

25

Years
of
Service

www.anewindia.org





JULY 2022

a new⁺

Imparting Skills & Impacted over 14,000 lives

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President's Note



Ms. Vinodini Sudhindran
President, ANEW

Seems like yesterday that Anu and Vatsala called me over to come and help out with a newsletter! With absolutely no idea of what I am getting into, or what social work is about ... I ventured in! My first assignment was to translate the newsletter from Tamil to English! Next, a bunch of tickets for a fundraiser was thrust into my hands! Oh, that's simple! What next? Slowly but surely, I got drawn in! Was it the need for a change? Was it the sense of happiness? Fulfilment? Or was it just having fun with my besties? I was never to know! I was here to stay!

Today 25 years later, a long journey traveled, many life lessons learned, on generally smooth roads with the occasional bumps, and some solid friendships made to cherish... I realize I too have a story to tell!

May the Force that has guided us continue to steer ANEW in the right direction! May every student leaving ANEW have an enriched life ahead! Here's to the next 25!!!

CONGRATULATIONS ANEW!

To everyone at ANEW...How exciting to be celebrating 25 years since your inception, where you have helped disadvantaged young women to be educated and placed in employment.

You are all wonderful people and should be congratulated for making ANEW the very successful and respected charity that it is.

Personally, it is very satisfying to watch the charity grow from a small start, in a garage where a few dedicated and far-sighted women helped a handful of girls, to now, the thriving institution training up to 1000 girls a year. What a remarkable journey it has been!

I have a number of charities that I support, and all are doing very well, but ANEW has been the most outstanding success of any of them, and a personal favourite of mine. My contribution has been financial, but I take no credit for the hard work and single mindedness needed to overcome many obstacles and reach the heights ANEW has!

Well done everyone! Keep doing your amazing work.

- Basil Sellers



WELL DONE ANEW!

It has been a privilege to watch the growth of ANEW from its humble beginnings in a garage 25 years ago. Who would have expected that the organisation would now be providing life-changing skills and, more importantly, meaningful employment to more than 1000 young women annually from the weaker sections of society. A tremendous achievement indeed!

Needless to add, none of this would have been remotely possible without the leadership and selfless commitment of the members of the management committee and dedicated staff. It has been a pleasure to see how well the closely knit team works together. Your single-minded focus on the mission and team spirit underpin the success of ANEW. Thank you all and Well Done!

- V. Ravindran



I have been looking at my Journal of our first visit to ANEW back in 2005. I wrote that “the dedication of everyone is palpable” and that we left there “humbled and yet happy in the knowledge that this project is really worthwhile.”

The last two years have been tough. But ANEW has been able to adapt to circumstances and has worked hard to make its mission work.

You are all so impressive. It has been an honour to see how ANEW has grown and how the lives of so many girls have changed and been enriched because of your dedication. Our admiration for you all is endless.

25 years have gone by so fast, and we are confident you will continue your outstanding success. Here’s to YOU – ANEW!

- Jennifer & William Payne



It was a great pleasure to participate in the celebration of ANEW's 25th Anniversary. When I look back at the humble beginning of this project, I am elated by ANEW's incredible growth and progress that has far surpassed our dreams. The credit for this success goes to the creativity, hard work, and dedication of our committee members, staff, donors, and partners in the community.

Our goal was to provide opportunities for young women to achieve financial independence and confidence. Seeing our graduates employed and successful, brings me so much joy! My special congratulations to them.

May ANEW be able to go on and expand in new directions and may our girls be shining examples to those who follow them.

- Lakshmi Kumar
Founder President, ANEW



There are three beautiful words in Urdu that sums up ANEW - 'Niyat' - intention; 'Kayanat'- universe & 'Sajish' - conspiracy. It goes like this, when you aspire to do something good, totally selflessly, the entire universe conspires to make it HAPPEN!

