



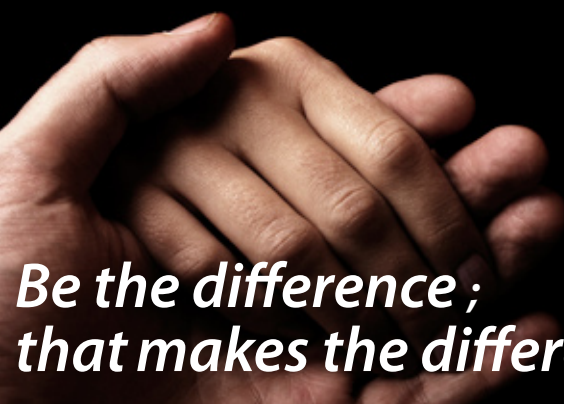
ENTREBIZ TIMES

Designed and produced on behalf of
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Editor
Renjini Alexander

Design & Production
Support Links Creative Dept
Ashley John
Renu Varghese
John K John

Administrative Support
Saji Ittoop Thomas
Dhanya Elizabeth



***Be the difference ;
that makes the difference***

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From the Editor's Desk

I was trying hard to reach a friend through telephone. This continued for months. Only last week did I get to know that he is wheelchair ridden and had to give up his job here and move out of the UAE. I was struck by how helpless both he and I were. The cause was very simple, yet very disturbing. He had slipped on a banana peel. His head hit the pavement and left him paralysed. It was disturbing; partly because of the guilt I feel for littering and partly because I couldn't do anything about it then. It was something beyond my control. I would say it was somebody's lack of social responsibility that cost another man his limbs.

This is where the EntreBiz Team comes into action, to spread across the message of being socially responsible. We've realised that it is not easy to implement social responsibility after educating the public. We're taking it hand-in-hand. And as I always say, everybody cannot do everything. But each of us can do something. And together we can do everything. I invite everybody reading this to be a part of EntreBiz in order to understand what it is like to be socially responsible and why it is necessary. Congrats to the team on bringing out the first edition of The EntreBiz Times!

PARTICIPATE:

**In EntreBiz Social Responsibility Drive;
By contributing 1 hour of your knowledge or time.
Send your profile TODAY!**

**To join as VOLUNTEERS for the EntreBiz Social
Responsibility Drive, Kindly mail their details to
srd@entrebiz.org**



Renjini Alexander
Editor



Welcome to our very First Edition! The hope of the future is right here, right now. What we do today determines how our future manifests tomorrow. That's good news. We are in the post recession period and things are changing. There is chaos and this would be the best time to allow creativity to bring forth better ways of living, better ways of doing business, better ways of relating to each other, better ways of not just watching paint dry all day long. In order to create something, we must transform raw materials into something new. This is a call to everyone who wants to experience the 'new'.

We, a small team of professionals, are just about ready to pounce upon every opportunity that unfolds before us to propagate vibes of social responsibility. We don't talk Social Responsibility. We do it. EntreBiz-the 20 point program is a step towards this cause, with focus on mainstreaming People with Disabilities. More significantly, EntreBiz is a platform for being Socially Responsible. It is an open dais for any individual, any organization, any government body to come and join hands in implementing socially responsible actions and deeds. The EntreBiz Times speaks out what we are and what we strive for. It is definitely not all about us. It is also about people and organizations with whom we share our mission and objectives. We hope to reach out to you every month through The EntreBiz Times.



The EntreBiz team conducted an awareness program on 'Safety First' at a Kids Summer Camp in Abu Dhabi. The whole event was co-hosted by Ms. Binsi Thomas and Mr. Ravindran Nair, both physically challenged employees of Support Links WorldWide FZE. Ms. Binsi Thomas spoke on the causes of disabilities and why it was important to keep oneself and others safe from accidents and other unwanted situations, while Mr. Ravindran Nair entertained the young and vibrant group with a few music numbers.

Mr. Saji I. Thomas, Director- Marketing, accompanied the EntreBiz team all the way to Abu Dhabi and briefed the children on the importance of being aware of disabilities, its causes and prevention, and making others aware also. He was only glad to provide the kids with a few exercises and games which helped them think out-of-the-box. 150 Children in the age-group 10 to 17 participated in the camp. Many of them were interacting with disabled people for the first time in their lives. They found it a totally different and educative experience. "We were a bit apprehensive at first because of our ignorance as to how to deal with them. Now we know that they are like any of us and that we should be more sensitive to the community around us." – says Joan, a 12th Standard camp participant.

