

DAYAA FOUNDATION

Care, Share, Be Aware



**Founder - Chairperson
Smt. Latha Rajinikanth**



Latha Rajinikanth's immense love of humanity, in the sense of caring, nourishing, developing and enhancing what it means to be human, led to the creation of **Dayaa Foundation**.

Dayaa Foundation ... in the words of the Founder.....

“There are many ways in which only a human being is equipped to express and respond from within ...

To feel, to think, to act and respond, are privileges given to man which sets us apart from the whole creation.

In our fast-moving, mechanical, materialistic human world, where everyone is keenly working for the progress of their own selves, very little time is spared to think about the well - being of others, more so to work for them; but there are ways in which one can find an outlet at least to participate in healing, helping and improving the quality of lives that need such support and care.



Opportunities are given to us time and again, to extend support for different causes and reasons. If we are able to contribute for such causes, it is just that we are slightly more fortunate than those looking up to us in any given situation.

Dayaa works as my endeavour to extend support and care, to as many people as possible... working like an anchor.





Dayaa Foundation – its objectives & projects.

Over the past several years, **Dayaa Foundation** has been working for the welfare of the needy.

The work includes ‘**Care & Support**’ for women, children, students, senior citizens and those in difficult situations.

Dayaa works as an anchor for families and the destitutes to bring about a difference to their circumstances.

The projects include;

- Self help and training for women to support themselves.
- To support children for various needs and to be the caretakers for children traumatized or left without parents especially through suicides & accidents.
- To take care of pregnant women, left without care.



- Promotion of handicrafts and supporting hand skills to preserve the heritage of India.
- To support and preserve the rich cultural traditions, Folk arts and regional crafts.
- **Dayaa** aspires to document Indian heritage in different regions of the country.
- To assist to work for educational needs in villages & towns.
- To start our special centre for medical care.
- To care for animals.
- To support the elders and senior citizens of society.
- Preserve nature and the environment.
- Awareness camps.
- Events to identify aptitude and promote talents.



➤ Self employment and skill development

- Encouragement of hand skills, demand for handicrafts and creation of more artisans.
- As an extension of preserving our rich cultural heritage, **Dayaa** also strives to keep alive the handicrafts and hand skills practiced by the scattered artisan communities.
- The value of these skills are more highly appreciated in countries abroad.
- In order to change this situation, **Dayaa** purports to create more and more awareness about the beauty and uniqueness of cultural arts and handicrafts.
- This will in turn build up cottage industry and help those who practice these arts to sustain a respectable livelihood.
- Already existing self help groups are also being looked into for extending our support.



➤ PRESERVATION OF CULTURAL HERITAGE

- To pay keen attention to preserve and enrich the diverse art forms of Southern India in general and Tamilnadu in particular. These treasures of our heritage are slowly being wiped out of existence, due to lack of appreciation and acknowledgement.



➤ COLLECTING AND DOCUMENTING DATA FROM THE PAST

- **Dayaa Foundation** plans to document and have a record of the various specialties of a region, thus preserving the vital aspects of each and every region, which will serve as a valuable databank of information in the future.
- Villages and towns in Tamilnadu are being studied in different belts – wherever communities are left without assistance in spite of skills, handicrafts, manpower and resources.
- **Dayaa** would strive to adopt projects in tune with the local availabilities and needs.



➤ HEALTH CARE

Preserving , promoting and bringing under one umbrella

Ayurveda, Herbal, Naturopathy.....

....with therapies like

- Acupuncture
- Acupressure
- Reflexology
- Physio –massages
- Verma kalai
- Yoga
- Colour, DNA meditation
- Pain relief and recovery therapies
- Allopathic diagnosis
- Team of referred doctors
- Special centre for maternity and children with General Medicine.



➤ ANIMAL WELFARE

In our ancient Indian culture and heritage, animals were revered and regarded as manifestations of the Lord; they were treated with love, care and understanding. This has taken an adverse turn today where the same animals that were once worshipped are now being soullessly wasted. **Dayaa** works for animal welfare and helps to make their world a better and safer place.



➤ ELDERS

- **Dayaa Foundation** provides various measures to help support the elders of society. **Dayaa** salutes their age and lives that have helped build India that stands today.
- **Dayaa** offers itself in the following manners :
 - Medical help.
 - Support for the aged left without care.
 - Assistance for the physically disabled.



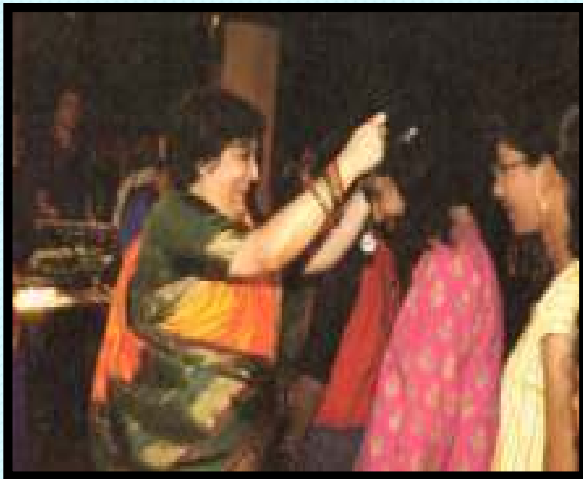
➤ AWARENESS CAMPS

Dayaa plans to conduct local workshops and seminars and to address the public to create awareness about self-help, health & environment combined with promoting opportunities to use local resources for employment.



➤ **EVENTS TO IDENTIFY APTITUDE AND PROMOTE TALENTS**

- To involve children in healthy activities in the field of sports, arts and literature, thus encouraging growing minds to spend their time usefully in creative pursuits.
- To motivate ,bring hope and encourage the talents, not only in students and the general public in the cities, but also in the districts, distant towns and even villages.



DAYAA 2000

- **Dayaa** conducted a “**Statewide Talent Fest**” which was one of the pioneering efforts by our Founder. It created a platform for those waiting to express their artistic skills and who were lacking exposure in remote areas. It brought together the children from the cities and towns. **Dayaa 2000** the event was a benchmark in Tamilnadu, that set forth a trend to create progress for children in many ways.
- Our Founder being a musician, singer, writer, set **Dayaa 2000** around her music albums, dedicating her musical works for children and students.
- Various forms of music form part of her work and this gave a great momentum to this program.
- **Dayaa** created platforms for artistic skills and through this event provided scholarship, books, fees and uniforms to children in different parts of Tamilnadu.
- Our Founder dedicated her overseas musical programme for children.



Our helpline extends its service in times of dire need.... in various circumstances.....

Kumbakonam Fire Tragedy

- It was a severe blow to our Founder, to see the suffering and the sad demise of 94 children, who were trapped in a locked class room after their school building caught fire.
- She travelled to Tanjore and Kumbakonam with students and faculty of **The Ashram** and visited the families of the victims in their houses and consoled the bereaved.
- She also visited the fortunate few who managed to survive the catastrophe and extended whatever help was required at that time.



2015 December Floods in Chennai

- During the 2015 December floods in Chennai **Dayaa** joined hands with **Exnora** and provided timely help to the public by providing basic necessities and moral support.