That's what happened with ANEW! The intent came from Mr. Ravindran, his wife Margaret, and Mr. Basil Sellers. The efforts of Mr. Kumar, Mrs. Lakshmi Kumar, Mrs. Vatsala Ramakrishnan, Mr. Venugopal, Mr. Sudhindran, Mr. Muthukrishnan and our dear Parvathi chechi & Subbaiyan Sir, gave the intent its form!

Mrs. Lakshmi Kumar paved the way for ANEW, as Founder & President. Vatsala followed by streamlining and giving us a definite direction. Our current President, Vinodini has taken ANEW to a different level altogether!

Team ANEW's collective efforts and expertise have a major role to play too - Sumalini, is totally efficient, while Sujata deftly handles the finances, and we are proud to have on board Vijayalakshmi (our corporate connect)! While Ranjini, Shyamala and Suchitra oversee admin and selection, Canie oversees Home Nursing. How can we forget Badrunnisa (Buddy) and Sathya, who only recently stepped aside and of course, all our staff over the years, who imbibed the essence that is "ANEW“!

I feel proud that I am the sole witness to ANEW's growth right from the beginning!! I hope this spirit continues forever. I am sure it will. The Niyat is intact and the cause is noble.

- Anu Chandran,
Former President & current Committee Member



It's with great pleasure that I received the invitation to the Silver Jubilee celebrations of ANEW...I have seen ANEW's small beginnings in a rented garage in Anna Nagar, and at that time no one could have imagined that one day it would become a premier NGO and a role model for many other NGOs. ANEW has grown exponentially over the last 25 years....By any standard, the work being undertaken by ANEW is exceptional and most commendable...My heartiest congratulations to all at ANEW for the outstanding work carried out by them. I wish the Silver Jubilee celebrations all success..

- V. Venugopal, I.R.S, Asset Control Trustee-ANEW
Retd. Chief Commissioner-Income Tax

Dear Committee Members,

I am overwhelmed with joy and amazement that an organization, that too, a Charitable Organization, is successfully marching past 25 years continuously since inception....This shows good teamwork and the dedicated selfless service of the Committee...

... I have got a special affinity for ANEW as I have been associated with it right from the formation of the Association, and my profound blessings are always for its success. May God steer the Association in the right direction.

- S. Muthukrishnan, Chartered Accountant

Congratulations to ANEW on your 25th Anniversary! A remarkable achievement indeed!

Wishing you all the best for another 25 years ahead!

Murli Nakappan, Surya-Chandra Foundation, USA

When I think of ANEW, what comes to my mind is the single-minded focus, the dedication, and the service of the ladies of ANEW! You have touched so many lives and made such a difference to so many young ladies, it is quite incredible.

And in this 25th year, what does one say about ANEW? I say that 25 years is no big deal because what you have created, the bedrock that you have built, is enough to last many, many years!

And so, thank you for allowing me to be a small part of the journey and I can only wish ANEW all the very best for the next 50!

Anil Pathak, CEO Paracor Capital Advisors

Congratulations to ANEW on its 25th anniversary...

