



**PEACE FOR CHILDREN**

THANKS

OUR CHIEF PATRON

**SHRI. RAJINIKANTH**

“ Peace for Children...  
God bless! ”



Shri. Rajinikanth

# A Note

Smt. Latha Rajinikanth  
Chairperson - Shree Dayaa Foundation

I have created a very special initiative for children called "PEACE FOR CHILDREN" under my social care entity "Shree Dayaa Foundation."

It pains me very much everyday, as children starting from infants and toddlers upto the later growing years go through so many different kinds of suffering which we cannot even imagine or digest. From trafficking to abuse, emotional disturbances, exploitation, neglect and indifference, our children go through immense agony.

To every child out there craving for our love and attention...to every infant out there who should be treated better, to every toddler out there waiting for us to make a difference, let us come together as one voice of hope, let us rise together as one conscience, as one humanity for our "little people."



“ Yet another freedom struggle...  
this time...for Children!!! ”

It's our endeavour to bring everyone together for the most important cause, for the most important beings in the world – our Children. Their safety, welfare, protection, and progress lies in the hands of our adult community to preserve their sanity, to retain their smiles, to bring hope for their lives, to work for their comfort in our midst, to simply allow them to be children, spreading their positive energy wherever there are, we need to come together.

No one can replace a lost childhood in a person's life and childhood decides the kind of person one will be. We as a society have an accountability and responsibility to eradicate crime/abuse/and any kind of harm against children. I wish to create a national platform and a collective voice "Peace for Children," for bringing remedy to children to preserve their happiness, to strengthen their trust in us, and to rise up to their hope. Children completely depend on us to create the kind of world they deserve to be in.

Keeping children happy, loving, caring and understanding their purity and divinity is the closest one can get to God and we have a chance everyday to do it.

“ Peace comes with Freedom,  
Freedom brings Rights,  
Rights bring Responsibilities &  
Responsibilities make a Progressive community... ”

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# Latha Rajinikanth

Smt. Latha Rajinikanth has always been a champion of the people and has tirelessly worked towards the upliftment of the poor, needy and most of all; the children.

Smt. Latha Rajinikanth is the daughter of Shri. Doraiswamy Rangachari and Smt. Alamelu Rangachari who instilled a deep cultural heritage and a strong value structure in her.

She is the wife of Superstar Rajinikanth the iconic star known worldwide, who enjoys the love and following of millions of people all over the world. She is the proud mother of Aishwarya Rajinikanth Dhanush & Soundarya Rajinikanth, who have made a mark for themselves in their chosen careers.

## AN ARTIST

Latha Rajinikanth is a musician, composer, singer, writer and a natural choreographer whose artistic skills have trained and moulded several generations of young talents. Her stage shows were performed in Malaysia, Singapore, London, Canada and her salutation event for her iconic husband Shri. Rajinikanth was performed in Chennai as "Rajini 25" commemorating 25 years of the Superstar's career.

Further, her passion to provide a platform for young talents made her design a very special event named 'Dayaa 2000' which was conducted in 5 centres in Tamilnadu with a huge response from the student community.

She continues to sing, compose and has written a book on children titled "Avargal Chinnanchiru Manithargal" and is now planning her further publications and music.





# A VISIONARY

A strong visionary, a firm believer of the policy "Don't talk About Change, be The Change Maker;" Latha Rajinikanth not just preaches this, but follows this philosophy herself and motivates and guides others to do the same.

After decades of being in public life and interacting with people from all walks of life as part of her daily routine, it has been her passion to create the change to bring back the past enriched glory of India, its traditions, values and the high thinking simple living of this land, through various projects.



## AN ENTREPRENEUR

Latha Rajnikanth is an entrepreneur. Her enterprising abilities are seen in creating a strong work force, tapping skills in youth and providing a constructive path for development.





“Safety and security don’t just happen, they are the result of collective consensus and public investment. We owe our children, the most vulnerable citizens in our society, a life free of violence and fear.”

*Nelson Mandela, Former President of South Africa*

# Shree Dayaa Foundation

Care, Share, Be Aware





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.

