people to express their creative potential, gain self-confidence and implement their own ideas for how to make the world a better place.



**AYUDH:**  
\\i-yüd\\

1. Sanskrit word for peace
2. Embracing the World's international youth movement, dedicated to empowering youth to become compassionate leaders in building a peaceful and more sustainable world.

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

- Amma

## OUR PROJECTS

### ANNUAL INTERNATIONAL YOUTH SUMMIT

PREPARING THE NEXT GENERATION'S LEADERSHIP

### NURSING HOME VISITS

MUSIC, GAMES AND WARM COMPANY FOR THE ELDERLY

### THE GROWIN' PROJECT

CULTIVATING ORGANIC VEGETABLES AND A NEWFOUND APPRECIATION FOR THE LIFE CYCLE

[ayudh.eu/growin](http://ayudh.eu/growin)

### BUILDING A WALK-IN BEEHIVE

AN IMMERSIVE EDUCATIONAL EXPERIENCE

### INTERNSHIPS IN SUSTAINABLE LIVING

AT OUR CENTER IN GERMANY

### COMMUNITY CLEAN-UP DRIVES

IN THE SLUMS OF NAIROBI AND AROUND THE WORLD

### ART FOR CHANGE

ENCOURAGING YOUTH TO EXPLORE THEIR CREATIVE POTENTIAL THROUGH ARTWORK, DANCE, VIDEO PROJECTS AND COMPOSING THEIR OWN MUSIC AS A MEDIUM TO CONVEY A POSITIVE MESSAGE



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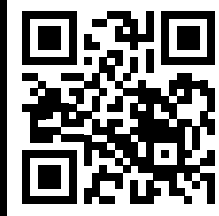
A video player interface showing a young woman with glasses speaking. The video title is "color the world with love from AYUDH". The video duration is 04:44. The video player includes a play button, a progress bar, and the Vimeo logo.

color the world with love  
from AYUDH

04:44

HD :: vimeo

3







- 1: Amma encourages all AYUDH members to plant trees and grow vegetables.
- 2: AYUDH members visiting a nursing home in Germany.
- 3: An AYUDH original rap song in 11 languages about hope for the future.
- 4: Planting vegetables at an AYUDH retreat.
- 5: AYUDH members organized a clean-up of a neighborhood slum in Nairobi, Kenya.
- 6: AYUDH members harvesting organic vegetables.
- 7: AYUDH members performing an original music entitled "Reaching New Heights"
- 8: AYUDH members in Kenya spend time with the children at our Children's Home.
- 9: A young leader at our annual weeklong youth summit, supported by the European Union's Youth in Action program.

# SELF-RELIANT VILLAGES



Over the past 25 years, we've learned a lot about effective delivery of aid to those in need, and we've built an infrastructure capable of delivering a broad range of humanitarian services on a massive scale. Amma has always said that it is her dream that one day, everyone in the world would have their basic needs met. Now, for 101 villages spread throughout every corner of India, we're going to do everything we can to make that dream come true. The Self-Reliant Village Program (Amrita SeRVE) is the biggest project we've ever undertaken, and in many ways, it's the culmination of everything we've ever done.



Village women participate in a computerized vocational training program. Centers like this one will be deployed in each of the 101 villages adopted as part of the Amrita Self-Reliant Village Program. The computers are part of the allure of the course and many women say that's why they signed up in the first place. But they also say that if they came for the computers, they stay for the Life Enrichment Education - that's the part of the curriculum where we help to build their self-confidence, understanding of their rights, and sense of self-reliance and independence.

“ THERE IS MORE TO LIFE THAN THE BRIGHT LIGHTS OF THE BIG CITIES. THERE ARE ALSO RURAL VILLAGES AND AGRICULTURAL COMMUNITIES. IT IS THE PEOPLE WHO LIVE THERE WHO PRODUCE THE FRUIT, VEGETABLES AND GRAINS THAT FEED THE ENTIRE WORLD. WITHOUT THEM HOW CAN WE CONTINUE TO EXIST? AMMA'S HUMBLE SUGGESTION IS THAT WE SPEND TIME IN SUCH COMMUNITIES. WE SHOULD INTERACT WITH THEM AND LISTEN TO THEIR PROBLEMS. THIS WILL PROVIDE US WITH INSIGHT INTO ASPECTS OF LIFE THAT OTHERWISE WOULD REMAIN CONCEALED TO US.