Social Responsibility Defined..

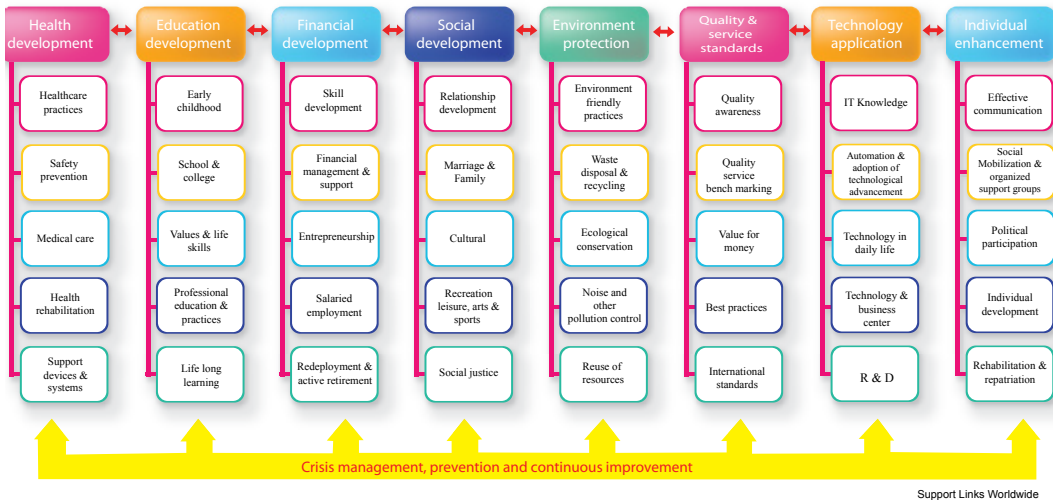
I've often seen people caught in the difficult situation of trying to define social responsibility. For some it means environment, for some it is all about special needs; for some others it is about righteous business, for many others it is only the medical profession and for another lot it is quality education. My life is an open book based on research extending over 24 years on 15 nationalities with a repeat time period of 10 years. This research led to the formation of the organization Support Links Worldwide. The research was performed on a sample size of 1700 in the age group ranging from 12-90 years.



We as a team have seen, felt and understood the need for implementing social responsibility in all walks of life. We've sat down and have had far reaching conversations with elderly people who've held respectable positions in the society. They've talked about their lives, employment, relations, health and mostly about their emotions at each stage of their lives.

What we could gather from all the talks was that, their lives would've been a lot easier and happier if they had been socially responsible throughout their lives. For many, they didn't know what it was to be socially responsible and realised it late; for the others, they chose not to. For some others, their lives were miserable because people around them were not socially responsible. This struck us important. We instantly knew that we at Support Links had to define Social Responsibility so that any individual would be able to relate the definition to his/her life. Our consultants and staff got together for charting out this model and in Dec 2009, we defined this 8x6 matrix which holds the key areas of human life where social responsibility needs to be applied.

Social Responsibility Matrix



Click to enlarge the image : <http://www.supportlinks.biz/images/srmb.gif>

We define Social Responsibility as 'Taking ownership of creating a sustainable, balanced and peaceful society where individuals and organizations can co-exist in total harmony.'
The end of the ocean for us sees us holding hands with one and all in a better world.

Article by - Saji Ittoop Thomas, Director-Marketing, Support Links Worldwide.

POEM | BE THE CHANGE

A heart full of love,
a thoughtful mind
A helping hand,
words so kind
Let us be the light
shining bright
To make a difference,
to touch a life.
Let us be awakened,
let us be softened
Our thoughts, our deeds,
let us broaden,

Let us be the candle,
sharing our light
Let us be the start,
let us be the change.
Let our deeds sow
seeds of love
Let our deeds make
a future grow
Let us wipe a tear and
bring a smile
Let us be the message
across the miles.

Awaken your thoughts
and let us engage
To be the lead towards a
need
Through us let the world
take a heed
To make a difference,
to be the change!

a poem by
Shiny Oommen



SOCIAL MUSINGS | Social Responsibility is not only for my wealthy neighbours

I was in New York almost a year to this date, and walking down Wall Street right up to where you would catch the ferry to Ellis Island, where you have the famous Statue of Liberty. There, by the pavement, and amongst the crowd of business executives and tourists, was this one lady distributing free pamphlets on vegetarianism and PETA. Now, PETA is an organization that supports a cruelty free and environment-friendly world, and is by definition, an enemy of the corporate world. So, what would a solitary lady standing right in the epicenter of capitalism, of wealth, and of everything else self-centered, stand to gain by her miniscule actions?

