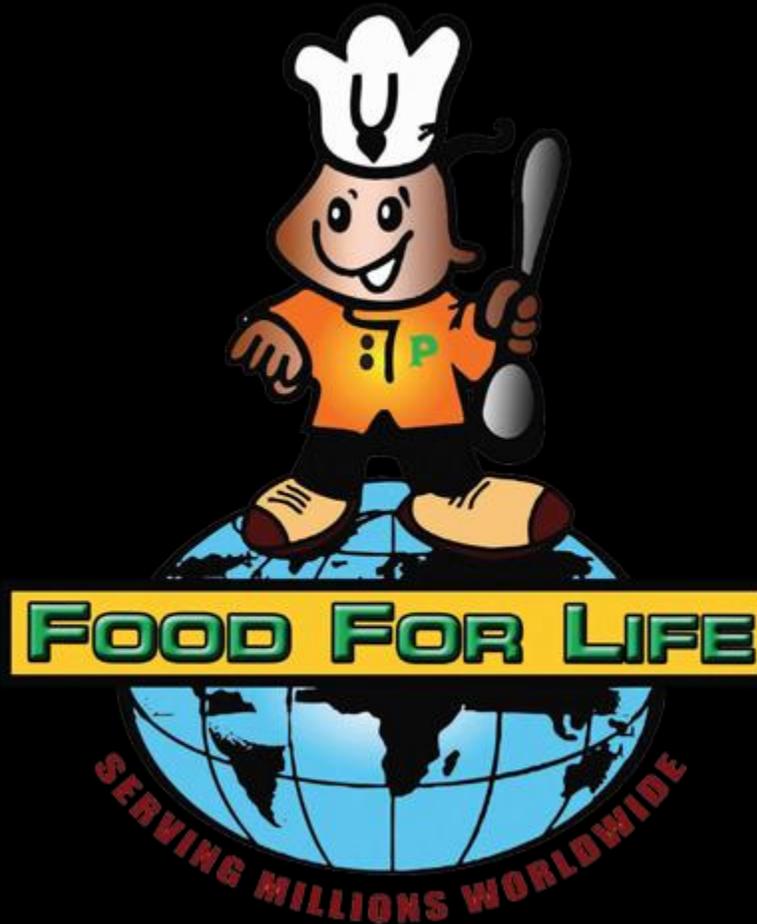


# News & Views



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# Reminiscing about Rupa Sanathan Das



Rupa Sanathan das was born in 1952 in Oribi Gorge. This is an interesting birthplace which represents a 330 metre high abyss sliced by the Umzimkulu River, just 20 kilometres inland from Port Shepstone. Named after the sprightly little antelope, the Oribi Gorge is lined with dense coastal bush and forests and it was not surprising that Rupa's parents were farmers and he became involved with the farm throughout his schooling career. His parents gave all of their children, names of God or His associates. He was named Krishna (God who is all attractive). His sense of spirituality was further induced by the daily prayers at his uncle's temple close by.

In 1971, given the challenging economic imperatives, Rupa left Port Shepstone to join Nampak Products where he worked for 27 years. In 1973, he became a grihastha (householder). It was in the same year that his spiritual yearning became strong and his search for spiritual truths led him to churches and several other topical organisations in the area. When he was mystically drawn to attend the first Hare Krsna tent campaign in Unit 9 (now called Moorton), he was completely charmed by the manner in which the programme was organized and captivated by the ancient vedic philosophy of Krsna Consciousness. In the same year he started a service group of like-minded members of the community in Moorton and within 10 years of joining the organization became part of a prolific team in organizing festivals for the Sri Sri Radha Radhanath Temple of Understanding in Chatsworth. Apart from the different services in which Rupa was engaged, his core service was cooking for Food for Life. His spiritual master H H Parthasarathi das Goswami Maharaj, who hails from the United Kingdom, gave him an instruction in 1993: "Always be engaged in practical devotional service" and Rupa is committed to carry through his spiritual master's injunction "until my last breath". Over the last 10 years, he has cooked approximately 50 000 plates of food monthly which is distributed to schools and impoverished communities beyond the 10 mile radius from the temple in Chatsworth – a staggering total of 6 000 000 free meals!

Now relocated in Johannesburg, Rupa continues with his devotional service at BBT house where he is involved in starting up a Food for Life "hunger free zone". His humble prayer sits at the feet of everyone to give him the mercy to continue serving the founder of Food for Life, Srila Prabhupada's mission.

