

# Chennai Community Connections



**Milestone 2011**

Eight eventful years of caring, sharing, and learning with the community

## INTRODUCTION



### Just for that Smile!

Formed in 2003 by a group of staff with a philanthropic bent of mind, Chennai Community Connections, or CCC, is the bridge between WB staff and trustworthy charitable organizations that strive to improve the lives of the less privileged.

CCC underscores the fact that helping is not simply a matter of contributing money but of making a deep, long-term commitment. With this model, in the past eight years CCC has partnered with various NGOs which work for poor children, the elderly homeless, and the differently abled. CCC engages in a range of activities: providing scholarships, food and clothes; setting up exhibitions and blood donation camps; and organizing disaster relief.

We at CCC believe that charity is not something we owe only to the society, but something that we owe to ourselves.



“ I long to accomplish a great and noble task, but it is my chief duty to accomplish small tasks as if they were great and noble. **Hellen Keller**

### **Introduction/Page 2**

When CCC was started and what we have been able to achieve in the past eight years

### **Touching Moments/Page 4 & 5**

CCC volunteers recall incidents that redefined the way they see the world

### **Tsunami Relief/Page 6**

In the aftermath of the tsunami, CCC launched a drive to collect money and build houses

### **Home for Students/Page 7**

A CCC initiative to construct a new home for underprivileged girls

### **Annual Projects/Page 8 & 9**

CCC conducts events every year to engage with the community to share, care, and learn

### **Highlights/Page 10**

A few numbers that tell the CCC story in a snap: children we have supported, money we have collected, and more

### **What Staff Feel/Page 11 & 12**

How some colleagues see CCC

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A few words from our community partners

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## TOUCHING MOMENTS



### The Happiness Reward

I volunteered for two CCC projects. We coordinated with a few NGOs to take underprivileged children on two fun-filled trips: a visit to the Vandalur Zoo and a screening of the movie *Endhiran*.

At the end of the day, the happiness evident on these young faces becomes a reward in itself. I am grateful to CCC for providing me the opportunity to give something back to society in my own small way. **Saiganesh Ravindranath**

### Reach Out to the Stars

In 2007, as part of its Diwali project, CCC organized a visit to the Birla Planetarium for 250 children from NGOs. We set out with biscuits, juice, water, badges, first-aid kits, and tissues. The children were treated to a 3D short-film and a show titled *The Night Sky*. I remember how the hall resounded with squeals, giggles and screams. I hope to be a part of more such CCC initiatives. **Sukanya Mohan**





### New Perspectives

In 2010, I had the privilege of being part of the Educational Scholarship Program which provided scholarships to students from low-income families or with special needs.

Scholarships worth USD 5,500 were provided to 57 students. This CCC initiative provided an opportunity for deserving students to transform their lives with better education. My experience with CCC has helped me discover new perspectives, engage in introspection, and grow as a human being. **Chandana Puntambekar**

### Computers for a Cause

When the Chennai office management decided to dispose of computers as per the Bank's disposal program, we made sure that the proceeds from the sale of computers were utilized for a good cause. The money was donated to NGOs which then used it to purchase computers and medical equipment among others.

So far, we have contributed USD 51,330 to NGOs through this project. The effort of the Chennai management and front office, Disposal Committee, Facilities team, IT team, and CCC towards this project is commendable. **P G Nandagopal**



## TSUNAMI RELIEF



**C**hinnangudi, with a population of around 570 families, is a small village in the coastal town of Nagapattinam. The village was hard hit by the tsunami in December 2004. About 270 families were affected and 43 people, including women and children, died.

The tsunami washed away all the thatched hutments in the village. Staff sponsored the construction of 40 temporary shelters for families that took shelter in a temple in the aftermath of the tsunami. Permanent toilets were also constructed to improve hygiene in the village. The total contribution made by staff from the Chennai and New Delhi offices and India Club-HQ was over USD 13,000.

CCC members and volunteers went beyond their call of duty in identifying the needs of the village. They personally procured building material supplies to ensure that staff contribution was put to proper use.



Paadhai is a shelter home for underprivileged girls aged between 6 and 18 years. Earlier, this shelter home was approximately 425 square feet and could not accommodate more than 25 children. Paadhai felt the need to expand the home to accommodate more children. It was decided to demolish and reconstruct the home with additional levels.

Paadhai proposed to expand the size of the home to 605 square feet at a cost of USD 25,000. The World Bank Community Connections Fund (WBCCF) at HQ contributed USD 17,000 towards the construction. CCC members and volunteers coordinated with Paadhai to implement the expansion. The new home offered improved sanitation facilities and spacious rooms with bright lighting for the children to study.

The newly constructed home was inaugurated by Mr. Sunil Kumar, Center Manager, Chennai. The support extended by WBCCF helped in providing a comfortable home for underprivileged young girls.