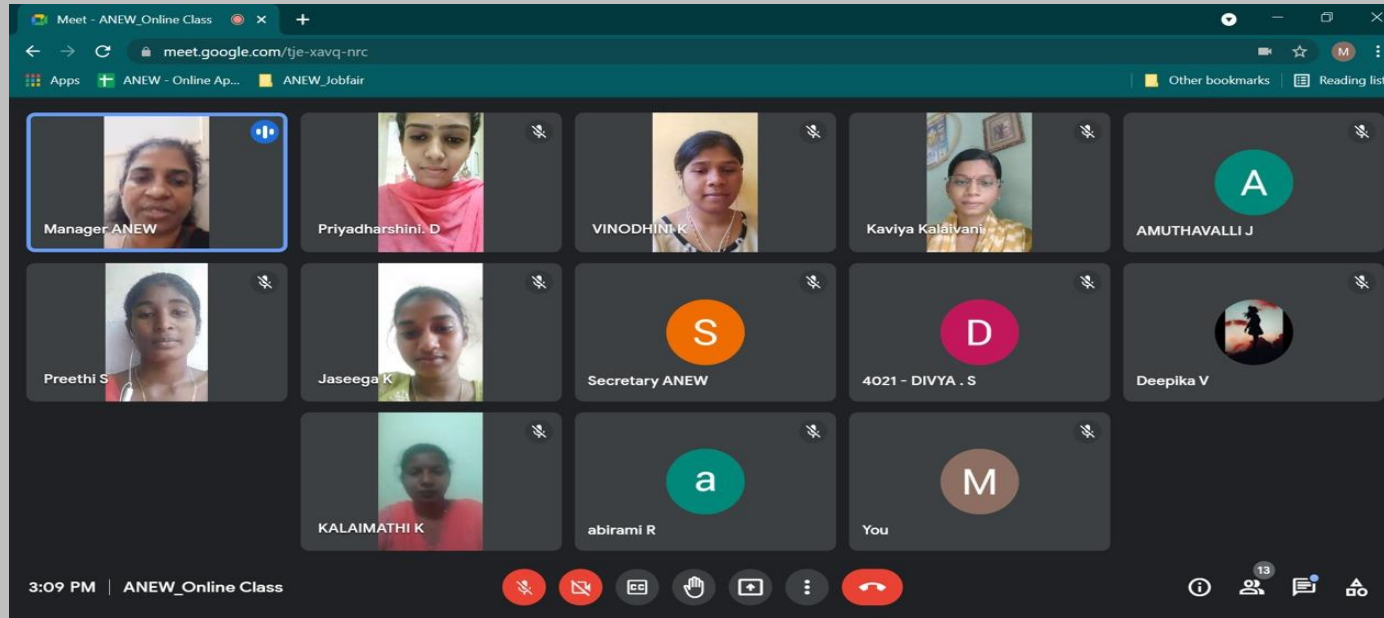
ANEW has made a difference in the lives of several young girls and having seen it almost from its inception, I can say that ANEW and its dedicated team have transformed and secured the future of many deserving girls..

“When women support each other, incredible things happen“, and that’s what I have witnessed in ANEW...passion, empathy, love, care, warmth and perseverance have converted dreams into reality for many women who have been inculcated with values of integrity, self esteem and confidence.

Wishing ANEW the very best in all its endeavours to touch the lives of many more deserving girls!

