

*A presence that
transforms lives*

**The Humanitarian Initiatives
of the Mata Amritanandamayi Math**



Mata Amritanandamayi Math
Amritapuri

Known globally as Embracing the World, the Mata Amritanandamayi Math's humanitarian programs are multifaceted and aimed at helping those in need. This inspires compassion and a sense of oneness with our fellow human beings, whatever their background. The programs strive to alleviate the burden of the 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 impoverished people here and now.

A large part of our 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 penny in donor money tenfold, thus enabling a massive amount of aid to people in need.

Find out more at amma.org/embracingtheworld



10M+
meals served
each year



300,000+
people housed



5.9M+
people given
free healthcare



55,000+
children granted
scholarships



200,000+
women empowered
with jobs



100,000
pensions for
destitute



\$75 million+
for disaster relief



1M+
trees planted
worldwide



13,500+
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 duty of a doctor is to treat patients. In the same way, my duty 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, the Americas, and Australia. Amma embraces each person who attends. She has given darshan in this way to more than 40 million 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 Embracing the World’s humanitarian programs. The range of work includes free medical care, newly constructed homes for the homeless, orphanages, disaster relief, self-help groups, and far 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 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.



**10 million 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 10 million people across 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 six million 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.





Jivamritam

Drinking Water Project

In October 2017, the President of India, Sri Ram Nath Kovind, inaugurated the \$15.7 million initiative to provide safe drinking water to 10 million people in 5,000 villages throughout India.



amrit.am/food

Food and water as an offering



Distributing to children of migrant workers in Faridabad, Haryana.



Connecting the homeless to social services in 10 cities across France.



The Amrita Children's Home in Nairobi, Kenya provides education and three nutritious meals a day for 160 children. Every other Sunday, more than 200 kids from the neighbouring villages are served a healthy lunch.



Feeding the hungry in Mexico, Costa Rica, Brazil, Canada, Spain, and Australia.



Mother's Kitchen in 50 cities in the US serves more than 150,000 meals annually.

**47,000+ homes in more than
80 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. Today, over 47,000 homes in 80 locations throughout India have been constructed. More than 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 provided new homes in Sri Lanka and Andaman Islands.



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 (Ambulal). 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
Pudukuppam
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

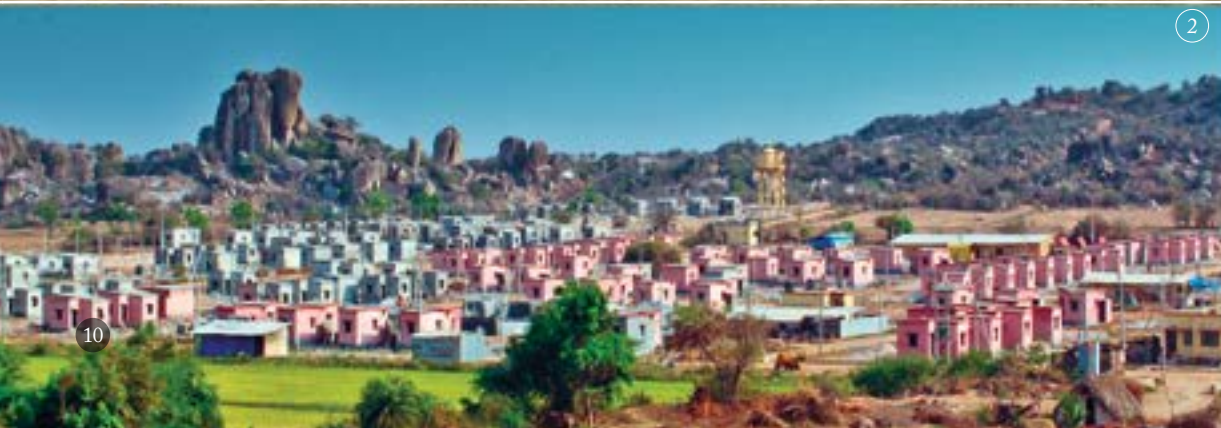
SRI LANKA

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





- Relocation of slum-dwellers into 1,600 clean, new apartments in Pune and Hyderabad
- Orphanage for 500 children in Kerala and a care centre for more than 160 children in Nairobi, Kenya
- Working to provide proper homes, community centres and streetlights in 101 villages throughout India (AmritaSeRVe – Self-Reliant Villages)





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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, Allapuzha, Kerala. 2) Raichur Housing Colony, Karnataka. 3) Vadakku Vanchiyoor, Kairakal, Puducherry. 4) Pune, Maharashtra: We built these apartment blocks for former slum-dwellers.