## ANNUAL PROJECTS



### The Notebook Project

Started in 2003, this project supports NGOs that work for underprivileged students. Every year essentials like notebooks and stationery are provided based on a list of requirements given by each organization. As many as 2500 students are currently supported by the project.

### Blood Donation Project

In partnership with the Jeevan Blood Bank and Research Centre, this project aims to save lives and educate people about safe and regular donations. Last year's beneficiaries included 25 thalassemic children who required regular transfusions.



### Clothes and Toys Project

This project supports organizations that care for children. Staff donations of clothes and toys are collected, sorted, and distributed to select organizations supported by the Bank.







### Diwali Project

Every Diwali, CCC organizes a one-day event for underprivileged children between 4 and 17 years of age. An experiential-learning workshop is combined with trips to places of entertainment. New clothes are distributed in the spirit of the season. The event is sponsored through funds collected by CCC.



### Dussehra Mela

In an effort to promote products manufactured by NGOs and the people they support, CCC organizes a sale during the Dussehra festival every year. Stalls selling hand-made candles, handbags, mats, kurtas, and jewelry are set up in the Bank premises as part of the project.

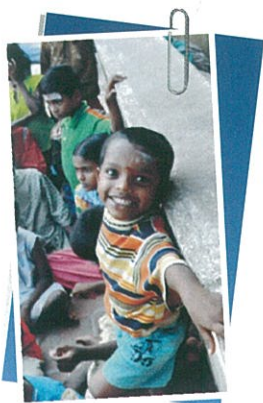
## HIGHLIGHTS

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- More than **50 staff** donate blood at donation camp every year
- Fixed monthly contributions from **53 staff**
- In 2007, CCC took **250 students** from **4 organizations** to the Birla Planetarium
- Notebooks provided to **2500 children** and **17 organizations** in 2011
- In 2010, CCC took **290 children** from **7 organizations** to watch a Tamil film
- **USD 5,500** awarded to **57 meritorious students** in 2010
- Helped Paadhai, an NGO, to have its **home at a cost of USD 17,000**
- In 2009, CCC took **244 students** from **5 organizations** for a visit to the Vandalur Zoo
- **USD 900** in sales in the October 2009 Dussehra Mela
- Proceeds amounting to **USD 51,330** from the sale of old computers were given to **33 organizations**
- **Lunch from Spastics Society** launched by CCC in September 2007
- **63 organizations** supported till date

## WHAT STAFF FEEL

I am delighted with your efforts to evolve the important initiative that started in 2003 as a small voluntary group. We are privileged to work for the World Bank and it is our responsibility to give back to our community and do social good. Personally, I believe that every one of us has the opportunity to make a real difference in other people's lives. I encourage you to continue thinking of ways to effect change positively in the lives of people who are deprived of basic and fundamental human rights. **Charles A McDonough**



I have been a part of several CCC initiatives. Whenever I see a smile on the faces of underprivileged children, I feel the true meaning of life is discovered. **K P Saravana Kumar**



I worked with CCC on many projects and it was a satisfying experience. Let divine grace shower on them good health and long life for the good work to continue. **Murali Ramarathnam**



CCC's efforts to cater to the needs of different sections of society through diversified programs and projects are exemplary. **Prasanna Sukumaran**



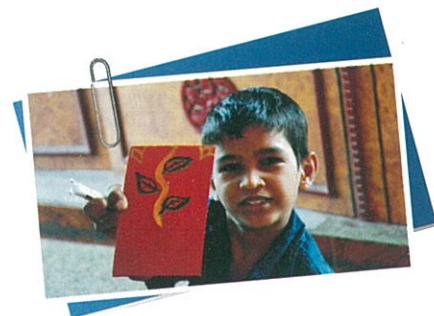
## WHAT STAFF FEEL

I am extremely pleased with the contributions of CCC towards CSR objectives of the office. They are a team of extremely dedicated and committed professionals who go beyond the call of duty to reach out and help the underprivileged sections of the society. They have done impressive work in several projects for the economic uplift of the society, notwithstanding the challenges of limited financial and manpower resources. They are the cornerstone of the CSR initiatives for the office which helps the society in many ways. I salute CCC for their relentless efforts towards this important cause. **Sunil Kumar**



World Bank Group staff are a generous and committed group of people who care enough to make a difference – I applaud Chennai staff for their wonderful efforts! **Viki Betancourt**

CCC has been rendering yeoman service by providing scholarships and supporting health projects in remote villages. In the coming years, CCC must continue to support the less privileged in rural areas. **Satish Kumar Shivakumar**



Working with CCC is immensely satisfying. The commitment and involvement shown by volunteers is incredible. I thank CCC for giving me the opportunity to help. I am honored to work in this institution. **Vishweshwaran Ramanathan**





