

Join

KARMA CURRY!

Each year, it is estimated that 135,000 children are trafficked in India to be exploited in fields, brothels or as domestic workers. Their childhood is stolen.

Adventure Ashram is calling on our rich curry scene from street food vendors to Michelin starred restaurants to change this.

This year we invite the UK's most loved curry businesses to unite by joining our Adventure Ashram 2023 Karma Curry campaign to raise £11,000 to fund the Odanadi home for trafficked boys in Mysore, South India.



The Odanadi Boy's Home provides 30 survivors at any one time:

- safety
- food
- refuge
- education
- emotional support & counselling
- vocational training

"Every day and night used to be horrid for me" Ramesha was trafficked at 8 years old; he now lives at the home, attends school and practices karate and yoga!



"ME AND MUM IMMEDIATELY KNEW WE WANTED TO BE INVOLVED. THIS INITIATIVE BRINGS TOGETHER MANY THINGS WE FEEL PASSIONATE ABOUT – SUPPORTING PEOPLE IN INDIA, TACKLING THE BIG ISSUES, FOOD, AND INSPIRING POSITIVE ACTION."

- Sanjay Aggarwal, Spice Kitchen



How your business can get involved:

- Make a one off donation.
- Donate a % or £1 from a curry on your menu such as a South Indian dish.
- Host a fundraising event such as during Diwali, or World Curry Day.
- Invite your customers to donate to Adventure Ashram on their bill.
- Nominate us as a partner charity at your local curry festival or event.
- Host a spicy curry cook off competition between two chefs in your restaurant.
- Host a unique fundraising cooking class for the public which showcases the talent of your staff.
- Spread the word about Karma Curry amongst your food industry peers.

Your business will receive the following benefits:

- Feature on our website and social media channels.
- Invite to attend a virtual event and hear directly from Odanadi frontline staff.
- Use of the karma curry campaign logo on your website.
- Karma: in Hindu & Buddhist culture this means good energy.
- The chance to highlight the origin of your brand and show how you are connected to the roots of curry tradition.
- Employee motivation - involve your staff in making a difference.

SUPPORT OUR CAMPAIGN AND GIVE CHILD SURVIVORS OF TRAFFICKING THE CHANCE OF A LIFE OF FREEDOM. CONTACT: SIOBHAN@ADVENTUREASHRAM.ORG TO DISCUSS YOUR INVOLVEMENT IN THE CAMPAIGN.



"LEAVING SITUATIONS OF EXPLOITATION AND TRAFFICKING CAN BE RISKY AND COMPLICATED. THEN REBUILDING YOUR LIFE AFTER LEAVING IS SO DIFFICULT UNLESS YOU HAVE THE RIGHT SUPPORT, WHICH IS WHY ODANADI IS SO IMPORTANT. BY SUPPORTING THIS CAMPAIGN, YOU ARE REALLY MAKING A DIFFERENCE TO SURVIVORS OF EXPLOITATION AND HUMAN TRAFFICKING IN INDIA"

CONTACT US:

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Adventure Ashram is a UK Registered Charity 1122629



- Kathryn Baldacchino, Trustee at Adventure Ashram and Head of Anti-Trafficking at the British Red Cross