5) New homes for tsunami refugees, Edavanakkad, Ernakulam, Kerala. 6) Completed houses at Mela Pattinacherry, Nagapattinam, Tamil Nadu. 7) Thekkawatta Housing blocks, Sri Lanka.



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**\$105 million worth of free healthcare
to more than 5.9 million people since 1998**

Extending a hand that truly cares

Since opening the doors of Amrita Hospital, Kochi in 1998, we have provided more than \$105 million worth of charitable medical care, benefiting 5.9 million patients as of December 2022. We are also committed to offering high quality and compassionate treatment that is accessible to all, regardless of race, caste, religion,

or economic condition. Recognised as one of the premier hospitals in South Asia, we have treated more than 10 million patients and attracted a dedicated team of highly qualified medical professionals from around the world. The 1,350-bed tertiary-care hospital houses 43 specialty departments.





Free cataract surgeries in Sub-Saharan Africa

Since 2013, we have completed more than 8,300 free cataract surgeries and given 35,400 eyeglasses to isolated and vulnerable communities in Kenya, Sierra Leone, Zambia, and Burkina Faso.



Satellite hospitals Amrita Hospitals run 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.



Telemedicine Amrita Hospitals operate four Mobile Telemedicine Units, the size of a city bus, which bring sophisticated medical care to remote areas. Through this telemedicine network, Amrita Hospitals offer specialised medical consultations to care centres and hospitals in rural areas. The units are also ready to respond when disasters strike.



Targeted public health initiatives for troubled populations

We provide family-oriented health education 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++



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

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



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 performed India's first two double hand transplants



Amrita Hospital, Faridabad, Delhi-NCR

With 2,600 beds, it is India's largest private hospital

Amma's vision to make high quality healthcare accessible to all expanded into India's North when Amrita Hospital, Faridabad opened its doors in August 2022. The facilities feature cutting-edge technology in multiple specialty and super-specialty centres. They include 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, a centre for interventional radiology, among other centres. The hospital also features a highly specialised multi-disciplinary children's hospital with maternal and fetal medicine and all pediatric sub-specialties, including cardiology, heart surgery, transplantation, asthma, etc. This is a feature that most hospitals in India lack as many private hospitals do not see maternal care as monetarily sustainable. Amrita is also a teaching hospital with a strong focus on research to bring in innovative healthcare solutions and better treatment methods, thus adding value to the nation's healthcare landscape. Moreover, being the largest green-building health care project in India, it has 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

Some of our disaster response initiatives

- 2022 Ukraine-Russia War:** Volunteers at the borders in Poland and Hungary to aid refugees; shelter throughout Europe
- 2020 - 2022 COVID-19 Pandemic:** \$10 million in health care, vaccinations, financial support, and basic needs supplies
- 2019 Pulwama Terror Attack (J&K):** \$250,000 to 40 families of CRPF soldiers killed
- 2018 Kerala Flood:** \$1.4 million in aid to Kerala Govt 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:** \$300,000 in aid to Kerala Govt Fund; relief camps
- 2016 Earthquakes, Italy:** Construction of a multipurpose community centre in Valfornace to help rebuild infrastructure
- 2015 Chennai Flood:** \$750,000 to Tamil Nadu Govt, as well as evacuation support, medicine and food
- 2015 Nepal Earthquake:** Food, blankets, shelter and 2 tons of medicines
- 2014 Jammu & Kashmir Floods:** \$5 million in relief including emergency medical camps and long-term house construction
- 2013 Typhoon Yolanda, Philippines:** Immediate response for food and shelter; \$1 million in scholarships for orphans
- 2013 Uttarakhand Flash-flooding:** \$16 million in aid, especially for house construction and community rebuilding
- 2011 Japan Earthquake/Tsunami:** Immediate response for food and shelter; \$1 million in scholarships for orphans
- 2010 Haiti Earthquake:** Medical supplies, shelter materials, scholarships
- 2009 Floods in Karnataka & Andhra Pradesh:** \$21 million in immediate relief, medical care and 1,000 homes for the displaced
- 2009 Cyclone Aila, West Bengal:** Medical care, food and supplies
- 2008 Floods in Bihar:** \$1 million in medical aid, food, supplies and shelter
- 2006 Floods in Gujarat:** Immediate medical aid; food and supplies
- 2005 Floods in Mumbai:** \$1 million in medical aid, food, supplies and shelter
- 2005 Hurricane Katrina, USA:** \$1 million to Bush-Clinton Katrina Fund
- 2005 Earthquake, Kashmir:** Food, blankets, shelter and 3 tons of medicines
- 2004 Indian Ocean Tsunami:** \$46 million in immediate relief and long-term rehabilitation, including 6,200 tsunami-resistant homes, 700 new fishing boats, an evacuation bridge, and vocational training for 2,500 survivors
- 2001 Earthquake, Gujarat:** Immediate medical response in Bhuj; three villages rebuilt with 1,200 homes
- 1993 Earthquake, Maharashtra:** Food, blankets, shelter and medicines to Lathore