For the past 40 years, Dayaa Foundation has been working for the welfare of the needy, eventually transforming into Shree Dayaa Foundation, marking an evolution in the initiative.

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

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



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

*Latha Rajinikanth*





# PROJECTS

- 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.





- Shree Dayaa aspires to document Indian Heritage in different regions of the country.
- To assist to work for educational needs in villages & towns.
- To start special centres 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, Shree Dayaa also strives to keep alive the handicrafts and hand skills practiced by the scattered artisan communities.
- The value of these skills are highly appreciated in countries abroad.
- In order to change this situation, Shree Dayaa purports to create more and more awareness about the beauty and uniqueness of cultural arts and handicrafts.
- This will in turn build up the 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 acknowledgment.



# DOCUMENTING PAST DATA

- Shree 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.
- Shree Dayaa would strive to adopt projects in tune with the local availabilities and needs.



# HEALTH CARE

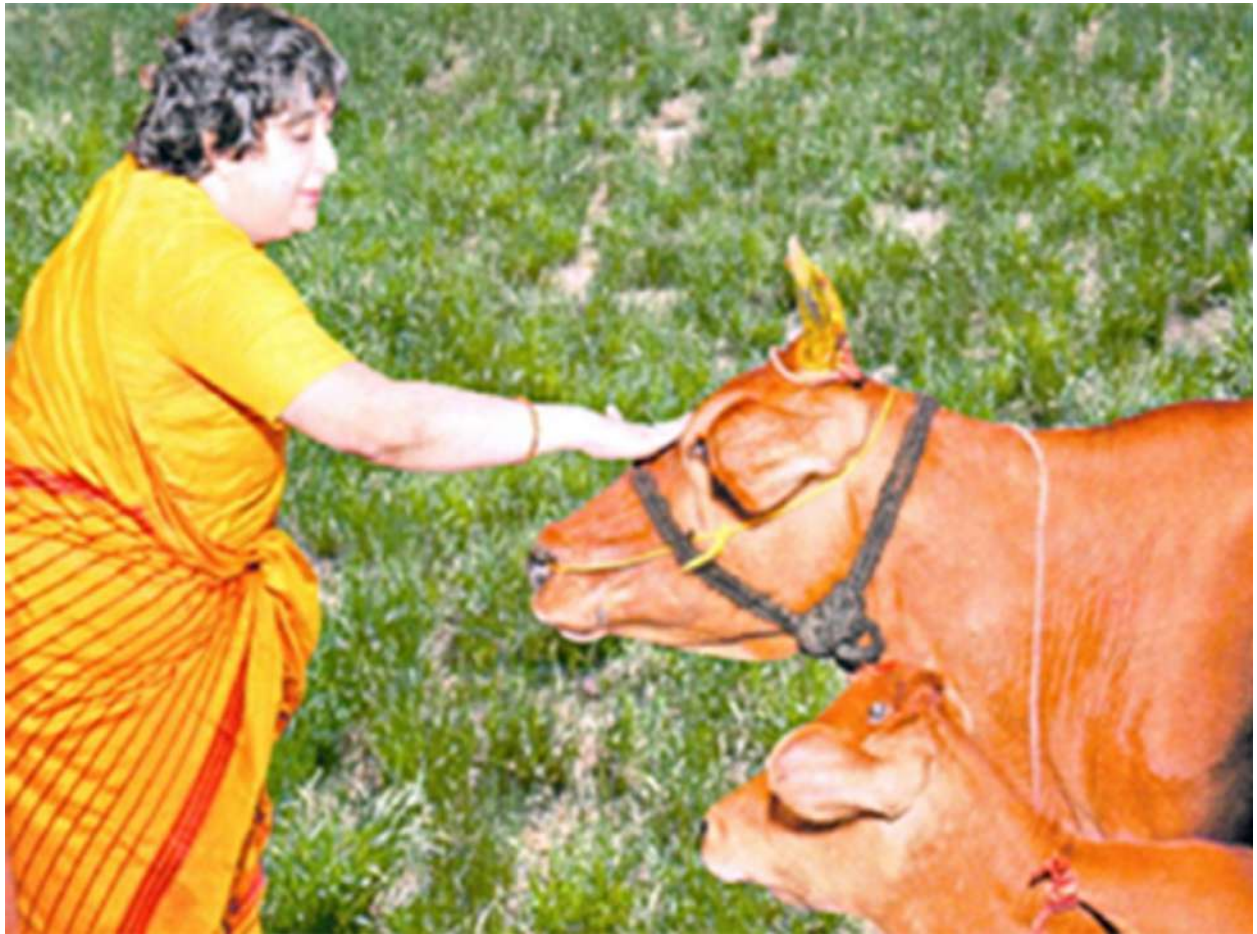
- Preserving, promoting and bringing under one umbrella - Ayurveda, Herbal, Naturopathy with therapies like
- Acupuncture
- Acupressure
- Reflexology
- Physio –massages
- Varma kalai
- Yoga
- Colour, DNA Meditation
- Pain relief and recovery therapies
- Allopathic diagnosis
- Team of referred doctors
- 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. Shree Dayaa works for animal welfare and helps to make their world a better and safer place.



