THE HUMANITARIAN INITIATIVES

of Sri Mata Amritanandamayi Devi
(Mata Amritanandamayi Math)
OUR VOLUNTEERS ARE HELPING PEOPLE IN NEED ON SIX CONTINENTS.
WHO WE ARE

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

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

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

DOING MORE WITH LESS

With the vast majority of our efforts carried out by volunteers, and zero paid administrators at the national and international levels, we’re able to do more with less.

* Mata Amritanandamayi Math is an NGO with Special Consultative Status to the United Nations.

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

- Muhammad Yunus
2006 Nobel Peace Prize Laureate
Founder, Grameen Bank
AMMA (SRI MATA AMRITANANDAMAYI DEVI)

To this day, Amma concludes her programs by embracing each person attending the event. Far from a brief book-signing or walk along the rope line, these personal, one-on-one meetings take up the vast majority of Amma’s time. Amma has given this motherly embrace, known as her darshan, to more than 34 million people throughout the world. She has been known to give darshan for more than 22 hours without interruption.

The most personally accessible spiritual leader alive today, Amma may well be on a first-name basis with more people than anyone else in the world. When people pour out their hearts to Amma, she offers them emotional solace, spiritual guidance, and concrete solutions to their problems. Receiving Amma’s embrace, many feel inspired to offer selfless service to those in need. In this way, this simple yet powerful act - a mother’s embrace - has become both catalyst and symbol for the growing international network of humanitarian initiatives that is Embracing the World.

Spiritual leader, humanitarian and visionary Sri Mata Amritanandamayi Devi, known throughout the world simply as Amma, has served the world-community for decades, imparting wisdom, strength and inspiration. Through her extraordinary acts of love, inner strength and self-sacrifice, Amma has endeared herself to millions and inspired thousands to follow in her path of selfless service.

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

From climate change to terrorism, crosscultural tensions to poverty and women’s rights, Amma’s observations invite each of us to get involved in the process of rebuilding a concerned and caring society.
HOW IT BEGAN

As a little girl, Amma witnessed firsthand the stark inequality in the world and wondered about the meaning of suffering. Her search culminated in a decision to dedicate her life to giving love to as many people as she could. When she was just nine years old, people began to call her mother.

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

“BY HER EMPHASIS ON SELFLESS SERVICE AND CHARITY, AMMA WILL, I BELIEVE, HUGELY INFLUENCE THE FUTURE WORLD.”

- Brother Wayne Teasdale, PhD
Catholic monk, former Trustee, Parliament of the World’s Religions
I BELIEVE THAT SHE STANDS HERE IN FRONT OF US — GOD’S LOVE IN A HUMAN BODY.

- Dr. Jane Goodall, UN Messenger of Peace

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

- Prime Minister of India Shri. Narendra Modi

on the occasion of Amma’s 60th birthday celebrations, in which the Hon. Prime Minister inaugurated a broad array of innovative, humanitarian-oriented products from the research division of Amrita University
For more than 20 years, Amma has been a regular keynote speaker at international forums concerned with world peace and religious harmony, where she has been honored with awards and accolades for her vision and example. In 1993, the Parliament of the World’s Religions Centennial named her President of the Hindu faith. She addressed the United Nations’ Millennium World Peace Summit, and was presented with the 2002 Gandhi-King Award for Nonviolence by UN Messenger for Peace Dr. Jane Goodall and the late UN High Commissioner for Human Rights, Sergio Vieira de Mello. In 2006, Amma, along with 2005 Nobel Peace Prize winner Mohamed ElBaradei and actor/humanitarian Richard Gere, was presented with the James Parks Morton Interfaith Award by the Interfaith Center of New York for her role as an outstanding spiritual leader and humanitarian. While presenting the award, Reverend James Parks Morton said of Amma, “You embody everything that we stand for.”

“Whatever little I can do with Amma’s inspiration, I will strive my best to accomplish it.”

- Rajendra Pachauri
2007 Nobel Peace Prize Laureate, Chairman of the Intergovernmental Panel on Climate Change
AS LONG AS THERE IS ENOUGH STRENGTH TO REACH OUT TO THOSE WHO COME TO ME, TO PLACE MY HAND ON A CRYING PERSON’S SHOULDER, I WILL CONTINUE TO EMBRACE PEOPLE. TO LOVINGLY CARESS PEOPLE, TO CONSOLE AND WIPE THEIR TEARS UNTIL THE END OF THIS MORTAL FRAME - THIS IS MY WISH.

