A presence that transforms lives
The Humanitarian Initiatives of the Mata Amritanandamayi Math
The Mata Amritanandamayi Math’s humanitarian programs are multifaceted and aimed at helping the needy and inspiring compassion and a sense of oneness with our fellow human beings, whatever their background. The programs strive to alleviate the burden of the world’s poor by providing the five basic needs—food, shelter, healthcare, education and livelihood wherever and whenever possible. We are especially focused on helping to meet these needs in the aftermath of major disasters.

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

A large part of the organisation’s humanitarian work is accomplished through its vast network of volunteers. Amma’s message is recognised worldwide and has inspired people from all walks of life to come forward and volunteer their time. From healthcare to research to construction, volunteer effort reduces the overall cost of implementation. This multiplies every rupee in donor money tenfold, thus enabling a massive amount of aid to the needy.
Sri Mata Amritanandamayi Devi—spiritual leader, humanitarian and visionary—was born in 1953 in a remote coastal village in Kerala. Due to the rampant poverty in her community, she witnessed firsthand and at a young age the stark inequality in this world and wondered why some people suffer so much in life. She started giving whatever food and clothing she could find to others in need. She also began to spontaneously embrace them to comfort their sorrow. Experiencing her divine motherly nature, the villagers started to call her ‘Amma’, meaning mother.

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

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

In her satsangs, Amma offers words of wisdom and guidance on both personal fulfillment as well as the most pressing matters of our time. From climate change to terrorism, cross-cultural tensions to gender equity, poverty to online sexual exploitation, Amma’s observations invite each of us to get involved in the process of rebuilding a concerned and caring society.
Feeding the world with Love

Through Amma’s main ashram and its branch centres, we annually feed more than one crore people in India. We’ve been fighting hunger in this way for more than 30 years. In the first six months after the 2004 Indian Ocean Tsunami, we provided more than 60-lakh free meals to disaster survivors, as well as more than 185 tons of uncooked rice to help the survivors make ends meet. We also regularly distribute rice, milk and other uncooked staple foods to remote tribal communities that do not receive aid from any other organisation. In this way the volunteers also get to know the people and their problems. Those in need of further assistance are helped with financial aid, medical care, housing, tutoring and more.

1 crore meals for the homeless and hungry throughout India

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

“Mother’s Kitchen” in 50 cities serves more than 1.5 lakh people annually in North America.

Nourishing 1 crore people annually in India

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

Jivamritam Drinking Water Project

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

www.amritaworld.org/basic-needs
47,000 houses in more than 75 locations throughout India

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

TAMIL NADU
Amritapuram (Rameshwaram, Ramanathapuram Dt.)
Panagudi (Rameshwaram, Ramanathapuram Dt.)
Aruppukottai (Ramanathapuram Dt.)
Kumbakonam
Pudukuppam
Villages in Cuddalore, Kanyakumari & Nagappattinam Districts.

KARNATAKA
Hirisane (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 (Nagpur, Nagpur Dt.)

PUDUCHERRY
Karaikal
Near Deepak Cables
Puducherry Taluk

WEST BENGAL
Pushkar Amritawati & Bidhan Nagar (Durgapur Dt.)
Amritabati Housing Colony (Durgapur Dt.)
Panchari (Kolkata Dt.)

RAJASTHAN
Sanghatan, Jaipur

UTTAR PRADESH
Telibagh (Laxmanpur, New Brindavan Yojana Dt.)
Koraon (Mirzapur Dt.)
Pratap Nagar (Ezhavabad Dt.)

MADHYA PRADESH
Pipli, near Bhopal (Bhopal Dt.)

GUJARAT
Dagat, Mothana & Modasa (Bhuj, Kutch Dt.)

MAHARASHTRA
Aurita Nagar (PCMC, Pune Dt.)

UTTARAKHAND
Batwadi Sonar and Chandrapuri (Rudraprayag Dt.)