# ELDERS

- Shree Dayaa Foundation provides various measures to help support the elders of Society. Shree Dayaa salutes their age and lives that have helped build the India that stands today.



- Shree Dayaa offers itself in the following manners:
  - Medical help
  - Support for the aged left without care.
  - Assistance for the physically disabled.



# AWARENESS CAMPS

Shree 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.



Peace for Children

PROJECT "ABHAYAM"

"CARE FOR CHILDREN"



CARE FOR CHILDREN

भारत यात्रा  
BHARAT YATRA

PROJECT "ABHAYAM"  
LET US ... THE



குழந்தைகளைக் காப்பது  
நம் கடமை ...

இந்தியா பயணம்

தலைமையில்  
பாதுகாப்பான குழந்தை பருவம்! பாதுகாப்பான இந்தியா!!  
#MakeIndiaSafe



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# 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 the 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.



# 2015 DECEMBER FLOODS IN CHENNAI

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







“The best way to make children good is to make them happy.”

*Oscar Wilde, Author and Poet*

# The Ashram Group of Institutions

A Guiding Light



# A GUIDING LIGHT

Under the philosophy of working towards meaningful, purposeful and wholesome education Latha Rajinikanth started THE ASHRAM GROUP OF INSTITUTIONS in 1991.





Latha Rajinikanth understands what a student is, what he wants to be and what he is naturally capable of being. The Founder believes that the choice of subjects and curriculum should compliment students abilities towards the choice of Profession and Career and emphasizes that by forcing students into a rigid / fixed pattern we fail to identify what is best in each Individual.



# ASHRAM ACADEMY OF ARTS (AAA)

The Ashram Academy of Arts provides a platform to tap the skills and talents of children in various forms. In order to facilitate this, the Ashram Academy of Arts conducts activities in various fields of art, fine arts and literature to bring out the talents in children and motivate them to achieve the best of their abilities.





**THE ASHRAM**  
**GROUP OF INSTITUTIONS**  
**LATHA RAJINIKANTH**  
Founder - Chairperson & Creative Director

**PRIDDIES**



# ASHRAM SPORTS ACADEMY (ASA)

The Ashram Sports Academy has the credit of training students in Throw ball, Handball, Softball, Cricket, Table Tennis, Lawn Tennis, Shuttle Badminton, Athletics & Kho-Kho. Our Students have represented the school in zonal, State and National levels.





OF INSTITUTIONS

QATAR

HAS BEN'S TIME COME

13

# THE ASHRAM GROUP OF INSTITUTIONS FUNCTIONS AS

## Anandhavana

■ Buddies

■ Pre-KG

■ LKG

■ UKG

■ Just Bee



# The Ashram Matriculation Higher Sec.School

■ Primary School

■ Middle School

■ High School

■ Higher Secondary School



# TASSC Model School (Affiliated to CISCE - New Delhi)

■ Primary School

■ Middle School

■ High School (ICSE-Class X)