- Amma
MY RELIGION IS LOVE.
- Amma

AWARDS AND CONFERENCES

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

AMMA HAS NEVER ASKED ANYONE TO CHANGE THEIR RELIGION, BUT ONLY TO GO DEEPER INTO THEIR FAITH, AND TO LIVE BY ITS ESSENTIAL PRINCIPLES.
Our centers throughout India welcome the poor as their guests and serve them hot meals. In this way the volunteers also get to know the people and their problems. Those in need of further assistance are helped with financial aid, medical care, housing, tutoring and more.
OUR PROJECTS

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

NORTH AMERICA
MOTHER’S KITCHEN IN 41 CITIES SERVING MORE THAN 75,000 PEOPLE EVERY YEAR

NAIROBI, KENYA
THREE NUTRITIOUS MEALS A DAY FOR 78 NEEDY CHILDREN

AUSTRALIA
MOTHER’S KITCHEN FEEDING THE HOMELESS AND HUNGRY IN SYDNEY AND MELBOURNE

GRANOLLERS, SPAIN
HOME DELIVERY FOR STRUGGLING FAMILIES

SOUTHERN FRANCE
ORGANIC FOOD FOR THE HOMELESS

SAN JOSE, COSTA RICA
FEEDING THE HOMELESS IN LA CARPIO

CANCUN, MEXICO
LA COCINA DE AMMA

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

- Amma

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

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

WHAT WE’VE ACHIEVED
10 million meals for the homeless and hungry throughout India

Amma distributing sacks of rice in hard-hit Nagapattinam after the 2004 Indian Ocean Tsunami.
1: Since 2010, our volunteers in France have been growing organic food and distributing it to area food banks that serve the hungry.

2: We have been feeding hungry people in Mumbai every week for the past 18 years.

3: Our volunteers in Cancun just got started feeding the poor in August 2013. But that’s because they’ve been busy building a special kitchen just for this purpose.

4: We served six million meals for survivors of the 2004 Indian Ocean Tsunami.

5: Mother’s Kitchen groups in 41 cities in North America feed the homeless and hungry.

6: Our volunteers in Spain deliver regular care packages to 200 families in need.

7: Often, we’re able to give children hot milk along with their meal.

8: Every Sunday, the Amrita Children’s Home feeds 230 children from the slums.

9: Our volunteers have been feeding the homeless in Costa Rica since 2007.
BASIC NEEDS: SHELTER

For us, shelter means more than a roof over one’s head. Beyond constructing houses, we work to build entire communities, complete with town halls, roads, electricity, wells, sewage systems and clean drinking water. Our homes for orphans and underprivileged children are staffed by dedicated volunteers who focus on building the children’s self-confidence and inner strength and encouraging them to pursue their dreams.
WHAT WE’VE ACHIEVED
45,000 homes for the homeless throughout India

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

INDIA NATIONWIDE
TARGET: 100,000 HOMES FOR THE HOMELESS

KERALA, INDIA
ORPHANAGE FOR 500 CHILDREN

MUMBAI AND PUNE, MAHARASHTRA
A NEW LEASE ON LIFE: RELOCATING SLUMDwellers INTO CLEAN, NEW APARTMENTS

NAIROBI, KENYA
AMRITA CHILDREN’S HOME SERVING MORE THAN 100 CHILDREN

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

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

SCAN THIS CODE WITH YOUR SMARTPHONE TO LEARN MORE ON OUR WEBSITE.
1: Pudukkupam, Cuddalore, Tamil Nadu: New Homes for Tsunami Refugees
2: Residents of one of the 1,000 homes we built for flood refugees in Raichur, Karnataka.
3: Mela Pattinacherry, Nagapattinam, Tamil Nadu: New Homes for Tsunami Refugees
4: Library at Amrita Children’s Home in Nairobi, Kenya
5: Campus of Amrita Children’s Home in Nairobi, Kenya
6: The children at Amrita Children’s Home are selected from villages after site visits by our volunteers and receive three nutritious meals a day, education and healthcare.
7: Bamboo Flat, South Andaman Island: Duplex houses for Tsunami Refugees. For the 200 houses we built there, all the building materials were shipped from mainland India.
8: Vadakku Vanchiyoor, Kairakal, Pondicherry: New Homes for Tsunami Refugees
9: Pune, Maharashtra: We built these apartment blocks for former slumdwellers.
1: This little girl has grown up in one of the 1,600 apartment blocks we built for former slum dwellers in Pune, Maharashtra.

