

WE MAKE A LIVING BY WHAT WE GET BUT
WE MAKE A LIFE BY WHAT WE GIVE



Mr. Venkat Krishnan
-IIM Ahmedabad

the founder of
'Joy of Giving Week'

a moment with Saioneers
7th April 2013

Winston Churchill rightly said, "We make a living by what we get but we make a life by what we give", and to experience this deep sense of elation of making a difference to lives, came up the idea of The Joy of Giving week - India's giving festival. An initiative of NGO leaders and volunteers from all walks of life, the concept of Joy of Giving week was launched in 2009 and is celebrated from October 2 to October 8. From small time shop owners to entrepreneurs, from school children to young adults, from home makers to social activists, joy of giving has seen volunteers from Business houses, Sports, Organizations, Institutions, Media Industry and the who's who of the country to make a difference in the lives of the less fortunate.



We were fortunate to have at SAI International Mr. Venkat Krishnan, IIM Ahmedabad, the founder and director of Give India, India's first philanthropy exchange that currently channels over Rs 25 crore (\$5million) per annum from over 50,000 individual donors to over 150 NGOs all over India and an active volunteer at the Joy of Giving week initiative. He oriented the students about the emotion and determination of the drive and spoke to them about the joy of giving in its earnest form. He sensitized the students about how giving away a small thing can bring a

sense of achievement. He also urged the students to make a difference to the lives and begin with something small.

Every year SAI International has been actively involved in making a difference to lives. For the past three years SAI has done various projects to extend a hand to the society. **Building Bridges 2010** incorporated a number of drives like the clean and green drive, the joy of toys and the joy of books. **Walking at Par 2011** made a few contributions to the blind by providing them with walking sticks and slates while **Reading Rainbow 2012** saw the students of SAI adopt a government school to give them a functional library of their own. This year too we are determined to bring about a change in the lives of the brothers and sisters of our country.



We at SAI International truly believe that
it is in the Joy of Giving that we receive happiness in its purest form.



Building Bridges
2010



Walking at Par
2011



Reading Rainbow
2012