■ ISC - Class 11 & Class 12



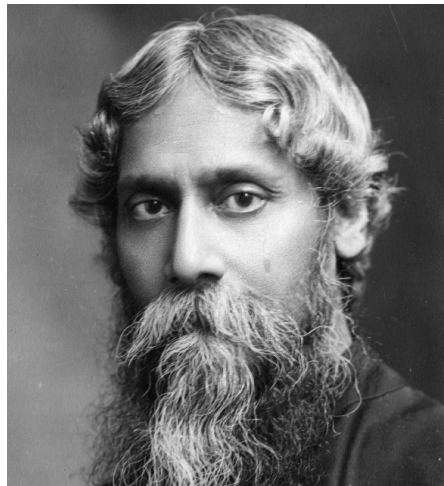
# THE ASHRAM GROUP OF INSTITUTIONS CELEBRATED ITS SILVER JUBILEE IN 2016





We move forward in the 25th year of the  
"THE ASHRAM GROUP OF INSTITUTIONS"  
There are more goals to achieve, such  
as opening our own campus, open more  
academies for the betterment of all  
children, The Ashram's Aptitude & Skill  
Academy and many more...





“Every child comes with the message that  
God is not yet discouraged of man.”

*Rabindranath Tagore, Bengali Poet*

# Care For Children

Project Abhayam



# WHAT IS PROJECT ABHAYAM?

Project Abhayam is a project under Care for Children and an initiative undertaken by the Shree Dayaa Foundation. It aims to shed awareness about why children live and work on the streets and the problems they face on a daily basis.

Project Abhayam's first task was to track and locate the lost infants Rokesh, Charanya and Ashwak, who were just 8 and 9 months old and 3 years old. They are infants living on the Chennai platforms, who went missing and are yet to be found.

Join this campaign to find these underprivileged children and several other lost children of Tamilnadu.

Suggestions put forth by Latha Rajinikanth for the welfare of children to The Hon'ble Union Minister for Women and Child Development Smt. Maneka Gandhi, are soon to be implemented



- ID Card / Identity for Street Children
- Census / Data and its periodical updation
- Tracking device systems
- Better monitoring of CCTV's and its working and installation in core areas for safety of children
- Keeping count of children and areas where street children live
- Birth Certificates at Government Hospitals
- Special centres to be created for the under - privileged and less aware public to register the birth of their child
- A close check on railway platforms & bus stands
- To step up night patrolling at junctions, tollgates and dark areas

- Check posts to monitor and regulate vehicular traffic with vehicle register numbers
- A special department to be set up for children and their safety in every state, district, village and town.
- To set up Committees in every State to interact with the Union Ministry.
- Wish to form Citizens Platform units with the Ministry at all locations.
- A special department to be created in the police with experts from the Ministry of Women and Child Development to handle the cause of children.
- Better common interaction between government bodies and the Human Rights Commission for faster co-ordination and uniformity.





THE ASHRAM



PRESENTS

Join our campaign and 'Project Abhayam' for infants, kids and children who are waiting for us to reach out to them and make their world truly what it needs and deserves to be.



CARE.. SHARE.. BE

Care For

"Let's give the









“It’s the greatest poverty to decide that a child must die so that you may live as you wish.”

*Mother Teresa, Roman Catholic Nun*



--- An Initiative of Smt. Latha Rajinikanth ---

# Peace For Children

The Journey Continues...



For Latha Rajinikanth her everyday thoughts, feelings and emotions are embedded into the world of children. Her extraordinary love and passion for children has moved her to work for their safety, welfare, protection, care, support and a proper life, which they deserve to live. She is bringing her initiative under a very special programme "PEACE FOR CHILDREN" to awaken a global consciousness, sensitivity and the utmost need that we owe to infants, toddlers and kids who look up to us for this. Children or 'Little People' as fondly referred by Latha Rajinikanth have always been the nucleus of all her activities and the centre of her life.

In the words of our Founder "The soul of humanity and the nucleus of creation are children. They bring so much happiness to everyone wherever they are with their innocence, divine qualities and positive energy. They inspire the good in us and bring out the best part of the human in us. In fact, they retain the child in us. When we say children, the word brings a sense of joy and a smile on our faces, but let us stop to think if we say 'adults' to children, will it bring the same smile to children's faces at the thought of us?