2: We built 6,296 homes for people displaced by the 2004 Indian Ocean Tsunami. The house pictured is one of them.

3: We’ve been running an orphanage for 500 children in Kerala for more than 20 years.

4: Colony of homes for the poor in Ernakulam District, Kerala

5: Residents of our housing colony for the poor in Bhopal, Madhya Pradesh

6: Samanthampettai, Nagapattinam, Tamil Nadu: New Homes for Tsunami Refugees

7: The children at our orphanage often win awards in music, sports and dance.

8: Entrance to our housing colony for the poor in Ghaziabad, Uttar Pradesh

9: We built these homes for the poor in Lucknow, Uttar Pradesh.
1: For more than 10 years, the Japanese student volunteer organization IVUSA has been sending groups of students to India to participate in our housing projects.

2: Residents of our housing colony in Mysore, Karnataka.

3: Homes for the poor in Durgapur, West Bengal

4: Our housing colony in Hassan, Karnataka

5: Our housing colony in Mangalore, Karnataka

6: Our housing colony in Rameshwaram, Tamil Nadu

7: A resident in one of the apartment blocks we built for former slum dwellers in Pune.

8: A resident of our housing colony in Satyamangalam, Tamil Nadu

9: This tsunami survivor said, “Amma paid for our marriage, gave us a boat and engine, and this house. Now, we have a new baby. Through Amma, we got our family back.”
45,000 HOUSES IN MORE THAN 75 LOCATIONS THROUGHOUT INDIA

RAICHUR, KARNATAKA
HOUSING PROJECTS BY LOCATION

RAJASTHAN
Sanghaneer, Jaipur

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

MADHYA PRADESH
Piplani, near SOS Village (Bhopal Dt.)

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

MAHARASHTRA
Ajanta Nagar (PCMC, Pune Dt.)

WEST BENGAL
Puljor Amaravathi & Bidhan Nagar (Durgapur Dt.)
Amritabati Housing Colony (Durgapur Dt.)
Panihatti (Kolkata Dt.)

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

ORISSA
Baleshwar
Bhubaneswar

PONDICHERRY
near Deepak Cables
Pondicherry Taluk
Kairakal

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

UTTARAKHAND
Batwadi Sonar and Chandrapuri (Rudraprayag Dt.)

TAMIL NADU
Amritapuram (Rameshwaram, Ramanathapuram Dt.)
Panagudi (Rosmiyapuram, Valliyoor, Tirunelveli Dt.)
Amirpalayam (Sattur, Virdunagar Dt.)
Scavanchers Colony (Sivakasi, Virdunagar Dt.)
Arupukottai (Virdunagar Dt.)
Kollencode, Kaliyakavila, Marthandam, Kuzhitturai,
Kulachel & Kanyakumari (all in Kanyakumari Dt.)
Etimadai, Nallampalayam & Madukkarai
(all in Coimbatore Dt.)
Arikkambedu & Vellanur, Ambathur, Avadi,
& Madaravelay (all in Tiruvallur Dt.)
Karikattukupam, Ernavur & Kovalam (all in Chennai)
Ramabelur, Pinjumedu, Satyamangalam
(all in Erode Dt.)
Kumbakonam
Pudukuppam
Villages in Cuddalore, Kanyakumari
& Nagappatinam Districts.

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

ANDAMAN ISLAND
Bamboo Flat and Austinabad, South Andaman

SRI LANKA
Thekkawatta (Kalutara District, Western Province)
Periyanilavanai (Ampara District, Eastern Province)
Embracing the World’s AIMS Hospital is dedicated to providing outstanding medical care, regardless of one’s ability to pay. The hospital offers cutting-edge healthcare services for those who would otherwise have nowhere to turn.
AIMS HOSPITAL
Since opening its doors in 1998, AIMS (our tertiary care hospital in Kochi, Kerala) has provided more than $70 million worth of charitable medical care; more than three million patients received completely free treatment. AIMS offers sophisticated and compassionate care in a serene and beautiful atmosphere, and is recognized as one of the premier hospitals in South Asia. Our commitment to serving the poor has attracted a dedicated team of highly qualified medical professionals from around the world. The 1,300-bed tertiary care hospital houses 43 specialty departments.

