



College of Excellence



# Madras Day Celebrations 2015

## Charities in Chennai that was Madras

**Organisers:** LIVE-Loyola, CSIM & CIOSA

**Venue:** Yedanapalli Hall, Loyola College, Chennai

**Day:** Tuesday, 25<sup>th</sup> August 2015      **Time:** 3 pm to 5 pm

### **Background:**

Madras Day celebrates the city. The founding day of Madras is considered to be August 22, 1639. It was on that day, in that year, that a sliver of land, where Fort. St. George stands today, was transacted by the East India Company.

Madras Day was an idea that three people put together – the city's famed historian, S. Muthiah, journalist Sashi Nair and Publisher Vincent D' Souza. Later, they have been joined by three others – Senior Journalist and Editor Sushila Ravindranath, Journalist and Web Site Entrepreneur Revathi R and entrepreneur and writer-historian V. Sriram.

Madras Day focuses on the city, its history, its past and its present and the core team motivates communities, groups, companies and campuses in the city to host events that celebrate the city. Heritage walks, school exchange programmes, talks and contests, poetry and music and quiz, food fests and rallies, photo exhibitions and bike tours—these and more are the ways in which the city is celebrated. In order to enlarge participation, the Madras Day has been expanded to create the Madras Week.

### **About the Event:**

10 students who are presently undergoing the one-year Post Graduate Diploma in Social Enterprise Management (PGDSEM) at LIVE –Loyola are conducting a study on the following NGOs who have been rendering social service for over 50 years in Chennai:

1. Andhra Mahila Sabha-
2. Avvai Home
3. Bala Mandir
4. Friend in need society
5. Guild of Service
6. Indian Council for Child Welfare –TN
7. Madras Seva Sadan
8. Mercy Home
9. Monegar/vanigar Choultry
10. Society for the Prevention of Cruelty to Animals
11. Voluntary Health Services



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PGDSEM students will make a short presentation on the NGO and showcase their work to the audience. Representatives from the above NGOs will be invited to be part of a panel discussion. After the presentations, there will be a Q&A session wherein NGO representatives will answer the queries raised by the audience.

**Audience:** Over 100 College students, NGO Heads, Social Workers, and Social Entrepreneurs will be invited to attend this programme.

**Media:** Print and broadcast media coverage will be invited to cover this event.

#### **About the Organisers:**

**LIVE – Loyola:** Loyola College, a pioneer institution situated at Chennai, is managed by the Jesuits and it has been serving the country in the educational field for past 86 years. LIVE-Loyola established in 1996, offers various vocational, socially relevant and employment-oriented courses. These courses are offered in both morning, evening and weekend batches as part-time courses to students' as well working community, by utilizing the already well – established College infrastructural network, administrative network, lab facilities and other resources. This enables the students to strive for academic and human excellence. [www.loyolacollege.edu/live/](http://www.loyolacollege.edu/live/)

**CSIM** is a pioneer in offering social entrepreneurship training programs in India that ensures, and enhances the quality of delivery in social change agents. CSIM pursues this mission by offering a wide range of training programs that advocates the principles and practices of social entrepreneurship.

Established in 1999 as a project of Manava Seva Dharma Samvardhani Trust, it has contributed in the areas of training, research, capacity building, and social audit for development organisations as well as corporate houses all over India. Over the years, CSIM has emerged as the leading institution, especially in the field of Social Entrepreneurship and Social Audit. [www.csim.in](http://www.csim.in)

**CIOSA - Confederation of Indian Organisations for Service & Advocacy** is a platform that brings together NGOs, individuals and the corporate sector for collective social action. It is the brain child of Mr K Pandiarajan, Director of Mafoi Consultancy and Mr P N Devarajan, Founder of CSIM. This network has a membership base of over 250 NGOs, 10 Corporates and 200 individuals working collectively for social causes. CIOSA is the corporate social responsibility (CSR) programme of Ma Foi Management Consultants Ltd. [www.ciosa.org.in](http://www.ciosa.org.in)

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