Latha Pandiarajan

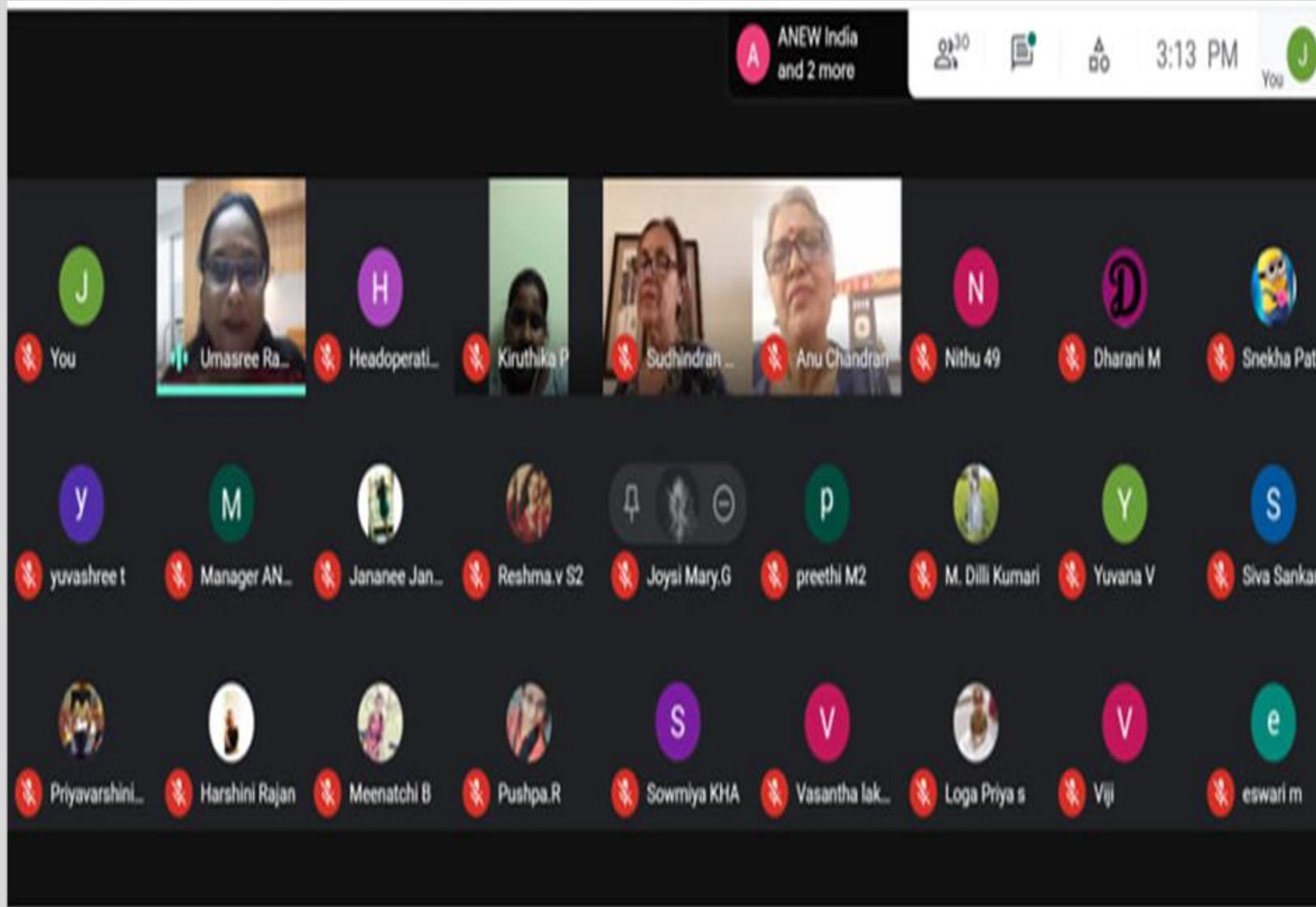
Managing Trustee- The Mafoi Foundation & Co-Founder-Ma Foi Group



PYTHON – A NEW COURSE

Aligning to the market demands & needs, PYTHON Programming Course was started at ANEW in September 2021 with 9 students. In addition to the course, the students successfully completed the nano course offered, free of cost, by Braingroom, an e-learning company & received certificates.





1st Virtual Certification Program at ANEW!

Inspiring words by our Chief Guest, "Each one of your individual successes, is the success of ANEW; success of organizations like ANEW is the success of our Greater Chennai City. If each city succeeds, our Country will succeed one day, where women are no longer a power waiting for reservations but a productive potential that can transform the future of this Nation!" - Ms Umasree Raghunath, Vice President at EWIT, author, blogger, social activist, motivational speaker.

