

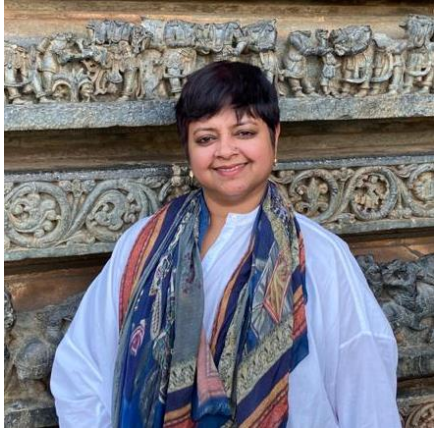


SETHU FOUNDATION

B R I D G I N G L I V E S

- *We are a Company Registered under Section 8 of the Indian Companies Act,*
- *A Non Profit Organisation*
- *Fully compliant as per CSR Norms*

# Lead Volunteers



Alaigal  
Ms. Sethu Lakshmi



Chetna & Kalpavriksha  
Ms. Janaki Kannan



Administration & Finance  
Mr. Parthasarathy



Kalpavriksha  
Ms. Khatija Rahman



Urban Farming  
Ms. Kavitha



Chetna  
Ms. Kamla Ramamurti



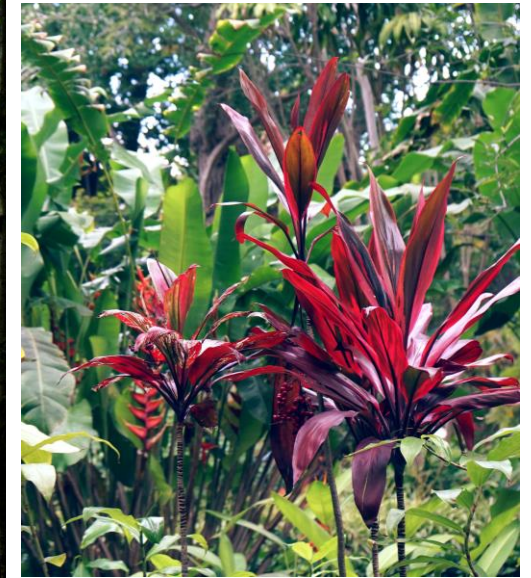
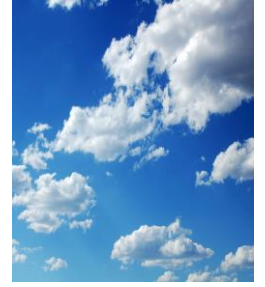
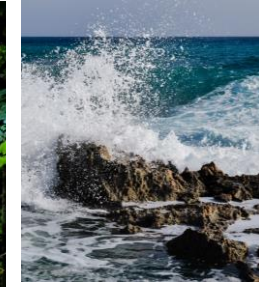
Chetna  
Ms. Fouziaa Begum



Alaigal  
Ms. Aditi G Shah



*Our abiding theme  
Unity of Life*



# VERTICALS OF SETHU FOUNDATION

CHEENA *for Children*

ALAIQAL *for Women*

KALPAVRIKSHA *Shop and Donate E Commerce Platform*

URBAN FARMING & MICROGREENS

EVENTS & CAMPAIGNS

# Communities of Teynampet

1. Anna Street
2. Bucks Road
3. KP Dasan Nagar
4. Radhakrishna Puram
5. Gandhi Street
6. Pallavan Street
7. Thiruvika Nagar
8. Thiruvalluar Salai
9. Rangoon Street
10. Austin Nagar'
11. S.M Nagar