ORISSA
Balasore
Bhubaneswar

ANDAMAN ISLAND
Bamboo Flat and Austinabad, South Andaman

SRI LANKA
Thikkawatta (Kalutara District, Western Province)
Pawankanda (Jaffna District, Eastern Province)

Housing projects by location

Basic Needs
Shelter

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’re doing our part to help put a roof over as many heads as we can. In 1997, responding to cries for help from women who spent entire nights mopping rainwater out of their thatched huts, Amma initiated a house-building project, with a goal of building one lakh homes throughout India. More than constructing houses, we work to build entire communities, complete with town halls, roads, electricity, wells, sewage systems and clean drinking water. As part of our response to the 2004 Indian Ocean Tsunami, we also constructed homes in Sri Lanka and on Andaman Island.
To date, we have successfully relocated 1,600 families from abysmal slums into clean, new apartment blocks, so they could begin their life anew in sunny, hygienic spaces with proper plumbing, water and electricity.

1) New Homes for Tsunami Refugees, Pudukkupam, Cuddalore, Tamil Nadu.
2) Raichur Housing Colony, Karnataka.
3) Vadakkuvanchiyoor, Kairakul, Puducherry.
4) Pune, Maharashtra: We built these apartment blocks for former slum-dwellers.
5) New Homes for Tsunami Refugees, Alappuzha, Kerala.
6) Completed houses at Mela, Partinacherry, Nagapattinam, Tamil Nadu.
7) Thekkawatta Housing blocks, Sri Lanka.

- Relocation of slum-dwellers into 1,600 clean, new apartments in Pune and Mumbai
- Orphanage for 500 children in Kerala and children’s home serving more than 200 in Nairobi
- Four care homes for the elderly in India
- Working to provide proper homes, community centres and street lights in 101 villages throughout India (Amrita SeRVe villages).
Satellite hospitals

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

Basic Needs
Healthcare

Extending a hand that truly cares

Since opening the doors of Amrita Institute of Medical Sciences & Research Centre (Amrita Hospital, our tertiary care hospital in Kochi, Kerala) in 1998, the Mata Amritanandamayi Math has provided more than 670 crore worth of charitable medical care; more than 47-lakh patients received completely free treatment. Amrita offers sophisticated and compassionate care in a serene and beautiful atmosphere, and is recognised as one of the premier hospitals in South Asia. Our commitment to serving the poor has attracted a dedicated team of highly qualified medical professionals from around the world. The 1,300-bed tertiary care hospital houses 43 specialty departments.

670 crore worth of totally free care to more than 47-lakh people since 1998

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

Targeted public health initiatives for troubled populations

We provide family-oriented health education, run both rural and urban health centres, and train government-employed community health workers. We have trained hundreds of tribal villagers in basic nursing, enabling them to promote health and hygiene in their villages.

International telemedicine

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

With 2,000 beds, it is slated to be one of the biggest hospitals in India.

The new Amrita Hospital will be have a minimal carbon footprint, zero wastewater discharge, and will eventually be solar-powered. The materials being used in construction are environment-friendly, and the campus’ natural environment will be preserved with 70 percent of the land planned as green areas filled with native plants and trees as well as bodies of water. The new hospital and medical college will have an emphasis on maternal, infant and child healthcare and will include a highly specialised multidisciplinary Children’s Hospital with maternal and fetal medicine and all pediatric subspecialities. This is a feature that most hospitals in India lack as many private hospitals do not see maternal care as monetarily sustainable. The research hospital will focus on low-cost healthcare solutions for India’s poor and will be a teaching hospital.
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.

Lending a hand when everything falls apart

Disaster Relief

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

www.amritaworld.org/education

Basic Needs
Education

51,000 scholarships for children in at-risk communities

Lighting up lives through education

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

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

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.

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

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**Adult education**

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

**Digital literacy for tribal people** Under the Digital India program, AmritaCREATE has successfully trained and certified over 1,087 tribal youth and adults in the Wayanad, Idukki and Attapadi Districts of Kerala in Digital Literacy.