**55,000 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, we aim to lay a stronger economic foundation upon which these families can base their lives.



School for people with disabilities: The Amrita Institute for Differently Abled is dedicated to providing education for children with disabilities, 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 Shikshan 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 University 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 Vidyalayam, a national network of value-based schools, are managed by MAM. 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 more than 200,000 children to date.

Amrita Shilpakala Kshetra

The Amrita Shilpa Kalakshethra was established through a collaboration between the Government of India and Amrita University 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 University

Amrita Vishwa Vidyapeetham was granted Deemed-to-be-University status by the Govt of India's University Grants Commission (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 24,000 with 1,700+ faculty. We offer more than 250 UG, PG, and Ph.D programs including Engineering, Medical Sciences (Medicine, Dentistry, Pharmacy, Nursing, and Ayurveda), Life Sciences, Physical Sciences, Agricultural Sciences, Social & Behavioral Sciences, Management, and Arts & Humanities. With eight

campuses at Coimbatore, Amritapuri, Mysuru, Chennai, Bengaluru, Kochi, Amaravati, and Faridabad, Amrita is one of the fastest-growing institutions of higher learning in the country. In the short span of 20 years, we have established 180+ collaborations with top international universities.

The UGC granted graded autonomy to Amrita in 2018 for consistently maintaining high academic standards. We have also been accredited by India's National Assessment and Accreditation Council (NAAC) with 'A++' grade, the highest possible, with a CGPA of 3.4.



450+ COLLABORATIONS /MOUS WITH WORLD'S TOP UNIVERSITIES



Campuses



**200,000 jobs for women who never had one
100,000 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 200,000 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 100,000 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 people with disabilities.





AmritaSREE

Self-Reliance, Education & Employment

13,500+
AmritaSREE
SHGs
200,000+
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 21 states in India with the largest number of SHGs in Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and Maharashtra.

Currently, there are more than 13,500 AmritaSREE SHGs with over 200,000 women participating. 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

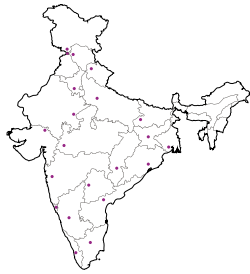
based upon a formula established by the Reserve Bank of India (RBI) and National Bank for Agriculture and Rural Development (NABARD). We identify each targeted community's particular needs, existing skills and resources before starting vocational training. Courses are selected from proposals that emerge 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, MAM 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 making their villages open-defecation-free.



\$3.5M+ in annual seed funding

\$360,000+ to date towards funding and nurturing of SHGs

\$1.5M+ funding to date towards vocational & skill training


Skill training for 50,000+ members

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

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*

Amma launched Amrita Self-Reliant Villages (Amrita SeRVe) in September 2013 and ushered in sustainable development in village clusters across India. The work has now reached 24 states and is aligned with the United Nations Sustainable Development Goals.

Our 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 use banana fibre to produce reusable sanitary pads as a new source of income that also supports menstrual hygiene and environmental action.
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 Amrita SeRVe 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. Our village coordinators and health workers are hired from the local areas, as they are trusted by the community members.
9. A project for solar-based distillation of lemongrass essential oil has brought sustainability and livelihood to tribal communities.