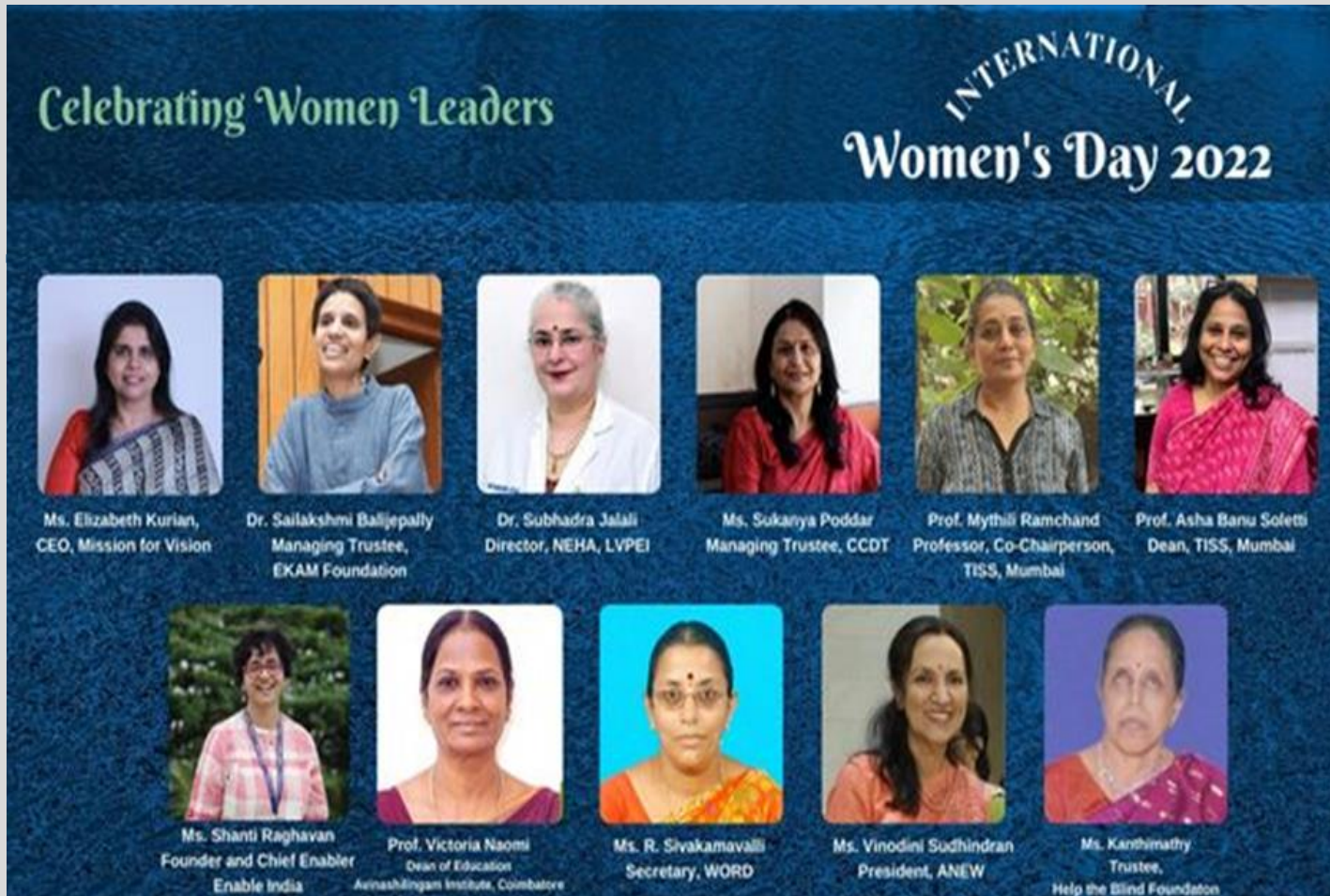


Pandemic Financial Assistance to Needy Families

- ❖ Mr. Basil Sellers, our Patron, donated funds towards pandemic support to our beneficiaries. This was distributed, through direct fund transfer, to 200 beneficiaries identified from among our alumni and current students most affected by the pandemic.
- ❖ VS&B Containers Private Ltd. Chennai, was another key donor towards pandemic support for our beneficiaries.
- ❖ Some Rotary Clubs, also responded to our request, donating several bags of provisions, clothing, masks & medicines.