History has taught us repeatedly that all revolutions started in the mind of just one person. And all revolutions start with conviction. Many of us are in positions of wealth, health and material comfort. Many of us in these fortunate situations are also well-intentioned. But what does it take for an individual to translate his good intentions into actions? There has to be a strong undercurrent of conviction that whatever one does make a difference. Unfortunately, for the vast majority of us, convictions are merely extensions of our personal convenience and rarely premised on a deep desire to contribute to change. And whatever actions we undertake are well within our comfort zone. Why else do we prefer to dump newspapers in the trash while there are recycling centers in the country?

All heroes have been driven by deep conviction and a dedication to service over the self. Why we do what we do is as important as what we do in the first place. In this context, the other impediment to selfless service lies in the name itself. 'Selflessness' is an anachronism these days. With all the stress on success, wealth, prosperity and individual liberty, selflessness does not seem to fit the mosaic of materialism. The classic case of Philip Morris does well to exemplify this point. In 1999, Philip Morris, the world's largest manufacturer of cigarettes, and by extension, the world's largest contributor of lung cancer (!), donated \$60 million for charity and social projects, and spent \$100 million for advertising their effort. True charity happens at night, and not under the arc lights. All else is propaganda.

With genuine sincerity of purpose comes detachment from recognition. You can do as much as you can, and as long as you can, but you would have not moved a single step forward if you always kept equating effort to reward. One day, in June, 2002, while cycling through his hometown, Coimbatore, a young professional named Krishnan watched a very old mentally ill man eating his own excreta due to extreme hunger. Krishnan, who, till then worked in a five-star hotel in Bangalore, sacrificed his future, and from that day onwards, started feeding the mentally challenged destitute of Coimbatore. His organization has till date served over 1.3 million meals to these homeless, without skipping even

In this busy life, we have little time for social service. We all have tight schedules and amazing job insecurities. Can we still make a difference, however small it is? On Earth Day, I started shaving and brushing using mugs of water rather than letting the tap run free. Will I make any impact? With nearly 1.1 billion people in developing countries have inadequate access to water, I am certain that someone will be indirectly benefit. I have been personally involved in collecting used clothes for distribution to missionary orphanages in Africa. A full 1 billion children live in poverty. Will I make a difference? Maybe for one child, it will. And that alone would have made it worth the effort. As Mother Teresa once said, "If you can't feed a hundred people, then feed just one." We have to have the conviction that everything matters. Just like the lady near Wall Street. She will eventually break down many walls of narrow thinking, and inspire at least one another for the greater good of society, and the triumph of the selfless spirit.

"We all have tight schedules and amazing job insecurities". Can we still make a difference, however small it is?

Praveen P. Velath is a self-employed Engineer, who has been a resident of Dubai since 1979. He first took to writing in Middle School, and his first poem was published in the Khaleej Times when he was 14 years old. He can be contacted at praveen.prabhakaran@gmail.com.

BE SOCIALLY RESPONSIBLE - BE A PART TO MAKE A REAL DIFFERENCE!

Neha Bawa is an adjunct instructor of English at Tunxis Community College who has decided to spend her summers writing poetry. Her poems "When Tomorrow Came" and "Night" have been published in Seton Hill University's literary magazine, Eye Contact. She currently resides, writes freelance articles and teaches writing in Connecticut, all the while working on a Master's degree in Interactive Communications from Quinnipiac University.



BE THE DIFFERENCE THAT MAKES THE DIFFERENCE

As the world grows smaller and comes closer every year, more and more people are beginning to see past the limitations of their own horizons. And it's a good thing, too because there's a continually increasing gap between the fortunate and not. And those who need a little helping hand from us to make their lives better. Over the past few years, in the wake of natural disasters like mudslides and earthquakes in California, Hurricane Katrina and more recently, the man-made disaster with the oil spill in the Gulf of Mexico, Americans have had their mettle tested, time and time again. And increasingly, they've risen to meet the needs of the times through purely voluntary efforts.