Students from Amrita University
interacting with villagers in
Harirampura, 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

1M+ beneficiaries
 25 states 300+ projects
 30+ partner universities
 400,000+ hours in-the-field



Live-in-Labs[®] was created in 2013 by Amma as Amrita University’s 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 from various fields work as teams to address complex, real-world issues.



Local Herb Cultivation for Medicinal Products

Juna Kattiwada, MP
International Participant:
 EPFL, Switzerland



Empowering Artists through Traditional Arts

Dr. Khera Village, UP
International Participant:
 University of Massachusetts, USA



Scalable and Sustainable Rural Sanitation Model

Dunda, Uttarakhand
International Participant:
 EPFL, Switzerland



Public Health Awareness Program

Ratanpur, Bihar
International Participant:
 Toronto Metropolitan University, Canada



Alcohol Awareness for Children in Tribal Villages

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



Research

Solutions for a better 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'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 21,500 publications. The 40+ Centres of Excellence in Research managed by Amrita have received more than 215,000 citations in leading international journals/conference proceedings and been granted over 170 patents. Amrita has received over \$72 million 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 number of papers 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 | \$15M research funding | 540+ publications | 12 patents awarded | 66 PhDs awarded

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 more than \$3 million 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 into 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 | \$3M research funding | 230+ publications | 25 patents granted/ filed | 15 international projects

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, and 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 | \$3M research funding | 400+ publications | 7 patents filed | 3.93 avg impact factor

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, nano-enabled hyperthermia for liver tumours, nano-vaccine for multiple sclerosis, and a low-cost Raman-based screening tool for

400+ publications | \$11.5M research funding | 100+ funded projects | 30+ patents filed

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

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

Amrita Centre for Advanced Research in Ayurveda (ĀCĀRA) is a new initiative of Amrita University 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

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.

amritahospitals.org

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.

in the country benefiting over 1.5 million teachers and students. To date, the Centres of Digital Learning have received more than \$2.5 million in research grants and produced over 74 publications.

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.

amrita.edu/center/cyber-security
ammachilabs.org
amrita.edu/center/create
amrita.edu/school/ayurveda



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



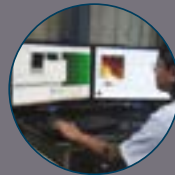
Amrita Centre for Digital Health (Wireless Telemedicine)



Amrita Centre For Environmental Studies



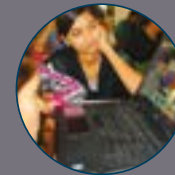
Amrita Centre for Humanitarian Operations and Management



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 one million 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.



We donated \$15M towards Namami Gange—the Govt of India's project to reduce pollution of the River Ganga and restore conservation and reverence for its sacred traditions.



Our Global Seedball Campaign Volunteers worldwide have distributed 1M+ seedballs in their local ecosystems. Rolled from mixes of seeds, soil, and other organic materials, seedballs are scattered in public areas to support restoration of forests and other plant-life. In 2023, Hon'ble President of India, Smt Droupadi Murmu, launched participation by the Indian Navy, Tamil Nadu Forestry Dept, and Govt of Puducherry. The teams distributed another 1.4M, including by helicopter.

1M+
trees planted,
6M pledged

30,000
trees planted
along 13 kms of
coastline in Kerala

Hon'ble Prime Minister of India, Sri Narendra Modi, presents Amma with a special award in recognition for contributions to Swachh Bharat Abhiyan (Clean India Mission).



amrit.am/environment



Amala Bharatam Campaign

The Amala Bharatam Campaign (ABC) is a program aimed at improving public health and 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 hundreds of thousands of people nationwide.

7,500+

clean-ups conducted

6,500+

workshops organised

100,000+

volunteers mobilised

500,000+

hours of time spent



GreenFriends

In 2001, we started Greenfriends, a global collective of volunteers who take action, step-by-step, to heal our world at both the individual and community levels. Today, there are members in more than 50 countries throughout the Americas, Europe, Australia and Asia. People of all ages take part in our tree-planting drives, vegetable and flower gardening, soil restoration, beekeeping, environmental education, plastic upcycling, and more.



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—university campuses, schools, hospitals, and ashrams—to reduce their environmental footprint and one day attain zero-waste status.