AS A LITTLE GIRL, AMMA DREAMED OF BUILDING A HOSPITAL WHERE POOR PEOPLE COULD HAVE ACCESS TO HIGH-QUALITY HEALTHCARE IN AN ATMOSPHERE OF LOVE AND COMPASSION. IN 1998, SHE BUILT IT.

WHAT WE’VE ACHIEVED
More than three million patients treated free of charge since 1998

OUR PROJECTS

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

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

CLINIC FOR PEOPLE LIVING WITH HIV AND AIDS
THIRUVANANTHAPURAM, KERALA

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

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

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

SCAN THIS CODE WITH YOUR SMARTPHONE TO LEARN MORE ON OUR WEBSITE.
1: AIMS runs one of the leading pediatric heart programs in India.
2: AIMS offers sophisticated healthcare in a compassionate environment.
3: In May 2013, we brought a seven-member medical team from Spain to perform 208 free cataract surgeries for the poor at the Thika Hospital on the outskirts of Nairobi.
4: AIMS offers specialized medical consultations to care centers and hospitals in rural areas throughout Africa and India.
5: Amrita Kripa Charitable Hospital at Amritapuri, Kollam District, Kerala
6: We provide the only source of accessible healthcare for remote tribal populations.
7: 24-hour free medical service near Sabarimala, a popular, remote hilltop temple
8: We conduct more than 100 free health camps in impoverished areas every year.
9: Before her operation, Juliana couldn't see beyond the length of her own hands.
1: AIMS Geriatric Department is one of the first of its kind in India.
2: Our charitable hospital in Kalpetta, Kerala
3: Doctors in an operating theater at AIMS
4: Our charitable hospital in Mysore, Karnataka
5: Dental care at a medical camp for a tribal community in Kerala, India
6: Amrita Kripa Sagar Aids Care Home in Thiruvananthapuram, Kerala
7: AIMS has attracted a dedicated team of healthcare professionals.
8: Cancer hospice in Mumbai
9: Our charitable hospital in the Andaman Islands
EACH OF THE THREE MILLION PATIENTS WE’VE TREATED FREE OF CHARGE HAS A STORY. HERE’S ONE:

When Daliya was born, she didn’t cry like other babies. The doctors found a serious problem with her heart, which required immediate surgery for her to survive. The normal cost of a procedure like that in India is Rs. 250,000, or 5,000 USD — an amount far out the reach of Daliya’s father, with his job as an auto rickshaw driver. AIMS Hospital didn’t charge Daliya’s parents anything for the procedure. The surgery was successful, and kept Daliya alive, but her battle was far from over. She would need tremendous courage. Fortunately, she had it in spades.
The following people were given free cardiac procedures at AIMS over the period of October 2012 – August 2013 alone.

This is just one specialty department; AIMS has more than 40 such specialties.
Amma is deeply committed to providing equal access to values-based education. To that end, Embracing the World and our parent organization, the Mata Amritanandamayi Math, run more than 75 educational institutions serving more than 100,000 students across India.
OUR PROJECTS