V. Aparna of our Basic Computer Course, making a portrait to convey a big 'THANK YOU' to Mr. Basil Sellers, on behalf of all the beneficiaries



Ms. Vinodini Sudhindran, President, ANEW, was celebrated as an ‘Inspiring Woman Leader’ by Cognizant Foundation on Women’s Day 2022.

CF recognized and featured inspiring women leaders from their partner organizations who have joined hands with them in the efforts to promote inclusion through impactful programs that enable some of the most underserved communities, including children, women and persons with disabilities. lead better lives.

It was a privilege to be invited to ANEW's graduation function. I enjoyed meeting the girls and am very inspired by the work done by ANEW. We will be very happy to look for avenues for collaboration with ANEW.

- Meenakshi Ramesh, Executive Director, United Way, Chennai

Amazing work! Inspired by what ANEW does and how you have honed the students. Wishing you the best!

- Cognizant Foundation

Excellent experience interacting with the team and the students/beneficiaries. Wishing the team all success in your further projects, Thanks for such a wonderful service to society!

- Mahesh, Ion Exchange (India) Ltd. Chennai

Thank you so much for your great insights! ANEW is amazing and has loads of good vibes and learning! You are a trendsetter!

- Umashree Raghunath, Director - ATOS, President - eWIT (Empowering Women in IT), Author, Poet, Motivational Speaker, D & I Activist

Always a pleasure to visit ANEW - to renew one's belief in service and women empowerment. Every time I visit, I get charged, communicating with the committed team at ANEW!

- Rtn. S N Balasubramanian, RC Chennai Green City & Dist. Chairman, Vocational Services RI District 3232

NIIT FOUNDATION

WEBINAR ON
FINANCIAL LITERACY IN A COVID WORLD
ORGANISED BY NIIT FOUNDATION

THURSDAY, 13TH MAY 2021, 10 AM TO 12 PM

We are honoured to have Dr M. Gurumurthy, Member of Parliament, Tirupati, Andhra Pradesh as our Chief Guest at the event.

We welcome our distinguished and inspiring panel of guest speakers.

AJAY BEVALJA Founder & CEO of SchoolOnWeb	RAMESH KUMAR Chief Manager of Health Insurance TPA of Adia	SANJAY ASHRA Chief Risk Officer of Surya Management Ltd	RITESH LOHAN Sr. Manager - Special Initiatives of UNIQ International Ltd	MANOJ SHARMA Banking Professional

INTERNSHALA TRAININGS

Certificate of Training

Athira R

from Association for Non-traditional Employment for Women (ANEW), has successfully completed a four weeks online training on **Advanced Excel**. The training consisted of Getting Started with Excel, Excel Basics, Formulas & Functions, Working with Data and Advanced Concepts modules.

In the final assessment, Athira scored 88% marks.

We wish Athira all the best for the future endeavours.


Sarvesh Agarwal
FOUNDER & CEO, INTERNSHALA


Date of certification: 2021-08-27 Certificate no.: ID48987A-C8DC-8F2C-FCDD-7464EACA0348

For certificate authentication, please visit <https://trainings.internshala.com/verify/certificate>

A SPECIAL THANKS TO:

- ❖ COGNIZANT FOUNDATION – Tekstac (Finance) course for our computer students.
- ❖ NIIT FOUNDATION – Financial Literacy Program & Digital Marketing.
- ❖ INTERNSHALA TRAINING – Advanced training in EXCEL
- ❖ CHENNAI VOLUNTEERS/FICCI FLO – Legal Awareness
- ❖ ASHWINI SEETHA FOUNDATION – Vaccine Awareness talk
- ❖ PRAJNA - online workshop on Domestic Violence










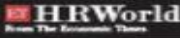

Pearson & ANEW joins hand to guide students for job placements


Versant, an English assessment product of Pearson Inc, has decided to work with charitable organisations in India as a part of its CSR initiatives.