This year we were taken to see *Endhiran*. It was so exciting because I went to a theatre for the first time! Seeing Rajini's movie on the big screen was thrilling. We all enjoyed this trip a lot. **Faridha, Std VI, Shriram Matriculation School, Shriram Foundation**



We have been in association with the Bank for over nine years. Interacting with the team for the blood donation camps has been a great experience. The camp dates are fixed nearly a month ahead and on the day of the camp too, every little thing is meticulously planned and organized. We wish the Bank the very best for the future. **Sheela Ranganathan, Jeevan Blood Bank & Research Centre**



We thank CCC and the World Bank Group for supporting our cause of providing care to mentally challenged children. In the past six years, their unstinting support has gone a long way in enabling us to provide the following to these special children: proper medical care; hygienic living conditions; basics in special education; and opportunities to bring out their hidden talents in reading, writing, and drawing. We hope that the bond we share will keep growing in the years to come. **V N Prabhakaran, Little Hearts, school for special children and orphans**

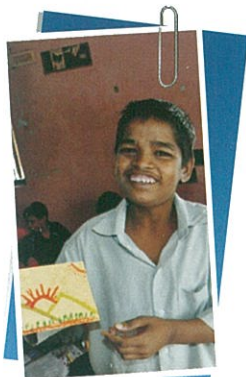


## WHAT NGOS SAY



CCC is a group of concerned individuals with a strong commitment to making a difference to the community. The Paadhai shelter home is a proof of this. We thank CCC for their efforts. **Amal, Paadhai, shelter for underprivileged girls**

Sri Arunodayam has been benefiting a lot from CCC continuously. On behalf of the children and staff at Sri Arunodayam, I wish CCC and the World Bank all the very best. Our sincere thanks for their support and for the number of lives they have changed for the better. **Iyyappan, Sri Arunodayam, home for abandoned mentally challenged children**



Our grannies enjoyed the outing with the World Bank staff. They relished the meal they had with the staff and, above all, the affection they got. We thank the World Bank staff for the time they spent with us. The love and warmth they extended to us will always be remembered. Our residents bank upon kind people like your staff. We wish you all the best in the years to come. **Savithri Vaithi, Vishranthi, home for the elderly**

### Your Time



Do you have a moment to spare? CCC needs your time for coordinating and executing its many projects. Take a pick of the projects close to your heart and lend us a hand by volunteering.

### Your Ideas



Your ideas, big and small, would go a long way in making a difference in the lives of people around you. Share them with us and let us put our collective minds to it.

### Your Money



CCC projects are sustained by your generous contributions. Be it the monthly fixed contributions or one-time contributions to specific projects, we need your support.

### Your NGOs



Is there an NGO you work with? Is there a cause you support? Tell us about them. We are constantly looking out to broaden our horizons.

**If you wish to be a part of CCC, please contact a CCC member.**

## The various charitable organizations supported by CCC are

Adhar, Amaithi Illam, Amar Seva Sangam, Anandam, Anbalaya, Anbu Karangal, Anna Anadhai Illam, Aruwe, Arvind Foundation, Atheeswarar Charitable Trust, Avvai Ashram, Bhumi, Deepam, DS Special Children Welfare Association, Gandhigram Trust, Holy Apostles Convent, HOPE Foundation, Hope Special School for Mentally Retarded, Indian Red Cross Society, Jeevan Blood Bank, Kakkum Karangal, Kalaiselvi Karunalaya, Karunai Illam, Karunai Villa Trust for mentally handicapped, Kasturiba Hospital, Little Flower Convent, Little Hearts, Maithri, MCJ School for Hearing Impaired, Nehru Nagar Madhar Sangam, Nethaji Mercy Home, Nethrodaya, Nirmal Homes, Paadhai, Punarjenmam, Ramakrishna Mission Students' Home, Ramana Sunritya Aalaya (RASA), Reaching the Unreached, Renyl Mathew Foundation, Sai Sankalp, Sankalp, Saraswati Amma old age home, Satya Special School, Shriram Foundation, Sri Arunodayam, Sri Poorna Mahameru Trust, Sri Sankara Charitable Trust, Sri Sathyanarayana Charitable Trust, St Francis Xaviers Middle School, St Louis for the Blind, Swabodini, The Banyan, The Mahratta Education Fund, The Spastic Society of Tamil Nadu, Tribal Health Initiative, Udavum Ullangal, Uyirolu, Vasantham, Vidya Sagar, Vishranthi



## Our thanks to

CCC Volunteers | Monthly Fixed Contribution Members | WB Chennai Staff including IT and Facilities staff | WB Delhi Staff | WB HQ Staff | WB Community Outreach team in HQ | India Club in HQ | Joy Travels | Sanwal Distributors | Mr. Antony Pillai (Pegasuss Communication) | Mr. Kannan, Nagapattinam

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Caring



Sharing



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