**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)**

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

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

**Center of excellence in tribal empowerment**

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

**Amrta Shilpokala Kshetra**

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

Amrita Vishwa Vidyapeetham was granted Deemed to be University status by UGC in 2003 at which time we had only 1,260 students and 200 faculty. Today we are educating a vibrant student population of over 20,200 with 1,700 faculty, offering more than 250 UG, PG, and Ph.D programs in Engineering, Management, Medical Sciences (including Dentistry, Pharmacy, Nursing, Medicine), Arts & Humanities and Social Sciences. With campuses at Coimbatore, Amritapuri, Kochi, Bangalore and Mysore, Amrita is one of the fastest-growing institutions of higher learning in the country. In the short span of 17 years, we have established 180+ collaborations with top international universities. The UGC has also granted graded autonomy to Amrita in 2018 for consistently maintaining high academic standards. We have been re-accredited by NAAC with ‘A’ grade with a CGPA of 3.4.

UNIVERSITY RANKINGS

- No.1 Private University in India
- No.1 in India for International faculty
- 450+ collaborations/MOU's with World's top universities
- www.amrita.edu
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—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.

We’ve provided more than 2 lakh economically vulnerable women throughout India with vocational training, start-up capital and marketing assistance, as well as access to microcredit loans from government-regulated banks and affordable insurance plans. The women use these assets to form Self-Help Groups, share microsavings accounts and start their own home-based businesses. For many of the women, it is the first job they have ever had.

In 2009, the first batch of female plumbers trained in part on haptic simulators successfully graduated from AMMACHI Labs.
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. Recognizing 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 program became known as AmritaSREE: Amrita Self Reliance, Education & Employment Program.

Today this program has spread throughout Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and Maharashtra. Currently there are more than 13,500 AmritaSREE SHGs with more than 200,000 women participating across India. In the Andaman Islands, we have established an additional 1,000 groups.

In providing vocational education, start-up capital, marketing assistance and access to micro-credit loans and micro-credit accounts from government-regulated banks, We are working to equip unemployed and economically vulnerable women with the skills and means to set up small-scale, cottage-industry businesses. Research has shown that empowering women with equal economic opportunity is one of the most effective ways to reduce poverty throughout entire communities.

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 approximately 14 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, M.A. Math nurtures them towards successful independence. In addition to providing vocational training, Math 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-pedar management, feminine-hygiene products production, paper products, ready-made garments, leather products, bakery items, hand-loom, garment-making, communal farming, food-processing, rice, fish production, banana culture and coir-making.
The Honourable President of India, Shri Ram Nath Kovind, distributing certificates of appreciation to representatives of AmritaSREE SHGs who have constructed toilets and worked towards an open-defecation-free village.

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

- ₹30 crores in annual seed funding
- ₹3 crores to date towards funding and nurturing of SHGs
- ₹12 crores funding to date towards vocational & skill trainings
- Skill training for 50,000+ members

AmritaSREE SHGs IN 21 STATES OF INDIA

www.amritaworld.org/amitasree
“It is our villages that sustain us by providing those who live in cities with the nourishment needed in order to survive. However, today, we are just exploiting villages and casting them aside. It is time to acknowledge that our villages are our very foundation and move forward with one heart and one mind to protect and serve them.”

—Amma

Amrita SeRVe was launched in September 2013 and ushered in sustainable development in village clusters across India. Our work is aligned with United Nations’ Sustainable Development Goals. Amrita SeRVe’s 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.
1. Women’s groups in most adopted villages learned masonry skills to build toilets for their families.

2. Women’s groups use banana fiber to make reusable sanitary pads that are being sold even internationally.

3. Komalikudi in Idokki District and Valaramkunnu in Wayanad District, both in Kerala, are now powered by solar electricity.

4. Sadirapal in Coimbatore District in Tamil Nadu now completely practices organic farming. Many other villages in several other states are also switching to organic farming.

5. Health workers trained at the Amrita Institute of Medical Sciences conduct diagnostic tests and offer preventive care in the villages.

6. Adult literacy classes offered in AmritaSeRVe villages in several states, including Odhisa and Jharkhand.

7. Amrita Education Centres provide free afterschool tutoring to village children using modern learning aids such as tablets.

8. Solar-based lemongrass essential-oil distillation for sustainability and livelihood in tribal community.

www.amritaworld.org/villages
Live-in-Labs® was created in 2013 by Amrita Vishwa Vidyapeetham Chancellor, Amma. The program is designed to be a multi-disciplinary real-life learning experience offered to both international participants and Amrita University’s faculty and students. The Lab’s objective is to expose youths to day-to-day problems faced in rural communities, by two-weeks to six-month periods of live-in internships in Indian villages. It also aims to inspire them to dedicate the knowledge and skills they are acquiring at their university to help develop practical, cost-effective solutions to the challenges faced by the villagers. Researchers and students can work in multi-disciplinary teams to address complex real-world issues.