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

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

AFTERSCHOOL TUTORING
A LITTLE EXTRA HELP FOR TRIBAL CHILDREN AND SLUMDWELLERS

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

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

AMRITA UNIVERSITY
HIGHER LEARNING FOR A PURPOSE-DRIVEN LIFE

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

WHAT WE’VE ACHIEVED
46,000 scholarships for children in at-risk communities

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

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

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

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

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

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

KERALA, INDIA: TRADITIONAL ARTS SCHOOL
PRESERVING A DYING ART FORM AND CREATING JOBS

KERALA, INDIA: INDUSTRIAL TRAINING CENTER
PREPARING YOUNG ADULTS TO ENTER THE WORKFORCE

NAIROBI, KENYA: VOCATIONAL TRAINING CENTER
GIVING YOUNG ADULTS THE TOOLS THEY NEED TO BREAK FREE FROM POVERTY

WHAT WE’VE ACHIEVED

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

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

- Alice Walker
Pulitzer Prize-winning Author

SCAN THIS CODE WITH YOUR SMARTPHONE TO LEARN MORE ON OUR WEBSITE.
1: Vocational and computer skill training for slum dwellers in Kenya
3: Our Industrial Training Centre in Karunagapally, Kerala offers training in 11 trades.
4: We help women earn a living wage while keeping traditional handicrafts alive.
5: Our self-help groups keep 100 percent of the profits they earn.
6: We have helped more than 4,000 self-help groups obtain microcredit loans from government-regulated banks; more than 60,000 families have benefited.
7: Amma with one of our 69,000 recipients of lifetime financial aid.
8: Students training to be professional drivers.
9: Women in poverty receiving their first of many pension checks under our lifetime financial aid program.
Amma’s empathy and concern for disaster survivors is so complete that she responds to every aspect of their situation - not only fulfilling their material and emotional needs, but also keeping an eye on their future. Our provision of long-term support for disaster survivors has carried thousands through the darkest periods of their lives into the light of a hopeful future.
WHAT WE’VE ACHIEVED
$70 million in aid since 1998

Amma consoling refugees in Japan after 2011 earthquake

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

- Olara Otunnu, Former Chairman, UN Human Rights Commission

OUR PROJECTS

TYPHOON HAIYAN, PHILIPPINES, 2013
$2 MILLION IN AID

FLOODING AND LANDSLIDES IN UTTARAKHAND, 2013
$10.7 MILLION IN AID

JAPAN: EARTHQUAKE AND TSUNAMI, 2011
$1 MILLION FOR THE EDUCATION OF ORPHANS

HAITI EARTHQUAKE, 2010
MEDICAL SUPPLIES, SHELTER MATERIALS, SCHOLARSHIPS

SOUTH INDIA KARNATAKA / ANDHRA PRADESH FLOODS, 2009
1,000 HOUSES FOR DISPLACED REFUGEES

NORTH INDIA BIHAR FLOODS, 2008
$465,000 AID PACKAGE FOR FLOOD REFUGEES

UNITED STATES HURRICANE KATRINA, 2005
$1 MILLION TO BUSH-CLINTON KATRINA RELIEF FUND

SOUTH ASIA INDIAN OCEAN TSUNAMI, 2004
$46 MILLION AID PACKAGE FOR TSUNAMI SURVIVORS

NORTH INDIA GUJARAT EARTHQUAKE, 2001
THREE VILLAGES REBUILT FROM THE GROUND UP

$1 MILLION IN MEDICAL AID FOR FLOOD SURVIVORS IN MUMBAI

MEDICAL AID AND MORE FOR CYCLONE REFUGEES IN WEST BENGAL

SCAN THIS CODE WITH YOUR SMARTPHONE TO LEARN MORE ON OUR WEBSITE.
1: Amma comforts a bereaved man after the 2004 Indian Ocean Tsunami.
2: First houses coming up as part of our relief for survivors of the Uttarakhand landslides.
3: We donated $1 million to the Bush-Clinton Katrina Relief Fund.
4: Our doctors treating patients in Mumbai after the 2005 flood.
5: Distributing food and water on our initial visit to the Philippines after Typhoon Haiyan
6: Amma in Japan with an official of the hard-hit Miyagi Prefecture as our $1 million donation for disaster survivors was announced.
7: Our volunteers removing debris after the 2011 Tōhoku Earthquake and Tsunami.
8: Our volunteers in Bhuj, Gujarat after the earthquake in 2001.
9: Volunteers in Haiti sorting medical supplies. We flew in 11 palettes of medical supplies to Haiti after the earthquake there in 2010.
1: Amma helping children traumatized by the tsunami to overcome their fear of water.
2: We built an evacuation bridge connecting the peninsula of Alappad Panchayat with mainland Kerala. The bridge will allow 15,000 people to evacuate in 30 minutes.
3: Tsunami survivors at an afterschool tutoring session in Nagapattinam in 2005.
4: Since the 2010 Haiti Earthquake, we have been sponsoring the education of 30 children who had dropped out of school after the disaster.
5: All the building materials in Uttarakhand have to be carried up steep, rocky inclines.
6: Distributing blankets to refugees in our shelters in Bihar after the 2008 floods.
7: Life goes on for survivors of the 2004 tsunami after we rebuilt this entire village.
8: Amma with a survivor of the 2005 Kumbakonam school fire. We built 51 homes for the survivors and provided sewing machines to help the women get back on their feet.
9: Our volunteer doctors in Bhuj, Gujarat after the earthquake in 2001.
Amma has observed that earlier in our history, there was no specific need for environmental preservation efforts because humanity saw divinity expressed through nature, and therefore treated the natural world with reverence and respect. Our efforts in environmental preservation are grounded in the idea that while caring for nature is in our own best interest, it is also the right thing to do.
In New York in 2009, Amma signed the Earth Charter, a declaration of fundamental principles for building a sustainable and peaceful world.