- Amma

## OUR PROJECTS

### INFRASTRUCTURE & FACILITIES

PROPER HOMES, SCHOOL BUILDINGS, STREETLIGHTS, COMMUNITY CENTERS, DRINKING WATER AND SANITATION

### HEALTHCARE

COMMUNITY HEALTH WORKERS AND FACILITIES

### ENERGY

CLEAN AND SUSTAINABLE ENERGY SOLUTIONS

### SKILL DEVELOPMENT & SUSTAINED LIVELIHOOD

VOCATIONAL-TRAINING, PENSIONS, SELF-HELP GROUPS

### DISASTER PREPAREDNESS

ASSESS RISK , PLAN AND BUILD INFRASTRUCTURE

### EDUCATION

SCHOLARSHIPS, AFTERSCHOOL TUTORING, ADULT LITERACY PROGRAMS, TABLET-BASED LEARNING

### AGRICULTURE AND ENVIRONMENTAL PROTECTION

REFORESTATION, RECYCLING, SEED DISTRIBUTION, SUSTAINABLE FARMING PRACTICES, CLEAN-UP DRIVES

### SELF-EMPOWERMENT

LIFE ENRICHMENT EDUCATION, YOGA, MEDITATION, SUBSTANCE ABUSE AWARENESS CAMPAIGNS

### COMMUNICATION & MONITORING

INTERNET CONNECTIVITY AND E-LEARNING SOLUTIONS

### LIVE-IN-LABS

IMMERSIVE, SOLUTIONS-FOCUSED LEARNING OPPORTUNITIES FOR UNIVERSITY STUDENTS



SCAN THIS CODE WITH YOUR  
SMARTPHONE TO LEARN  
MORE ON OUR WEBSITE.





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- 1: Our volunteers have been traveling the length and breadth of India to meet the villagers and ask them about their needs.
- 2: Amrita RITE (Rural India Tablet Education) supports the learning process with interactive puzzles and educational games.
- 3: We are committed to providing scholarships to help both girls and boys stay in school.
- 4: Afterschool tutoring sessions supplement the education of village children whose parents are often illiterate.
- 5: For many women in our courses, it is the first time they have ever used a computer.
- 6: The village elders are asking for our help.
- 7: We offer life enrichment education geared toward empowering women.
- 8: Amma blessing seeds for our homestead organic gardening program.
- 9: Children learn reverence for nature as they participate in our reforestation campaign.

# EMBRACING THE WORLD: THE MOVIE



ON TOUR WITH AMMA? PICK UP A DVD COPY OF THIS FEATURE-LENGTH DOCUMENTARY FOR ONLY \$3 AT THE EMBRACING THE WORLD TABLE. YOU CAN ALSO ASK A VOLUNTEER THERE FOR MORE INFO ON ANY OF THE PROJECTS IN THIS BOOK.

**THE STORY OF EMBRACING THE WORLD IS THE STORY OF WHAT HAPPENED WHEN ONE PERSON DECIDED TO OFFER HER LIFE WHOLEHEARTEDLY FOR THE SAKE OF OTHERS.**

More than 25 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 used it to assume care of the orphans. With this, Embracing the World was born.

Like the orphanage, each of our projects has been initiated in response to the needs of the world's people living in poverty who have personally shared their problems with Amma. The story of Embracing the World, as much as it is a chronicle of a rapidly expanding humanitarian movement, is also a story 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.

**THIS FILM WAS WRITTEN, DIRECTED, SHOT AND EDITED BY VOLUNTEERS. ❤️**



We're active in more than 40 countries around the world.

Please visit [www.embracingtheworld.org](http://www.embracingtheworld.org) for a comprehensive list of contact information.

#### **INDIA - THE INTERNATIONAL CENTER**

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E-mail: [inform@amritapuri.org](mailto:inform@amritapuri.org)  
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#### **USA MAIN CENTER**

**MA Center**  
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CA 94583-0613, USA  
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Fax: (int+1) 510 889 8585  
E-mail: [macenter@amma.org](mailto:macenter@amma.org)  
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“

IN TODAY'S WORLD, PEOPLE EXPERIENCE TWO TYPES OF POVERTY: THE POVERTY CAUSED BY LACK OF FOOD, CLOTHING AND SHELTER, AND THE POVERTY CAUSED BY LACK OF LOVE AND COMPASSION. OF THESE TWO, THE SECOND TYPE NEEDS TO BE CONSIDERED FIRST BECAUSE IF WE HAVE LOVE AND COMPASSION IN OUR HEARTS, THEN WE WILL WHOLEHEARTEDLY SERVE THOSE WHO SUFFER FROM LACK OF FOOD, CLOTHING AND SHELTER.

”

-AMMA