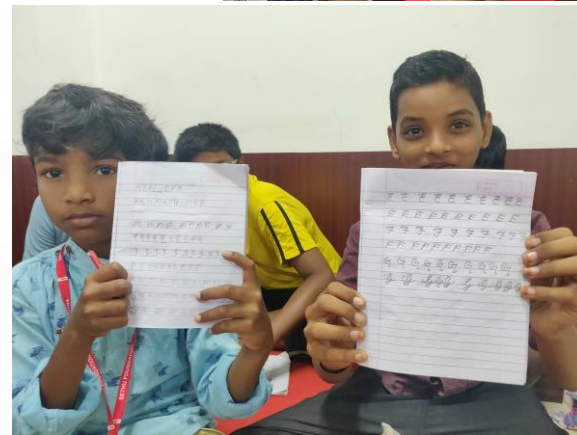
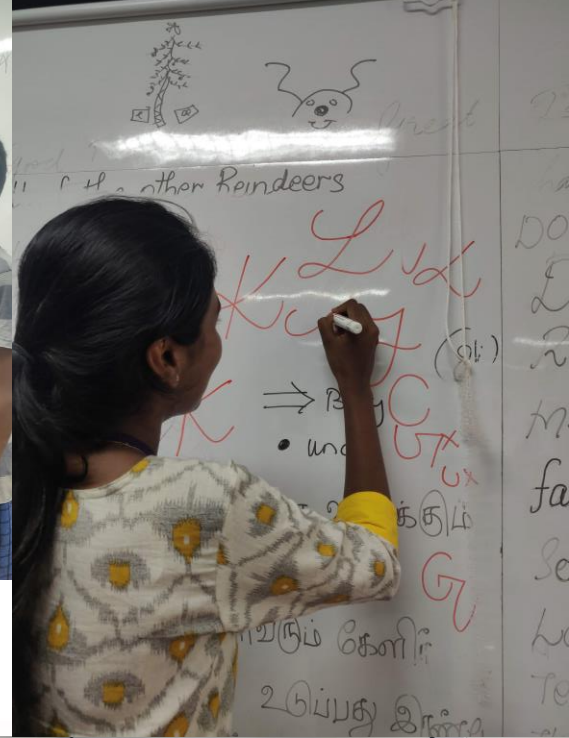
SETHU FOUNDATION  
BRIDGING LIVES

**CHEटना**  
FOR CHILDREN

*CHEटना means consciousness, we aim to provide activity based learning through digital medium, in house classes, creative classes, exposure visits, competitions, sports and more*

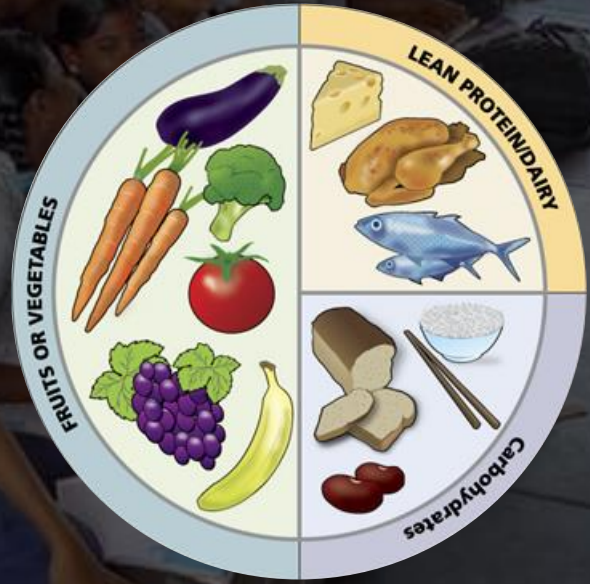
# Chetna Creative Classes

- Spoken English
- Handwriting
- Science Experiments
- Mathematics
- Singing
- Zumba
- Art
- Problem Solving and more





- *Personality Development*
- *Communication*
- *Hygiene*
- *Nutrition*
- *Education*
- *General life skills*





## *Future of Chetna Classes?*

- More children will be enrolled*
- More classes and batches*
- More volunteers*
- We have 515 students enrolled under Chetna (as of March)*





SETHU FOUNDATION  
BRIDGING LIVES

**ALAIGAL**  
**FOR WOMEN**

*We work with 11 communities around our centre. We have enrolled 1100 (100 women from each community) to ascertain their aptitude, skill sets and areas of works*

*We have identified various programs for their skill development, social entrepreneurship and employment opportunities*

# ALAIGAL FOR WOMEN

## Current Projects

*Marketing Microgreen*

*Manufacturing and selling Idli Dosa Batter*

*Urban Farmers*

*Areca Nut Leaf Plate making*

*Tile Making*

## Upcoming Projects:

*Four Wheeler Driving*

*Hospital Attenders, Housekeeping and Day Security*



# 40 SKILLS

1. Salon assistants
2. Carpentry
3. Plumbing
4. Painting
5. Data entry
6. Supermarkets
7. Floor managers
8. House Keeping
9. Dog Walkers
10. Delivery
11. Hospital Attenders
12. Photocopier and printing services
13. Warehouse Coordinators
14. Craftsman
15. Restaurant staff
16. Restaurant Stewers
17. Front office
18. Tele operators
19. Car washing Personnel
20. Deep Cleaning (Furniture)
21. Electrician
22. Masseuse
23. Pest Control
24. Repair
25. Henna Designer
26. Beautician
27. Driver
28. Florist
29. Babysitter
30. Security Guards (Day)