Anecdotally, places with natural disasters are also filled choc-a-bloc with feel good stories of people coming to the rescue of the needy. Thankfully, the facts look just as good. People—especially the youth—are actually gearing up to make community service a priority for their lives. More than goodwill goes into moving people to sacrifice their time for the benefit of others. As it turns out, education is also key. In fact, education is an extremely key factor. A study conducted by the Corporation for National and Community Service reports that "at a national level, 85 percent of the country (America) ages 25 and older had a high school diploma or a GED equivalent" which contributed to a high rate of volunteerism. According to the same study, the number of volunteers in 2009 increased to 63.4 million, up from 61.8 million in 2008.

"I believe that as citizens of the world, we carry with ourselves a responsibility to leave the world in a better place than we found it."

These numbers are increasing, astounding and even encouraging, especially since they are indicative of the positive effects of a cyclical motion. Higher education leads to higher income, which leads to higher rates of home-ownership, which leads to higher feelings of security and satisfaction and in turn, leads to a higher rate of volunteering. I believe that as citizens of the world, we carry with ourselves a responsibility to leave the world in a better place than we found it. We may not all be able to find powerful or influential positions in our careers or working lives, but we're all quite capable of making the smallest difference in the life of at least one person less fortunate than us. That's not just a rhetorical statement. According to the U.S. Bureau of Labor Statistics, educational and youth service related volunteering activities were on the top rungs of the ladder. As was the "collecting, preparing, distributing or serving food." And all of this, despite the economic downturn and increasing numbers of unemployment. It's quite gratifying to see that being disheartened in the face of adversity – whether personal or distant - is not an option for many Americans. Hopefully, the rest of us will be leading the new generations into the future with our own examples of making a difference. Even if in just one life at a time.

TID BITS

Jul 21, 2010

The Indian Army tied-up with a private wheelchair manufacturer that will train disabled soldiers and employ them as its sales and maintenance representatives for a second career.

Jul 21, 2010

Sandra Bullock Fronts Celebrity Charity PSA For Gulf Relief.

Apr 28, 2010

Bollywood star Katrina Kaif is set to release a CD of nursery rhymes featuring music composed by Oscar winning composer A R Rahman for charity.

Oct 7, 2008

70 differently abled people recruited at a job fair organized by Confederation of Indian Industry (CII) in association with EnAble India at a popular coffee house for the first time in India's IT hub in Bangalore.

HUMOR ON THE ROCKS





CLEAN INITIATIVE
FOR A SECURE FUTURE

Sharjah City for Humanitarian Services Environmental Association Cleans Cans' Waste!

On Sunday, 9th, May 2010, Sharjah Family Supreme Council's various institutions launched a campaign to collect cans' waste as part of a bigger campaign that was organized by Emirates Environmental Group with the cooperation of SCHS. Mrs. Khadeja Bamakhramah, head of SCHS's Environmental Association, supervised the whole work in the campaign. She said that keeping the environment clean is everybody's a responsibility. Pollution has catastrophic effects on humans, animals, and nature. Cans waste is very harmful and reflects a negative image of the country.



SCHS's Environmental Association was established mainly to create a conception in the minds of SCHS's students and workers that keeping a clean environment is not a personal responsibility. It is a rather a collective work that needs everyone's cooperation. Therefore, the association has organized several workshops and lectures on the subject. It has also published several brochures and publications on the same subject. In addition, the association has been coordinating with other institutions, which handles environmental issues in order to exchange experience and knowledge on the task.



مدينة الشارقة
للخدمات الإنسانية
Sharjah City for Humanitarian Services

SCHS's work in this campaign, which witnessed a participation from more than 37 institutions, was marvelous. Its students managed to collect more than 8 tons of waste, which indicates their dedication and concern to maintain a clean environment.

[Source : <http://www.schs.ae>]

Sharjah City For Humanitarian Services , PBox 5796
Sharjah | Tel: 00971 6 5671117 / 00971 6 5660667
Fax: 00971 6 5664461

ACROSS BOUNDARIES

04 April 2010 - Morgan's Wonderland, located in San Antonio, Texas, is the World's First Ultra Accessible Family Fun Park designed specifically for children and adults with special needs, their family members, caregivers, friends and the entire community. This 25-acre park is a unique oasis that through the spirit of inclusion, allows people of all abilities to play, learn and share life changing experiences together, in a fun and safe environment.