Brand Connect Initiative • March 07, 2022, 11:44 IST






ROUNDTABLE
 Connecting the dots of well-being at the workplace
 
 11 Mar 2022
 11 AM - 12 Noon
[Register Now](#)



On the occasion of the 25th Annive
 Versant, an English assessment pr
 Pearson.Inc they have decided to work with



- ❖ PEARSON INDIA, a unit of the UK-based learning company Pearson Inc., as part of their CSR initiative, has offered the Versant English Assessment tests to our students, on the occasion of the 25th Anniversary of Versant, an English assessment product of Pearson Inc.



➤ MOWO Social Initiatives Foundation from Hyderabad collaborated with ANEW for their Moving Boundaries Chennai event. More than 60 women autorickshaw drivers attended the same on request from ANEW. Our alumni were interviewed and appreciated for their efforts.

➤ OLA Foundation approached ANEW for introducing women two wheeler drivers for their OLA foods delivery platform. A few of our driving students were onboarded.





WOMEN IN THE PLATFORM ECONOMY:

Breaking Barriers & Driving Inclusive Growth

8th March 2022

11:00 AM – 12:30 PM (IST)

Report Launch & Keynote Address by

Shri D.P.S. Negi,
Former Chief Labour Commissioner, GOI
Current Member (Finance) Prasar Bharati



FOLLOWED BY A PANEL DISCUSSION



URVASHI ANEJA,
FOUNDING DIRECTOR,
DIGITAL FUTURES LAB



DR. NIMMI RANGASWAMY,
RESEARCH PROF, IIT-HYD



DR. CHITRA A.R.,
HEAD OF OPERATIONS, ANEW



VIKRAM JAIN,
MANAGING DIRECTOR, FSG



ANINDYA GUPTA,
PROGRAMME OFFICER,
GIRL CAPITAL, CIFF



AISHWARYA RAMAN,
DIRECTOR & HEAD OF RESEARCH,
OMI (MODERATOR)

OLA MOBILITY INSTITUTE

CHILDREN'S INVESTMENT FUND FOUNDATION

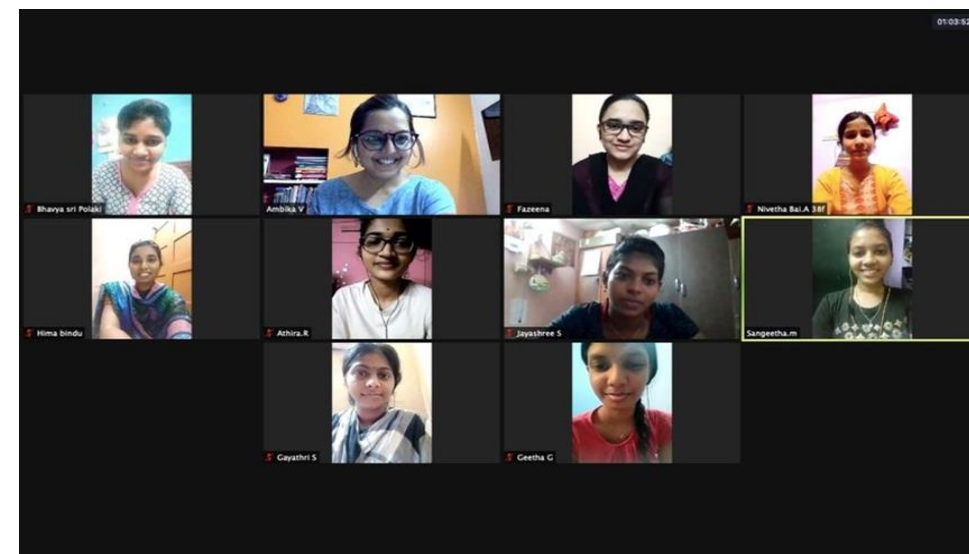
It was an honour that our President, Ms. Vinodini Sudhindran, was invited as a Guest of Honor for the Women's Day celebrations of Women's Voluntary Service of Tamil Nadu.