## Skills related to Urban Farming

1. Gardener
2. Grow bag sales
3. Seed Entrepreneurs
4. Urban Farmers
5. Areca Nut Leaf Plate makers
6. Marketing Microgreens
7. Manufacturing of Idly/Dosa
8. Digital Marketing of Vegetables
9. Sales of farm produce like Palm jaggery

# ALAIGALLIVELIHOOD PROGRAM TO ROLLOUT NOW

- *Driving*
- *Security Guards (Day)*
- *Hospital Attenders*
- *Entrepreneurs*
- *Urban Farmers*





Invocation Song – Chetna Children



Guests of honour



Women Achievers Award Distribution



Awards to Chetna Children



Certificate Distribution - Interns



Rukmini's inspiring speech



Refreshments – NSS Volunteers



Dance Performances by Alaigal women

# International Women's Day

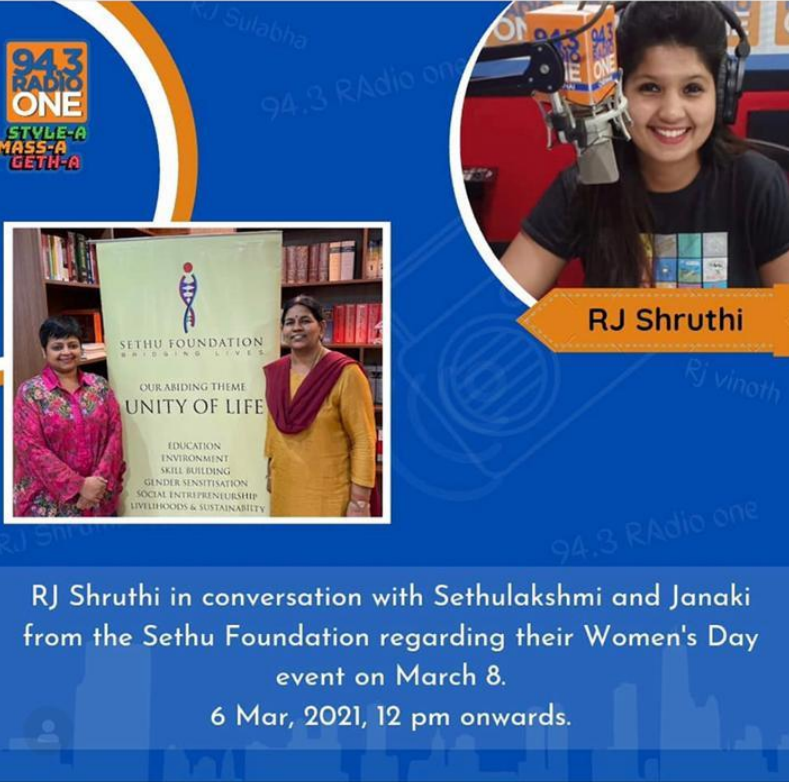




**Community Audience on International Women's Day 2021**



Photo



28 likes

radioonechennai RJ Shruthi in conversation with Sethulakshmi and Janaki from the Sethu Foundation regarding their Women's Day event on March 8.  
6 Mar, 2021, 12 pm onwards.

#womensday #womensupportingwomen #womensday2021  
#happywomensday #womenempowerment

**WIN EVERY HOUR**  
23-26th March 2021

Worth ₹10,999

Redmi 9

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NEWS / CITY NEWS / CHENNAI NEWS / CHENNAI: SHE SURVIVED SUICIDE TO BECOME CHEF; ANOTHER FOUND PLACE IN A MALE WORLD

TOP SEARCHES: Tamil Nadu Election News | TN Election 2021 Date | Tamil Nadu Elections 2021 | Tamil Nadu Corona

## Chennai: She survived suicide to become chef; another found place in a male world

TNN | Updated: Mar 4, 2021, 06:47 IST



If there's something M Kalaiyarasi knows about her sour lemon ice cream, it is that it has a tang that hits you where you can't miss it. Much like her own tasteful riposte to 13 years of injury and isolation from those she held dear. Because as of this day, the tables

VS Minute

7th March 2021

Learn More

### Kalpavriksha: This shop-and-donate platform will sell spices, tea and more to help women

Their soon-to-be-launched portal will make available unique products, sold at a margin that will be used to fund livelihood programs for women.