[Source: http://www.mysanantonio.com/news/local_news/Morgans_Wonderlands_grand_opening.html]



'SOCIAL' AND 'RESPONSIBILITY' – SOCIAL RESPONSIBILITY?

"My message through my article is plain: responsibility towards one another is not an occupational hazard for doctors, nurses and celebrities."

an article by Vibina Narayanan



Social and responsibility are two words that people mundanely think should only be related to public personalities and medical professionals. Being, or rather feeling responsible admixed with a healthy dose of conviction in one's own beliefs to the world we live in, is just the perfect recipe that you should prepare yourself with, if change is what you want to witness, irrespective of your professional status in the society.

It came as rather obnoxious to me when I watched on television a few months ago as to how a passenger in a train inflicted with a bout of food poisoning from the railway food package provided (who also happened to be an "assiduous" government officer himself) went on ranting about how a certain helpless doctor didn't prove quite useful when he was supposed to be saving an entire train from falling sick albeit without medicines! Are people still into the myth that a doctor travels around with a bag full of glucose bottles and antibiotics vials?! An epidemic can only be cured in the presence of intersectional coordination between manpower and technology and financial resources from different wakes of life. In the aforementioned case, the only solution was to stop the train at a nearby station and get the affected passengers to a nearby hospital and give them the necessary treatment instead of blaming one single person who was professionally qualified to save lives but not to create miracles!

A doctor is seen as a God-sent person but remember he/she too is a human. Like you and me. With needs and flaws! We human beings, being selfish as always, have an infinite amount of needs for ourselves but what we owe the society is a better world to live and breed in tomorrow with happiness and peace. And that would include apart from a many other clean environment, safe drinking water, accessible and cost effective medical facilities and the likes, a listening ear and the capacity to feel and fight against an anti-social objective that one strongly feels for.

When a calamity occurs we are bound to one another for support morally and physically. Strength is a virtue like money not everybody is endowed with. When we can we are liable to share it and when in need it is natural for us to partake it from another. Compassion should never be a picture of a bunch of white coats running around administering and prescribing medications with equal alacrity and a glitzy bunch of celebs tchu-tchuing a limping pup! Simple gestures like giving up ones seat in a bus for an aged individual or a woman with a child in her arms or helping a child cross the road or taking a wounded animal to the vet or protesting against the aimless felling down of a century old tree that has been providing you shade and memories in your building's courtyard, which requires an appreciable amount of courage for persecution, paints the picture apt. Responsibility maybe a heavy duty word but reality can never be escaped. Together when we realise our potentials and priorities towards the community we live in we can contribute in such a way as to make the world a more tolerable place to live in. Spreading empathy through helping deeds to one another, being kind with ones smile to those who really need it can make a person see the God in you for a day! Let me end it with a rather reused line of Rousseau's. "Man is tied to his life by chains of relations and commitments." But doesn't the picture become a little rosier when you know that you are not the only one whose feet are hurting with the chain. That there is another one just like you bound, waiting for a friendly hello from you to ease his/her misery and thereby yours. Therefore help; love and thereby experience change with belief. Live and let live. Remember, everyone matters!

*You're
Invited!*

We invite people with disabilities to be members of EntreBiz. Your Participation in this Social Responsibility Drive will definitely inspire others. Kindly contact us at srd@entrebiz.org



“Disability is a matter of perception; If you can do just one thing well, you're needed by someone.”

- Martina Navratilova

20^{pt} Mainstreaming Program for People with Disabilities

program **EntreBiz**

Social Responsibility Drive

FORTHCOMING EVENTS

We are planning to conduct the following events in the coming months. Be a part !

1. Team Building Games
2. Essay Writing Competition
3. Painting Competition
4. Seminar on the theme “Safety First”
5. Musical Program




PHOTO GALLERY



ENTREBIZ Social Responsibility Drive - SUPPORTERS TILL DATE



EntreBiz Social Responsibility Drive - A new way of living. Live a responsible life.



AUTISM CHILD'S BEHAVIOUR... PARENTS' PAIN

When children with Autism repeatedly rock, flap their hands or spin objects, their parents are often helpless. This intensifies the impact of this perplexing disorder.

They don't need sympathy. Just your support.

To donate, call **800 AUTISM (288476)**. Find out more about Autism and how you can help by logging on to www.dubaiautismcenter.ae



مركز دبي للتوحد
Dubai Autism Center

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**ENTREBIZ
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