Being a part of the event with such eminent stalwarts from various fields, was an inspiring experience in itself !!

Dr. Chitra A.R, Head Operations, ANEW, was invited by Ola Mobility Institute (OMI) as a panelist for a discussion on "Women in the Platform Economy " on Women's Day.

We are very fortunate to have qualified and dedicated resource personnel spare time for our students:

- ❖ Ms. Ambika, Founder- ThinkEng & a CELTA qualified teacher - to prepare students for English proficiency tests.
- ❖ Ms Deepa Hari Govind, lawyer practicing at Madras High Court - handled life skills session for trainees of the computer course at ANEW. She also handles "Legal Awareness" sessions for our driving students on a regular basis.
- ❖ Ms. Mahima Mahesh, an engineering graduate, held Group Discussion & Mock Interview sessions for around 120 ANEW students.





First time Corporate Placements for our Home Nursing Program:

Home Care Agencies conducted interviews and recruited trainees from ANEW.

- ❖ Apollo Home Care, Chennai
- ❖ Wegomeds Healthcare Pvt. Ltd. Chennai.



❖ Placed at Chennai Metro Shuttle Service

❖ Driving self-owned/
rented autos

❖ ANEW connects with
Rotary Clubs to help
alumni buy autos (Pink
Autos)

❖ Uber/Ola drivers







This year, the Alumni Awards were given to the following alumni:

- ❖ Basic Computers - Ms. Oviyam
- ❖ Home Nursing - Ms. Poongodi
- ❖ Driving - Ms. Rajeshwari

Spotlight Awards

- Gayathri Santhanam (TCW-CS)
- Dominic Raj (MOHI)
- Preethi Bharath (MOHI)
- Nalayiram A (TCW R&BI)
- Thilak Kumar D (TCW R&BI)
- Ebenezer Daniel (PowerApps)
- Vankadara Naga Vishnu (PowerApp)
- Aishwarriya R (PowerBI)
- Prathap Sakthivel (TCW- IRA)



- ❖ **Preethi Bharath** – Received Spotlight Award from Unlimited Innovations Private Ltd.
- ❖ **Zeenath Hayath** – Secretary & Assistant Nurse to a Gynaecologist; has enrolled in an online Childbirth Educator course to upskill herself.
- ❖ **Devi K.** – Received best performance award from NPT Travels, Chennai.



Her story

An interview with Preethi, Computer alumni

Her father is a loads man and mother is a tailor. In 2017, on completing the course at ANEW, Preethi was placed with a salary of Rs 3,000/- per month. She is now a Quality Analyst earning Rs 55,000/- per month!

What helped you get the current job ?


My trainer at ANEW always told us to USE INTERNET WISELY. You can learn anything you want if you have the interest; you don't need anyone's support. That really helped. This inspired me to continue learning online and I learnt automation.

What career advice will you give our students?

I will tell them the same thing - use internet wisely. Trust yourself. Nobody will make your dreams come true, you have to do it yourself.

What's the support your family has given you ?

To be honest, I didn't get any support from my family, my mother was worried about me since my salary was only 5k even after working for more than a year. Many people mocked and laughed at me. Nobody thought I could succeed. Now my mother is proud of me!

The only support I had during those times was my trainer at ANEW. He always told me to hang in there, "you have skill". Those words comforted me every time, even though I had nothing but hope. I'm ready to do anything for ANEW. I'm always grateful to ANEW 

Watch her here – <https://youtu.be/dRmLeo9Qz-M>

25th Anniversary wishes poured in from our alumni!

Some sent in their wishes by videos. You can watch them here:

https://youtube.com/playlist?list=PL5Q_Y_WwjnZr-PGJtqTj65-cXqqCEN1UB

ANEW's channel - <https://youtube.com/user/aneu1997>



24th Annual Day - a Virtual Meet - Founder, Advisors & Team ANEW

ANEW (Association for Non-traditional Employment for Women)

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