# She survived suicide to become chef; another found place in a male world

## Eight From City To Be Felicitated On Women's Day

Saranya.Chakrapani @timesgroup.com

If there's something M Kalaiyarasi knows about her sour lemon ice cream, it is that it has a tang that hits you where you can't miss it. Much like her own tasteful riposte to 13 years of injury and isolation from those she held dear. Because as of this day, the tables

have turned. Her husband — whose unending infidelity incited her to set herself on fire and end up with a disfigured face as a girl of 17 — has been striving to get back into her life, "with no luck, of course". And the mother who refused to take her in as she fled her abusive home, is now a rock solid support system and loving grandparent who gets her three hearty meals a day from the money this 29-year-old dessert chef brings home.

Then there is Nandini, a postwoman spurring other women to take up work in a male dominated space. Kalaiyarasi and six other women from the slums of Teynampet will be felicitated by city officials on International Women's Day on March 8 for transforming their lives. A free counselling service, a drop-in centre to help women cope with family disharmony, child-related issues, alcoholism, and domestic violence, will also be unveiled as part of the event.

► More than poverty

## 'Shop-and-donate' platform launched

STAFF REPORTER

CHENNAI, MARCH 09, 2021 01:53 IST  
UPDATED: MARCH 09, 2021 01:53 IST

SHARE ARTICLE | f | t | r | w | e | s | PRINT | A | A | A

**It will exclusively feature products made by women**

Sethu Foundation launched an e-merchandising programme "Kalpavriksha: shop and donate" which will have products cultivated and handcrafted by women.

"The first product we will have on our web platform for purchase is Lakadongga, a variety of turmeric from Jaintia Hills in Meghalaya. Trinity Saioo has been spearheading a campaign in regard to its cultivation by several women's groups and we have formed women's groups here, to help with the packaging and retailing," said Saranya Chakrapani, Managing Director, Sethu Foundation.

The merchandising programme was introduced as a part of the foundation's Women's Day celebrations at Teynampet on Monday.





- *E merchandising Platform*
  - *Products sourced from women groups*
  - *Sourced from All Over India AOI*
  - *Very unique and niche products*
- *Our first product— Turmeric with High curcumin value*  
*Sourced from Meghalaya Padma Shri Trinitie Saioo*



# URBAN FARMING

- *Grow your own vegetables and fruits outside your house.*
- *Why grow bags? Why outside the house?*

*Tree/plant planting and conserving is ideal – we don't have space in urban areas – hence grow bags*





Introducing Urban  
Farming and  
Microgreens

SETHU FOUNDATION  
BRIDGING LIVES

OUR THEME  
UNITY OF LIFE

CHETNA - PROGRAMS FOR CHILDREN  
EDUCATION, HYGIENE, HAPPINESS

ALAIGAL - PROGRAMS FOR WOMEN  
SELF-RELIANCE, SELF-RESPECT

# EVENTS

Earth Day, Children's Day,  
International Women's Day and more

Mango & Watermelon Promotion

Memorial lecture series Suniti  
Solomon

Webinar: Earth Day

## Campaigns

---

Sparingly used Clothes Drive

---

Book Donation

---

Sanitary Napkin Distribution

---

Hygiene Kit Distribution

## Fund Raising

---

Diwali Sweets

---

Christmas

---

Ramadan Kit

---






**Deepavali for a cause**  
SHARE YOUR JOY, BY BUYING

<b>BIG HAMPER</b>	<b>STANDARD HAMPER</b>
<b>RS.1500</b>	<b>RS.1000</b>
Actual cost: Rs. 1100 Your donation: Rs. 400	Actual cost: Rs. 750 Your donation: Rs. 250

**OUR PROFIT IS YOUR LOVE.**



Your donation will make Deepavali bright and happy for 500 Chetna children.

 [facebook.com/sethufoundation](https://facebook.com/sethufoundation)  
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Lift up your Christmas Spirit, Spread the Cheer  
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md@sethufoundation.com



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