No one in the world can ever give back the wonderful aspects and phase of being a child. This is a gift from God to be pure, divine, full of love and abundant joy. We have no right to disturb, alter, spoil, manipulate, confuse or create chaos in the world of little



ones. Born to balance all the negatives of the world with their positive energy, it is a crime to interfere with the natural happiness of children and it is our duty to preserve, cherish and protect their world of innocence, trust and faith in us as adults.

Whenever there is a disturbance in the world, in any community, society, region, family or individuals, the most affected are children. They are subject to all kinds of human disorders, psychological problems, relationship issues, monetary avariciousness and self centered outlook and just stand helpless as infants, toddlers, little ones who cannot take care or speak for themselves. They just undergo their agonies, bewildered by their plight and this world, where little regard is given to what they so richly deserve.

They come into our adult community and society looking up to us as caretakers, bodyguards and Devatas who are ordained by nature to protect them, cherish, nourish and mould them into great human resources that can preserve this creation and the world given to us. There is no redemption for the human race, if the faith, trust and hope instilled by the children is shaken beyond reason, questioning their very living, basic safety and basic living conditions.



Whenever there is a disturbance in the world, in any community, society, region, family or individuals, the most affected are children. They are subject to all kinds of human disorders, psychological problems, relationship issues, monetary avariciousness and self centered outlook and just stand helpless as infants, toddlers, little ones who cannot take care or speak for themselves. They just undergo their agonies, bewildered by their plight and this world, where little regard is given to what they so richly deserve.

A child can only cry, that it is born in a society that cares so little for its life. Is it the fault of the child to have trusted the human race and reposed faith in our society? Is it the fault of the child to be underprivileged and be treated like an object, subject to innumerable sufferings thrust on it by a whimsical, self centered, adult society?"



“Leave aside being heroes for them, let us not become their villains”

- Children don't have great demands like adults and the least we can do is to make a world, where they can exist in peace and enjoy the natural happiness they are endowed with by God.
- They look up to us as caretakers with utmost faith, hope and completely depend on what and how we look after them.
- The world seems least sensitive for the needs of children, which is so easy to satisfy if we come together as a community of adults and simply do our duty to take care of them.
- It's a test by God for us, to bring out the best part of us when we deal with children and what defines us as adults is the way we understand our role in the 'Care For Children'.
- Let children decorate this world as there are no flowers without buds.



- Let childhood not be snatched away by the cruel hands of society, let no child cry in agony or in despair.
- Let us bring back hope, smiles and care into the lives of children and increase the positive energy that they bring all around the world.
- The unconditional love that children give back and the unconditional trust cannot be matched by us how much ever we try.

Every member of the society must globally extend support and bring the greatest jewel of a smile back on the faces of children who are waiting to regain what they are born with...

# COMING TOGETHER FOR THE BETTERMENT OF HUMANITY

The main areas of focus for our “Peace for Children” initiative are

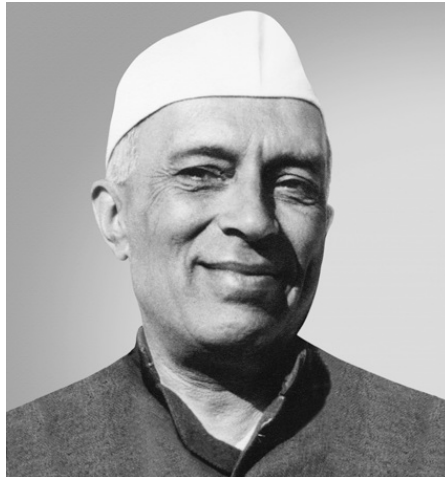
- Shelter
- Nutrition
- Education
- Medical care
- Safety and Security
- Crime against Children
- Parental Awareness
- Public Awareness
- Vocational Training
- Skill development
- Life Enhancement
- Better overall quality of life



'Care for Children' the initiative of Shree Dayaa Foundation has now been rebranded as 'Peace for Children'. This was done to bring to light the plight of the children and the need of such an initiative in this day and age.

Since it's inception, 'Peace for Children' has held numerous events, fundraisers and most recently a Grand Carnival, all to create awareness among the people and provide aid to those who need it the most.