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

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

- Amma

WHAT WE’VE ACHIEVED

more than one million trees planted worldwide since 2001

OUR PROJECTS

- MEMBER ORGANIZATION OF THE UN BILLION TREE CAMPAIGN: MORE THAN A MILLION TREES PLANTED WORLDWIDE
- HOME AND COMMUNITY GARDENS: PRESERVING HERITAGE SEEDS AND A GRASSROOTS APPROACH TO FOSTERING HEALTHY LIFESTYLES
- REDUCING, REUSING, RECYCLING: A ZERO-WASTE APPROACH FROM TOP TO BOTTOM IN ALL OUR INSTITUTIONS
- CLEAN INDIA, BEAUTIFUL INDIA: NATIONWIDE PUBLIC HEALTH INITIATIVE CLEAN-UP DRIVES IN PARKS AND CITIES ENVIRONMENTAL AWARENESS CAMPAIGN
- INDIE CAMPAIGN FOR NATURE: ONLINE, GRASSROOTS AND WORLDWIDE www.embracingtheworld.org/indeed
- SUSTAINABLE COMMUNITIES SOWING THE SEEDS OF A BETTER FUTURE THROUGH PERMACULTURE AT CENTERS WORLDWIDE

ON AMMA’S TOUR, FIND OUT HOW YOU CAN GET INVOLVED IN YOUR COMMUNITY AT THE LOCAL GREENFRIENDS TABLE.
1: Planting a tree in France as part of our support of the UN Billion Tree Campaign
2: Every year, our volunteers undertake a massive clean-up campaign at Sabarimala.
3: Beekeeping in France at our center for sustainable living.
4: Our volunteers restoring the natural beauty of a public park in India.
5: The recycling center at our international headquarters provides a model of sustainable waste management that is designed to be scaled up to serve other communities.
6: Across all Amma’s institutions in India, 8 tons of organic waste are processed each day.
7: Amma blessing the Peace Tree banyan sapling at our international headquarters. It is now more than ten years old and has grown into a large tree.
8: The plastic project uses traditional weaving techniques to recycle plastic packaging.
9: Volunteers distribute leaflets to raise awareness about the importance of hygiene and sanitation.
Embracing the World researchers at Amrita University are partnering with senior scientists in the world’s leading research universities to innovate new uses for existing technology and to invent entirely new products and approaches to solving some of the world’s most pressing problems - from disaster management to ensuring access to education to the management and cure of disease.
AMRITA UNIVERSITY has emerged as one of the fastest-growing institutions of higher learning in India. The university offers more than 150 undergraduate, postgraduate and doctoral programs, with a student population of more than 18,000. Professors are encouraged to come out of the lab and deploy their research to make a difference in the lives of those less fortunate. The university is working in partnership with more than 30 leading universities worldwide, including Stanford, MIT and the University of Tokyo.

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

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

- Muhammad Yunus
2006 Nobel Peace Prize Laureate

ON AMMA’S TOUR, FIND OUT HOW TO SUPPORT OUR RESEARCH INITIATIVES AT THE AMRITA UNIVERSITY TABLE.
1: Our researchers are developing a low-cost insulin pump to help patients with affordable management of diabetes.

2: Over 27,000 students in rural schools are using India’s first-ever computer-aided adaptive assessment and learning program, developed and deployed by our researchers.

3: These women broke through many barriers to successfully take on a plumbing profession after graduating from our computerized, haptics-enhanced vocational training program.

4: This laboratory simulation helped us deploy the world’s first-ever wireless sensor network for landslide detection.

5: We have successfully trained more than 3,000 women using our innovative computerized vocational training model.

6: A-VIEW allows a professor at one location to teach students at another location.

7: Tablet-based learning programs serve rural communities.

8: Researchers do groundbreaking work at our Amrita Centre for Nanosciences & Molecular Medicine.

9: Use of automated insulin pump is demonstrated to patient at AIMS Hospital.
We build bridges between different cultures, religions and social backgrounds as we work to empower young people to integrate universal values into their daily lives. Our programs help young people to express their creative potential, gain self-confidence and implement their own ideas for how to make the world a better place.
AYUDH: \\i-y\u0192d\\
1. Sanskrit word for peace
2. Embracing the World’s international youth movement, dedicated to empowering youth to become compassionate leaders in building a peaceful and more sustainable world.