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

Since its inception in 2003, Amrita has been visited by over 600 research scholars, served by over 700 faculty with PhDs, and produced over 12,000 publications. The 30 Centres of Excellence in Research managed by Amrita have received over 35,000 citations in leading inter-institutional journals/conference proceedings and filed over 200 patent applications—fifty of which have been granted. Amrita has received over US $1.5 billion in research funding from national and international agencies.

In her keynote speech at a UH event in 2015, attended by representatives of 50 leading international universities, Amrita stated, “Today, universities and their researchers are ranked many based on the amount of funding they receive, the number of people they publish, and their intellectual caliber. But along with this, we should take into consideration how much we have been able to use their research to serve the present and most vulnerable strata of society.”

Research centres

The Centre for Nanosciences and Molecular Medicine (CNM&M), Amrita Centre for Nanosciences 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.

Centre For Wireless Networks & Applications (WNA) The National Bank for Agriculture and Rural Development awarded the National Rural Innovation award to Amrita’s Real Time Landslide Monitoring and Detection System in 2012. The centre has been granted 25+ cores in funding for 30 projects, which has produced 4 patents, 230 publications, and 9 international projects. WNA was successful in improving connectivity for commercial fishermen at 60 km in to the sea, which is 45 km beyond the range of cell-phone towers. This innovative system enables the government to disseminate warning messages to fishing vessels in the event of an impending disaster.

Biotechnology The School of Biotechnology is established as a TIFAC (Govt. of India) Centre of Relevance and Excellence (CORE) in Biomedical Technology under the DST Mission REACH Program with research focus spanning a wide spectrum of areas including Cell Biology, Cancer Biology, Wound Healing, Computational Neuroscience, Proteomics, Neurophysiology, Phytochemistry, Analytical Chemistry, Venomics, Phage Biology, RNAi, Virtual Labs, Matrix Biology & Green Energy. A notable feature of the strength of the school is the state-of-the-art infrastructure and research facilities with strong industry collaboration facilitating student project internships and subsequent placements.

Researchers at Amrita Vishwa Vidyapeetham
Amrita Institute of Medical Sciences has pioneered several innovative products. These include a brain wafer to treat brain cancer, nanomedicine for drug-resistant leukemia, contrast-enabled bone implant for large defects, nano-textile implant for pancreatic cancer and nano-enabled hyperthermia for liver tumors, nano vaccine for multiple sclerosis, and a low cost Raman-based screening tool for detecting oral cancer. Cutting-edge research in other areas have led to inventions like the low-cost, automated insulin pump (US Patent, October 2011), and the non-enzymatic glucose sensor (US Patent, March 2017) and led to medical revolutions in ‘transplant rejection’ interventions that relax strict stipulations for donor compatibility, resulting in saving more lives.

The Centre for Cybersecurity and Networks is engaged in promoting partnership among industry, academia and the government to foster innovative research and education in Cybersecurity, thus enhancing knowledge, building solutions and mitigating risks to benefit society. By way of research and academics we nurture an ecosystem to pursue interdisciplinary research towards protection of digital assets that are of public and national importance.

Amrita Centre for Advanced Research in Ayurveda (ĀCĀRA) is a new initiative of Amrita University, inspired by the vision of Amma 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 practiced in India since ancient times due to lack of rigorous research and scientific evidence, it faces challenges in its development and remains officially unrecognized 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.

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 Lab & A-VIEW Lab) are research labs that focus on affordable digital-learning technologies and analytics for education. Collectively, their projects have impacted more than 6,000 schools in the country benefiting over 15 lakh teachers and students. To date The Centres of Digital Learning have received more than 220 crores in research grants and have produced over 74 publications.
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.