“Children are like buds in a garden and should be carefully and lovingly nurtured, as they are the future of the Nation and the Citizens of tomorrow”

*Jawaharlal Nehru, Indian Leader*



# Citizens Platform

A collective Voice

'Citizens Platform' is a forum under Shree Dayaa Foundation created to voice issues together, for the betterment of society.

To begin with 'Peace for Children' invites each and everyone to pledge support as one community & society to work for our little people who need all the help from all of us.







# Soft Launch 'Peace for Children'

Chennai Chapter







# Pune Chapter





# Mumbai Chapter



# I PLEDGE MY SUPPORT TOWARDS PEACE FOR CHILDREN



# TATA TRUSTS 2 day Workshop at Chennai





# PEACE FOR CHILDREN A FAMILY MELA

A Grand Children's Carnival







■ Talent Hunt

■ Counters

■ Fun filled Entertainment

■ Educational galleries

■ Fun loving games

■ Folk Arts, Culture & Heritage

■ Shree Dayaa Care Clinic

■ Live Concerts

■ Food Stalls







# The official launch Peace for Children



The Grand Concert is the time and place for the official launch of "Peace for Children", an initiative of Smt. Latha Rajinikanth. The Grand Concert is a National platform and a collective voice to bring to the forefront, the concerns of children across the country and the world. The concert is the venue for representatives from government, businesses, arts and film; amongst others to get together.













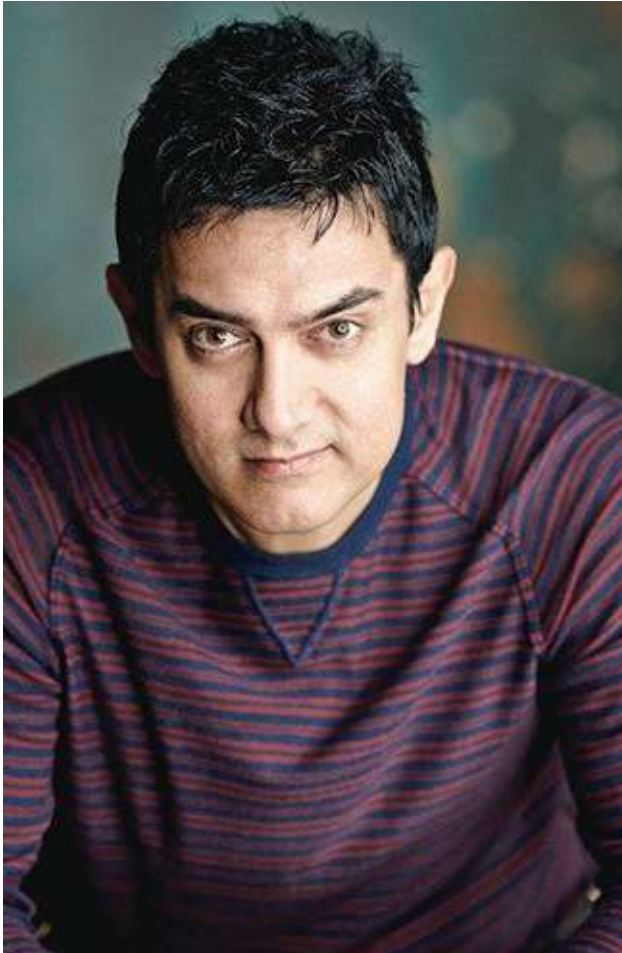


# PLEDGING SUPPORT



Lathaji my hearty congratulations to you and your Foundation for starting this initiative. We must care for each child and do everything possible to guarantee education, healthcare and love for them. Nita and I deeply appreciate the efforts of Lathaji in raising awareness about child welfare. We are sure your efforts will motivate millions of people in our society to work for a better and safer world for our children.

