

**At the Press Conference**

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Article

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DNA**22nd Nov 2008****ISKCON finds a khichdi PRO****Sandeep Ashar**

Iskcon Food Relief Foundation has found a new brand ambassador in municipal commissioner Jairaj Phatak. It is the NGOs khichdi that has won Phataks heart over.

At a press meet on Friday, the municipal commissioner could not stop praising the "hygienic" Iskcon khichdi. The NGO has been selected as one of the agencies to the supply the khichdi as a mid-day meal to municipal schools, and will supply the 100 gram meal to 66,000 students.

While a similar contract has also been awarded to 166 other women organisations for supplying the meal to 2.60 lakh other students, Phataks bias towards Iskcon was evident. "Iskcons khichdi is very good. I have tried it, you can try it too," he said. BMCs decision had been questioned by elected representatives, and women groups, some of whom have even moved the high court against the move. The HC dismissed the petitions on November 17.

Phatak went all out to promote the Iskcon product on Friday. The former state director general of information and publicity even ordered his popular khichdi to be served to newsmen inside the standing committee hall.