Member Organization of the UN Billion Tree Campaign:
Over 10 lakh trees planted worldwide.
Innovative waste management with comprehensive recycling and composting at institutions.
Environmental Awareness Campaigns, including the online InDeed Campaign for Nature.
Supporting 10,000 impoverished people to grow organic vegetables on their own land.

Awards & Recognitions

Swachhta Rankings 2017 & 2018 for the most clean campus in India - Amrita Vishwa Vidyapeetham, Coimbatore.
Amrita Vishwa Vidyapeetham, Amritapuri campus received Kerala State Pollution Control Board’s Excellence Awards in 2017, 2018.

M.A. Math donates ₹100 crore towards Namami Gange – Clean the Ganges Project

10 Lakhs trees planted, 60 Lakhs pledged
30,000 trees planted along 13 kms Tsunami affected coastline

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

The Amala Bharatam Campaign (ABC) is a program aimed at improving public health and at restoring India’s physical beauty. The project was launched on Amma’s 57th birthday celebrations in 2010. Through this campaign, volunteers undertake regular and periodic cleaning of roads, markets, temples, government offices and hospitals along with 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 awareness campaign is ongoing in every language and every state in India, and has already reached lakhs of people nationwide.

<table>
<thead>
<tr>
<th>Clean-ups conducted</th>
<th>Workshops organized</th>
<th>Volunteers mobilized</th>
<th>Hours of time spent</th>
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<td>7,500+</td>
<td>6,500+</td>
<td>1 Lakh+</td>
<td>5 Lakh+</td>
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Amala Bharatam Sabarimala Temple

Hearing the success of ABC Campaign, the members of the Travancore Devaswom Board approached Amma in the year 2011, seeking help to clean the sacred Lord Ayyappa temple Sabarimala and the holy Pampa River, where millions of devotees come from across the country. The temple premises and river were filled with filth and waste accumulated over several decades. The first cleanup comprised 72 hours of hard work by 5,000+ volunteers. The efforts have been repeated every year since, with M.A. Math volunteers, students of Amrita University, AYUDH members and a multitude of Amma’s devotees from more than 12 countries participating.

Amrita Waste Recycling Centres

Striving to follow Amma’s teachings of protecting and serving Nature, Amritapuri Ashram began its recycling program in 1999. Today, the Amrita Recycling Centre has spread to all of MAM’s ashram branches and institutions. With the motto of “Reduce, Reuse and Recycle” imprinted in everyone’s heart, Amrita is striving to lead all of its institutions—its university campuses, schools, hospitals, and ashrams—to reduce their environmental footprint and one day attain zero-waste status.
AYUDH (Amrita Yuva Dharmadhara) is an international youth movement of M.A. Math, dedicated to empowering young people to contribute to a peaceful and sustainable world and become compassionate leaders with a sense of tolerance, solidarity and global responsibility. Through self-transformation and service to others, AYUDH encourages young people to work towards the betterment of society. AYUDH’s initiatives are organized 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.

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

AYUDH members distributing food at the flood-affected areas.

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.

Across 10 cities in eight counties, AYUDH Europe promoted the NoHate Speech Movement of the Council of Europe at Amma’s annual world tour.

AYUDH European Youth Summit on Unity in Diversity.

www.amritaworld.org/youth  www.ayudh.in  www.ayudh.eu
Amrita Yoga – relishing the elixir of the inner self

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

International Day of Yoga at Amrita Vidyalayam.

IAM & Amrita Yoga

Master yourself to master your life

Integrated Amrita Meditation
– for wholesome, holistic living

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, 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 training session at Amritapuri Ashram.

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

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

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

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

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

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

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

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

Women priests – reviving an ancient tradition

Until recently, women were not allowed to worship in the inner sanctum of a temple. Nor could they consecrate a temple or perform Vedic rituals. Women weren’t even have the freedom to chant Vedic mantras. For decades now, Amma has been encouraging and appointing women to do all of these things. Moreover, Amma herself has performed the consecration ceremonies in all of the Brahmasthanam Temples constructed by the Math. Amma says, “Those prohibitions against women were never actually a part of the ancient Hindu tradition. They were in all likelihood invented later by men who belonged to the higher classes of society in order to exploit and oppress women. They didn’t exist in ancient India.”
Amritapuri, the international spiritual headquarters of the Mata Amritanandamayi Math, is situated in the very place Amma was born. Everyday, thousands of devotees from India and abroad flock to Amritapuri to receive Amma’s blessings and wisdom.

