



TAKING FRIENDSHIP TO A WHOLE NEW LEVEL

– ATTITUDE CHARITABLE TRUST

THE BEGINNING OF NEW THINGS...

“Your greatness is not what you have. It’s in what you give”. A group of 27 friends started this amazing work with no expectations. They put their heart and soul in forming an organisation to help children in their education. It was only by friendship and service they commenced this organisation which they named Attitude Charitable Trust.

HELPING POOR CHILDREN IN EDUCATION AND HIGHER STUDIES...

“Every child deserves the opportunity to learn”. A good quality education helps children reach their full potential. However, for millions of children and youth, quality education is beyond reach and many are not learning even the basic skills. Attitude Charitable Trust works across Coimbatore finding the best solutions to help children learn and thrive. It was formed in 2009 when the group of 27 friends decided to help children in giving them education. They feel that education is the only valuable asset one could ever give. They initially began

this service by helping children in their neighbourhood. Starting with a mere four students they have, over the years, been able to help over 2,000 needy students. They personally meet each student and their parents asking about their aspirations and giving them assurance of taking on the sole responsibility of their education and career. They feel that the joy of giving cannot be compared to anything. The lives of each student motivate them to take big steps further. The trust runs a project called “Viruksha”, an event which is conducted once in every two years wherein they recognize and award students on their performance.

LIBRARIES AND INFRASTRUCTURE...

Another successful project is the “Dr. Kalam Library”. Libraries have been opened up in four corporation schools in the city in collaboration with ‘Arc Foundation India’. Many youngsters have involved themselves in setting up this library. The trust has also been supporting a tribal school in Doomanur situated at Aanaikatti, providing them with sanitary

facilities like building toilets and providing them with basic facilities. They conduct several events and spend a whole day with the children in the village.

EMPOWERING THE GIRL CHILD...

Attitude Trust truly empowers girl education. "Every girl deserves a chance to learn".

An educated girl is more likely to grow up healthy, safe and empowered to determine the course of her life and future. The trust makes everyone understand the importance of education for women and accordingly give them the best chance for a bright future.

They also provide students with all their basic needs like books, uniform, stationary, play equipments apart from classroom, furniture, storing cabinets and sewing machines.

They come up with many campaigns at their school. One among them is a free eye camp conducted by The Sankara Eye Hospital.

Another project "Nirmalikaarana" was implemented, wherein they have donated a computer room for an Orphanage of girls in Dommanampalayam housing about a hundred girls. They have also helped in providing hygiene products and solar water heater to the girls. In addition, they conduct job fairs for the differently skilled in association with the employment exchange.

This project was titled "Sahaya".

The trust is approved under section 80G of Income Tax Act since 2015.

CARING FOR THE ENVIRONMENT AND FELLOW HUMAN BEINGS...

Besides curriculum, "Vriksharopana" is another successful project where the team goes eco-friendly by involving in activities like planting trees at various places for the betterment of the society. Who would say no for a free drink in summer? Yes, they offer thirst quenching buttermilk across the city during summer. And this was initiated in the fond memory of their friend. This project was called the "Paramarasa" project.

MAKING A DIFFERENCE...

A Special Readiness Program center (SRP) in the Panchayat Union Middle School, Mettupalayam Road, Coimbatore was set up for the differently-abled students aged from 0-18 years with efficient physiotherapist and are educated by trained instructors. They have collaborated with their long time associate Milacron for this project "Vanna Malargal".



UNITED THEY STAND...

T.N. Subramanian, the president of the trust likens the friendship among the founders to a string that connects all 27 pearls together. They believe literacy is a fundamental human right essential to social and human development and in its ability to transform lives.

Attitude Charitable Trust focuses on developing the confidence level of the students through the promise of a bright future and this helps in building the personality of the students. They inspire people to volunteer services to the society. We live in an era where people do not stretch hands to help those who are in need. It is really important to inculcate such values and show our gratitude to the society. The attitudes of these 27 members have been always positive to the surrounding. The vibe they create makes one feel exhilarated. Their eagerness to help children to build a bright future for themselves is exemplary and remarkable. As Henry Ford rightly quoted, "Coming together is a beginning, staying together is progress, and working together is success". They always value friendship and give top priority to each and every member of the organisation. Teamwork, creativity, motivation and moral support of each member of the group are the result. Friendship is thus, really the key to their success.

FAMILY SUPPORT...

First we need to love and care for our family wholeheartedly in order to shower love

to the outside world. The families of all the 27 members of the team show their full support and help them in every possible way. They involve themselves in various activities like conducting events and campaigns and celebrating all the festivals with the students. These businessmen apart from their personal life and work, take initiatives to spend time connecting with the students, interacting and inspiring them to become good citizens. They treat them like their own children and some students also pay their gratitude by helping them after they are placed in good companies.

LEADING BY EXAMPLE...

Attitude Charitable Trust has held itself up as a good example among today's young minds. They motivate youngsters in building up these activities. Now they stand proudly as one of the successful non-profit organisations in Coimbatore. These legends have never advertised themselves nor have accepted anything in return. The small steps they have taken have built many futures. All their social initiatives have always been productive and inspiring. "We rise by lifting others". This maxim by Robert Ingersoll aptly fits Attitude Charitable Trust. And by forming lasting friendship grounded in virtue, the 27 founders have demonstrated the third level of friendship as defined by Aristotle, the great Greek philosopher.