



ANNUAL REPORT

2009-2010

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1. Introduction

We are an organization registered U/Sec. 2 of the Societies Registration Act, 1860 purely devoted to philanthropic activities such as education and rehabilitation of AIDS affected children and rehabilitation of destitute children.

Keraleeyam initiated its activities in 2005 when a group of individuals including doctors, media professionals, lawyers and social activists came together to fight against the stigma afflicted to the HIV positive people in the society.

The mission of Keraleeyam got underway with a survey in Kerala starting from the northern most districts, Kasargode. Keraleeyam was trying to picture the condition of HIV positive people in the high risk areas of the society. The organization could realise from the outcome of the survey that children are the most neglected lot among the HIV positive people as they are denied a peaceful life even within their dwelling places, if ever there is a place for them.

When the demand for care taking of the HIV patients grew beyond the reach of the organization it was decided to focus the activities to the HIV positive children as they had only limited days of survival. Moreover these children didn't know that death is fast approaching them due to a disease which affected them for no fault of theirs. The disease was passed on to them from their parents and most of them lost their parents at their infancy leaving them at the mercy of aged grand parents. The society segregated these children and they were destined to have a cruel death without even having their birth rights like a decent living.

We organized annual festivals abroad India to give a global platform for the achievements of Kerala in the cultural, social and economic fields. It also focuses towards bringing in and creating a long lasting relationship with like minded individuals/organizations working in the key sectors of AIDS and Hospice, Tourism, Education, to evolve a beneficial plan of action.

2. Programmes



On 5th April 2009 at Trichur we organized the AIDS Rehabilitation Day, Shri. K. Radhakrishnan, Hon. Speaker of Kerala inaugurated the function. On this occasion we distributed financial assistance to 84 HIV+ve children.



As a goodwill gesture the world renowned music maestro A.R. Rehman conducted a music mega Show in Kozhikkode, Kerala on 3rd May 2009 which was aimed at fund raising as well as awareness creation. A.R. Rehman is the brand ambassador for the coin box project of Keraleeyam. This project creates awareness on HIV even in ordinary homes. With the money raised form the Rehman show children were given their annual financial grant in two separate functions.



On 11th July 2009 we observed AIDS Relief Day at Kanakakunnu Palace, Trivandrum, on this occasion we distributed financial assistance & nutritional food to 65 HIV +ve children.



On 16th April 2010 we conduct “Sangamam” at Hotel Malabar Palace, Calicut. H.E. Shri. Sankaranarayanan, the Governor of Maharashtra inaugurated the function and distributed our annual financial assistance to 156 HIV+ve children.



On 12th March 2011 we conducted “Sangamam” at Subramaniam Hall, Trivandrum Club, Vazhuthacaud, Trivandrum in association with Powergrid Corporation. There were various sessions, seminars, family meet etc., We distributed our annual financial assistance to 160 children on the same day.



3. V.K. Madhavankutty Puraskaram



The 4th VKM Puraskaram was awarded to Shri R. Samban (Chief Reporter, Desabhimani, Trivandrum) Smt. Sisi Jacob (Sub Editor, Mathrubhumi, Calicut), Shri. Biju Paravath (Reporter, Asianet News, Calicut) and Shri. Sibi Rajan (Special Jury Mention) by Shri. A.K. Antony, Hon'ble Minister for Defense, Govt. of India at the function held at 4th Estate Hall, Press Club, Trivandrum on 15th March 2010. The function was presided over by Shri. Elamaram Kareem, Hon'ble Minister for Industries, Govt. of Kerala.