Since being officially formed in 1981, Amritapuri has grown to become a vibrant international community, the ethos of which is rooted in the concept of vasudhaiva kuttumbakam—the whole world is one family. The Ashram inmates—3,500 monastic disciples and lay devotees from around the world—find new inner meaning in life and spiritual solace from Amma.

Amma’s relentless efforts to serve and embrace humanity with loving care has led to the Mata Amritanandamayi Math establishing an active presence in more than 40 countries, where its 100 centres and thousands of sub-centres 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.

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

For the past 45 years, Amma has spent nearly every day in this manner—sometimes giving darshan for as many 22 hours without break. More than 4 crore people of all religions, beliefs, nationalities, races and walks of life have found their way into Amma’s arms.

In Amma’s presence, people pour out their hearts, share their hardships and seek guidance. Not only does Amma provide them with concrete solutions, but she also gains insight into the pressing problems of society’s sick and the poor. It is therefore in direct response to these problems that all of the charitable humanitarian programs of the Mata Amritanandamayi Math have arisen. What’s more, having directly experienced Amma’s compassion through her embrace and indirectly through witnessing her comfort the suffering, many people become inspired to dedicate their own life to the service of those in need.

Thus, it is through the seemingly simple gesture of “Amma’s hug” that a veritable renaissance of spirituality and service has been dawning in the modern world.
Amma’s Awards & International Addresses

Over the past 30 years, Amma’s voice has become much sought-after for its words of peace and wisdom, and every year Amma is invited to address dozens of international gatherings—from the Parliament of World’s Religions and events of various UN agencies, to government and academic-sponsored functions. At these events, Amma goes to the heart of the most pressing problems our world is facing, presenting clear analysis and concrete solutions. In recognition of her wisdom and life of selfless service, many organisations have offered Amma international recognition, and she has received dozens of awards and honours.

Awards Bestowed:

- 2019 Doctorate of Humane Letters from Mysores University
- 2018 Award for biggest contribution to Clean India Campaign
- 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
- 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 Jeuneswereas World Peace Prize, Pune
- 2005 Mahatir Mahatma Award, London
- 2005 Centenary Legendary Award of the Int. Rotarians, Kerala
- 2002 Gandhi-King Award for Non-Violence, Geneva
- 2002 Karma Yogi of the Year, Yoga Journal
- 1998 Care & Share Int. Humanitarian of the Year Award, Chicago
- 1997 Hindu Renaissance Award, Hinduism Today

International Addresses:

- 2018 Interfaith Summit to Protect Children Online (Abu Dhabi)
- 2015 Summit of Conscience for the Climate, Paris, France (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)
- 2013 100 Birth Anniversary Celebrations of Sw. Vivekananda (New Delhi)
- 2012 United Nations Alliance of Civilizations (Shanghai)
- 2009: Inauguration of Vivekananda Int. Foundation (New Delhi)
- 2008: Summit of the Global Peace Initiative of Women (Jaipur)
- 2007: Cinema Verité Film Festival (Paris)
- 2006: James Parks Morton Interfaith Awards (New York)
- 2005: Rotary International, India (Cochin)
- 2004: Parliament of the World’s Religions (Barcelona)
- 2002: Global Peace Initiative of Women Rel. & Spiritual Leaders, UN (Geneva)
- 2000: Millennium Peace Summit, UN (New York)
- 1995: Int. Celebrations at the 50th Anniversary of the UN (New York)
"AMMA HAS A PRAYER. EVERYONE IN THE WORLD SHOULD BE ABLE TO SLEEP WITHOUT FEAR, AT LEAST FOR ONE NIGHT. EVERYONE SHOULD BE ABLE TO EAT TO HIS OR HER 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—FROM LITTLE CHILDREN TO THE VERY ELDERLY—SHOULD HELP RAISE MONEY FOR THE POOR AND NEEDY—EVEN IF BY MAKING TOYS. IT IS AMMA’S PRAYER THAT AT LEAST THIS SMALL DREAM BE REALISED."