

REPORT



SRI ARUNODAYAM
Home for Mentally Challenged Destitute

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Signature campaigns at two colleges in the city

Sri Arunodayam spreads a message of acceptance on **World Down Syndrome Day**; engages youth in the city

March 21st was World Down Syndrome Day, and Sri Arunodayam took its campaign to two city colleges in Chennai in an attempt to engage the youth – the future parents of a new generation. Conducting multi-level campaigns at various locations, and digitally via its website and Social Media, Sri Arunodayam sought to increase awareness, helping people understand the need to make our society more inclusive.

Campaign at the home

Sri Arunodayam celebrated the life of **Moosan** (one of our children with Down syndrome). Moosan's story (<https://sriarunodayam.org/wp-content/uploads/2018/03/poster.pdf>) and a multi-lingual Quick Facts poster on Down syndrome was displayed at prominent locations across the home inviting visitors to engage on the topic. The home's children were also dressed in the official colors of blue and yellow, the cumulative effect of which was the ability to engage visitors, helping them understand the need to make society a more welcoming place for persons with Down syndrome.

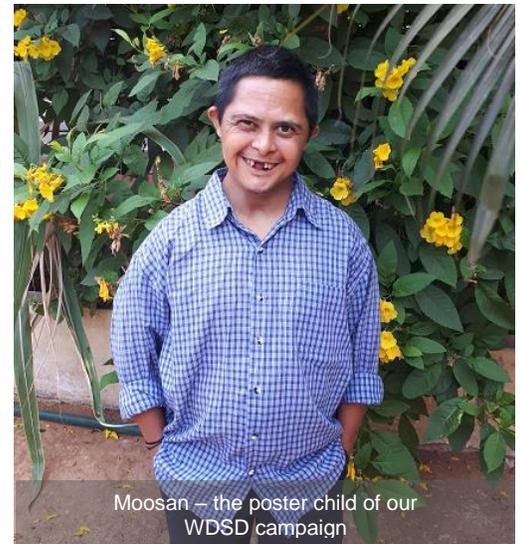
Campaigns at Colleges

Together with the colleges' Social Work Departments, Sri Arunodayam staff made presentations and ran signature campaigns at two colleges in the city of Chennai. Our staff

provided a detailed picture of what life is like for people with Down syndrome and held a quick FAQ to enlighten students on acceptable and non-acceptable social mores.

Our interaction with the students revealed a very real and definite need to enlighten and engage our youth on important life issues – issues that could well impact not only their lives but the lives of their children and, thus, future generations!

Iyyappan Subramaniyan, Sri Arunodayam's Founder & Managing Trustee says, *"Persons with Down syndrome should be given equal status, opportunities, and the respect they truly deserve in our society. We must ensure that such opportunities are provided to enable them to contribute to society in a meaningful way. At Sri Arunodayam, we will continue to strive for the betterment and empowerment of persons living with Down syndrome so that they can lead a dignified life, which is their inherent right."*



Moosan – the poster child of our WSDS campaign



Students partaking in the signature campaign