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

- Amma
1: Amma encourages all AYUDH members to plant trees and grow vegetables.
2: AYUDH members visiting a nursing home in Germany.
3: An AYUDH original rap song in 11 languages about hope for the future.
4: Planting vegetables at an AYUDH retreat.
5: AYUDH members organized a clean-up of a neighborhood slum in Nairobi, Kenya.
6: AYUDH members harvesting organic vegetables.
7: AYUDH members performing an original music entitled “Reaching New Heights”
8: AYUDH members in Kenya spend time with the children at our Children’s Home.
9: A young leader at our annual weeklong youth summit, supported by the European Union’s Youth in Action program.
Over the past 25 years, we’ve learned a lot about effective delivery of aid to those in need, and we’ve built an infrastructure capable of delivering a broad range of humanitarian services on a massive scale. Amma has always said that it is her dream that one day, everyone in the world would have their basic needs met. Now, for 101 villages spread throughout every corner of India, we’re going to do everything we can to make that dream come true. The Self-Reliant Village Program (Amrita SeRVE) is the biggest project we’ve ever undertaken, and in many ways, it’s the culmination of everything we’ve ever done.
Village women participate in a computerized vocational training program. Centers like this one will be deployed in each of the 101 villages adopted as part of the Amrita Self-Reliant Village Program. The computers are part of the allure of the course and many women say that’s why they signed up in the first place. But they also say that if they came for the computers, they stay for the Life Enrichment Education – that’s the part of the curriculum where we help to build their self-confidence, understanding of their rights, and sense of self-reliance and independence.

“AMMA IS THE EMBODIMENT OF INDIA’S GRAND MISSION. AMMA IS THE EMBODIMENT OF THE FULFILLMENT OF THE HOPES AND ASPIRATIONS OF CRORES OF POOR PEOPLE.”

- Prime Minister of India Shri. Narendra Modi
1: Our volunteers have been traveling the length and breadth of India to meet the villagers and ask them about their needs.

2: Amrita RITE (Rural India Tablet Education) supports the learning process with interactive puzzles and educational games.

3: We are committed to providing scholarships to help both girls and boys stay in school.

4: Afterschool tutoring sessions supplement the education of village children whose parents are often illiterate.

5: For many women in our courses, it is the first time they have ever used a computer.

6: The village elders are asking for our help.

7: We offer life enrichment education geared toward empowering women.

8: Amma blessing seeds for our homestead organic gardening program.

9: Children learn reverence for nature as they participate in our reforestation campaign.
THE STORY OF EMBRACING THE WORLD IS THE STORY OF WHAT HAPPENED WHEN ONE PERSON DECIDED TO OFFER HER LIFE WHOLEHEARTEDLY FOR THE SAKE OF OTHERS.

More than 25 years ago, the administrators of a local orphanage confessed to Amma that they were out of funds. They told Amma that before long, they would have no choice but to turn the children out on the street. Amma diverted the money that had been saved to build her ashram’s first prayer hall and used it to assume care of the orphans. With this, Embracing the World was born.

Like the orphanage, each of our projects has been initiated in response to the needs of the world’s people living in poverty who have personally shared their problems with Amma. The story of Embracing the World, as much as it is a chronicle of a rapidly expanding humanitarian movement, is also a story about the power of an idea – that each of has a responsibility to help those less fortunate. Ultimately, it is a story about what happened when one person decided to offer her life wholeheartedly for the sake of others.

THIS FILM WAS WRITTEN, DIRECTED, SHOT AND EDITED BY VOLUNTEERS.
We’re active in more than 40 countries around the world. 
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IN TODAY’S WORLD, PEOPLE EXPERIENCE TWO TYPES OF POVERTY: THE POVERTY CAUSED BY LACK OF FOOD, CLOTHING AND SHELTER, AND THE POVERTY CAUSED BY LACK OF LOVE AND COMPASSION. OF THESE TWO, THE SECOND TYPE NEEDS TO BE CONSIDERED FIRST BECAUSE IF WE HAVE LOVE AND COMPASSION IN OUR HEARTS, THEN WE WILL WHOLEHEARTEDLY SERVE THOSE WHO SUFFER FROM LACK OF FOOD, CLOTHING AND SHELTER.

- AMMA

WWW.EMBRACINGTHEWORLD.ORG