AYUDH (Amrita Yuva Dharmadhara) is our international youth movement, 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 in 2017.

India - ayudh.in
Europe - ayudh.eu
Americas - ayudh.org



AYUDH is active across Europe, the Americas, 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.



amrit.am/ayudh

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.



Amrita Yoga – Relishing the elixir of the inner self

Amrita Yoga, a unique Hatha Yoga program, has reached **7.4 million people** worldwide. The series of postures is inspired by Amma, who encourages people from all walks of life to practise yoga so they can lead peaceful, harmonious, and complete lives. In 1987, trained teachers began the courses in Kerala, and the program soon expanded to encompass students across the globe through our international centres. In 2014, the United Nations General Assembly declared June 21st as the International Day of Yoga at the behest of Indian Prime Minister, Sri Narendra Modi. Since then, the country's Ministry of AYUSH has credited Amrita Yoga with helping coordinate the communication, advancement, and execution of yoga activities across the country 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.

International Day of Yoga at an Amrita Vidyalayam higher secondary school



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

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 of the Hindu faith. 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 Mata Amritanandamayi Math. Amma says, "Those prohibitions against women were never actually a part of the Vedic traditions. 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 thousands of people who cannot come to Amritapuri. Traversing the width and breadth of India, the Americas, 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 - We have 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. We also publish the monthly spiritual magazine, Matruvani. Available in 10 Indian and 7 foreign 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 over 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 April 21, 1988, Amma consecrated the first Brahmasthanam Temple at her ashram in Kodungallur, Kerala. Today, there are 21 in India and one in Mauritius, Africa. While many Indian temples have shrines to more than one deity, each one is represented by a separate statue. Amma's temples have only one statue but with four different faces, each side depicting a different form of God: Shiva, Devi, Ganesha and a Serpent representing the Kundalini power. It is a tangible expression of the underlying unity in the myriad deities of the Hindu faith—the One with many faces.



Amritavarsham: Amma's Birthday Celebrations - Each year on the 27th of September, tens of thousands 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 our charitable humanitarian projects.



Each year on her birthday, Amma conducts marriages for impoverished couples so they can marry by traditional rites with all the requisite clothing, gold jewellery, feast etc.



Forty Families of CRPF Troopers martyred in the Pulwama Terror Attack received \$7,000 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. On a daily basis, thousands of devotees from India and abroad gather in 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 ancient concept of Sanatana Dharma—*vasudhaiva kutumbakam*. It is a Sanskrit phrase that means the whole world is one family. The Ashram

residents, more than 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 ETW establishing an active presence in more than 40 countries. The 100+ centres and hundreds of volunteer groups 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 Divine. 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 honesty and integrity, 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 40 million people of all religions, beliefs, nationalities, races and walks of life have found their way into her arms. In Amma’s presence, people pour out their hearts, share their hardships and seek guidance. Not only does she 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 Embracing the World 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 Honours & 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 the World's Religions to events of various UN agencies to government and academic-sponsored functions. At these events, Amma goes to

Honours Bestowed

- 2023 World Leader for Peace and Security Award, Boston Global Forum
- 2023 Chair of the Civil 20 Engagement Group, India's G20 Presidency
- 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 Jnanaswara 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

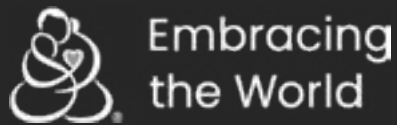
the heart of the most pressing problems our world is facing, presenting clear analysis and concrete solutions. In acknowledgement of her wisdom and life of selfless service, prestigious organisations have offered Amma international recognition, and she has received many awards and honours.

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, Kochi, Kerala
- 2004 Parliament of the World's Religions, Barcelona
- 2002 Global Peace Initiative of Women Religious & Spiritual Leaders, United Nations, Geneva
- 2000 Millennium Peace Summit, United Nations, New York
- 1995 International Celebrations at the 50th Anniversary of the United Nations, 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 those in need. It is Amma’s prayer that at least this small dream be realised.”

— Sri Mata Amritanandamayi Devi, Amma



Mata Amritanandamayi Math
Amritapuri P.O. Kollam
690546 Kerala, India

Find out more at amma.org/embracingtheworld