## Do you know these World Hunger Facts?

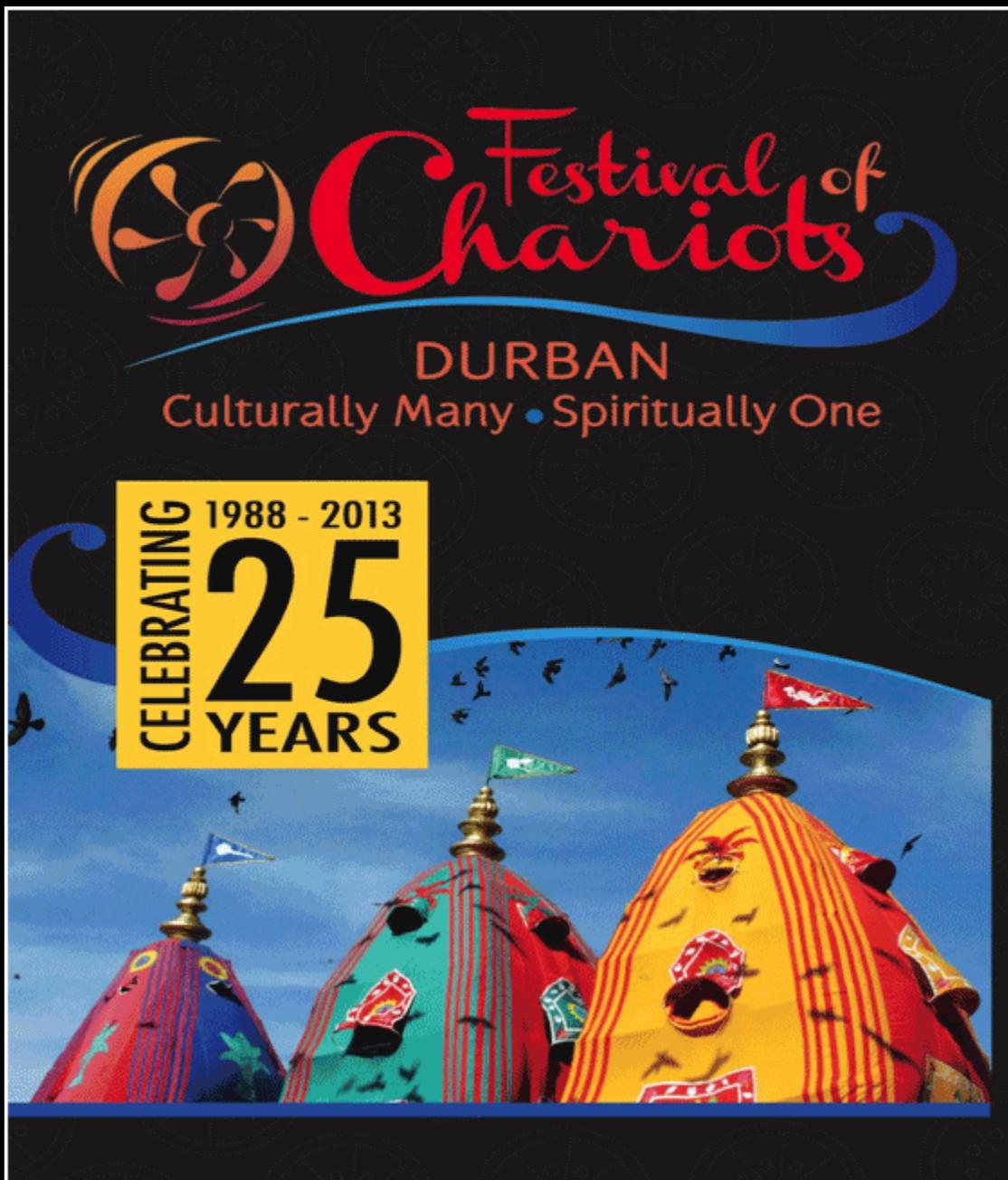
- + **868 million are hungry (12.5 percent of the global population)**  
**Source:** FAO 2012 Executive Summary
- + **25,000 people (adults and children) die every day from hunger and related causes.**  
**Source:** FAO, 2009. , Poverty.com
- + **More than 60 percent of chronically hungry people are women.**  
**Source:** World Food Programme, 2009.
- + **Malnutrition remains the world's most serious health problem and the single biggest contributor to child mortality, more than HIV/AIDS, TB and malaria combined.**  
**Source:** USAID, 2009.
- + **One child dies every six seconds from malnutrition and related causes.**  
**Source:** World Food Programme.
- + **1 in 7 people in the world will go to bed hungry tonight.**  
**Source:** World Food Programme, 2009.



Feeding at festival of chariots

250 000

Plates of vegan food served at the Festival of Chariots during the Easter weekend!!!



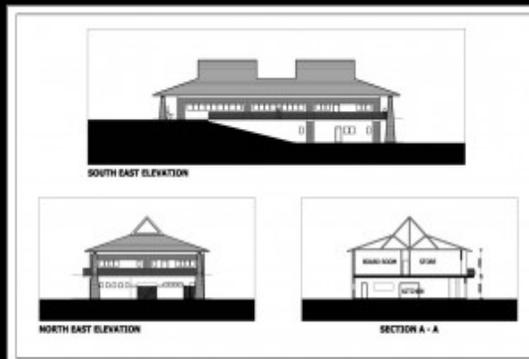
## SUPPORT THE HIPPO ROAD KITCHEN

A lushly green, undulating piece of land located in the peaceful suburb of Newlands East, is set to become a vibrant feeding zone and shelter for the hungry and destitute. It is envisioned that this tranquil side road site with easy freeway access (10 minutes from Gateway and 10 minutes from Pavilion) will become a central food preparation and distribution zone for both the north and south coast of KwaZulu Natal. In striving to meet its mission and vision to alleviate hunger, Food for Life South Africa is in the process of developing a central kitchen to prepare for the distribution of about 20 000 plates of warmly prepared vegetarian food daily. This constitutes an increase of about 4 times the present feeding initiative to schools, informal settlements, rural areas, shelters and low income housing in KwaZulu Natal.

This can be considered the largest feeding kitchen initiative of pure vegetarian meals in KwaZulu Natal, which is set to consistently distribute freshly cooked food daily across the province. Starting in KwaZulu Natal, this project will be looking at developing such hunger free zones at strategic points throughout South Africa.

### Project cost and Section 18A status

The estimated cost of this project is R2 million and every endeavour is being made to facilitate the completion of this project in the next 12 months. Food for life has been awarded Section 18a status and business corporates are encouraged to donate towards this project which has direct tax rebate implications.



## Contact US

**Tel:** 031 811 1108

**Email:** [info@fflsa.org](mailto:info@fflsa.org)

**Website:** [www.fflsa.org](http://www.fflsa.org)

**Facebook:** <http://www.facebook.com/FoodForLifeSouthAfrica>

**Twitter:** <https://twitter.com/FoodForLifeSA>