**Mukesh D. Ambani**  
Chairman & Managing Director  
Reliance Industries Limited

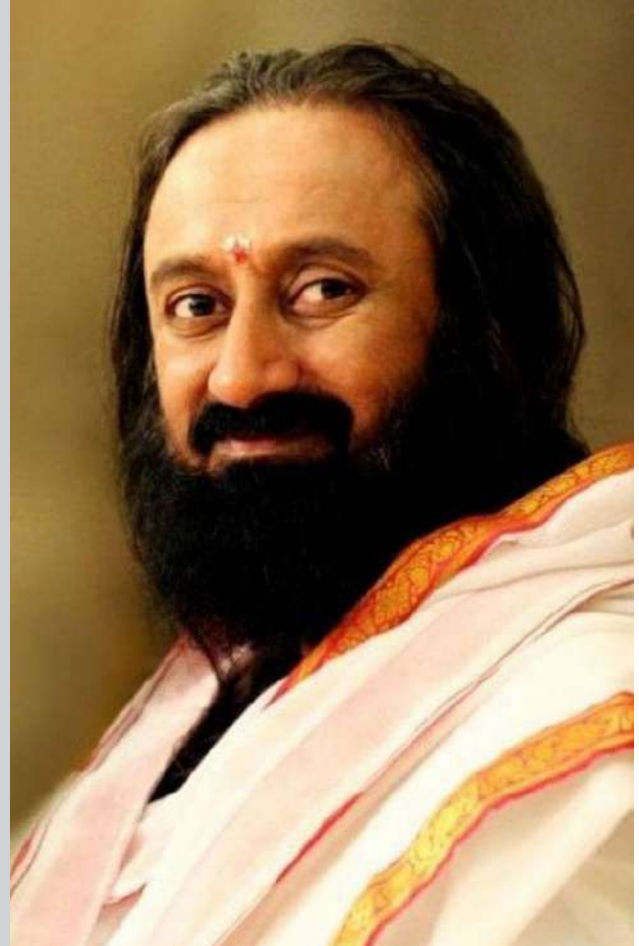


Peace for Children, I think is a much needed and beautiful initiative, which I whole heartedly support. I wish you all the very best...

**Amir Khan**  
Flim Actor

I am glad this Foundation started by Mrs. Latha Rajinikanth is organizing concerts and creating awareness about the children.

**Gurudev Sri Sri Ravi Shankar**  
Founder, The Art of Living





We promise to support Shree Dayaa Foundation and Peace for Children movement. Nandri, Vanakkam. Lathaji you have inspired us all.

**Tarun Vijay**

Member of Parliament, Indian author, social worker and journalist

I support the initiative of Smt. Latha Rajinikanth, Peace for Children

**D.Y. Patil**

Former Governor of Tripura & Bihar



An olympian and a five-time World Amateur Boxing champion. She lit the torch for Peace for Children...

**Mary Kom**

Boxer

Pledging support for Peace for  
Children initiative...

**Amruta Fadnavis**  
Wife of Maharashtra  
Chief Minister



All the very best to this wonderful  
project

**Nelofar Currimbhoy**  
President of Shahnaz Herbal

In this day and age, childhood is  
very important and it is our duty  
as a society to ensure that every  
child gets a happy and peaceful  
childhood.

**Pullela Gopichand**  
Chief Coach, Indian Badminton  
team





I would like to congratulate Shree Dayaa Foundation for their outstanding initiative. I wish the very best to everyone involved in this.

**Venkatesh Prasad**  
Former Indian Cricketer

Peace for Children is a very good initiative taken by Latha Rajinikanth and Dayaa Foundation.

**Gundappa Viswanath**  
Former Indian Cricketer



Let not our children be in pieces. Let us give them peace with proper and peaceful education for a better tomorrow.

**Syed Kirmani**  
Former Indian Cricketer



## Our Special Thanks to...

**Mr. R. Venkataramanan**  
Managing Trustee  
TATA TRUSTS

**Mr. Harish Krishnaswamy**  
Chief Operating Officer  
TATA TRUSTS

**Ms. Sheetal Pawar**  
HR Head  
TATA TRUSTS

...and the entire TATA TRUSTS FAMILY  
for their enormous support.



# Dedication

We thank the many, many people who have been with us over this four decade long journey. It is thanks to your help and support that we have evolved into an all India organization and with your continued support, we will be able to spread our message to greater and loftier heights. It has been a long road, but the voyage has only begun.