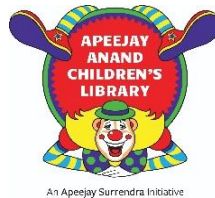




Solid. Since 1910



Apeejay Anand Children's Library opens doors at Salaam Baalak Trust, Ghaziabad

Ghaziabad, 13th August 2019: Apeejay Trust gifted the boys at Salaam Baalak Trust, Ghaziabad a colourful Apeejay Anand Children's Library at the SBT's Uday shelter home in Ghaziabad. The Apeejay Anand Children's Library, Ghaziabad was inaugurated by Mrs. Shirin Paul, Chairperson Emeritus, Apeejay Surrendra Group in the presence of Ms. Priti Paul besides other family members & children.

The library in Ghaziabad was inaugurated by **Mrs. Shirin Paul** with a ribbon cutting ceremony, alongside Ms. Priti Paul, Ms. Vidya Shah, Ms. Rita Chatterjee, Ms. Gagan Singh, Ms. Geetan Batra and children from Salaam Baalak Trust who joined hands in the lamp lighting and cake cutting celebrations.

The library inauguration, themed as a *carnival for children* saw cultural and musical performances by the children of Salaam Baalak Trust. The children at the library were welcomed into a room full of colourful paintings of animals reading books. The rainbow coloured chairs and tables in the library space were then soon filled with happy faces, getting ready to embrace the joyous world of books.

Spellbound with the Magicians, who had some hilarious tricks up their sleeve and performances by the Jokers which had the children in splits, the young participants were seen having a great time. One could see the children enthralled to watch their favourite characters come alive during the puppet show.

Apeejay Anand Children's Library, an Education Support Program was incorporated in 1992 in Kolkata in the loving memory of Priti Priya and Karan Paul's brother Anand [1972-1989]. It has become a safe haven that protects their reveries, give flight to what they had thought were just fanciful day dreams. Conceptualized as a visually exciting and happy space that draws kids in, Apeejay Anand Children's Library, has over the years, become stimulating learning stations. The books in the Library have been donated by Group's Bookstore chain, Oxford Bookstore.

Addressing the children at the event Director, Apeejay Surrendra Group Ms. Priti Paul said "A library is essential to every child's holistic development. Apeejay Anand Children's Libraries are built to cater to the underprivileged children not only in terms of their education but also in nurturing and augmenting their recreational environment. Today, with 18 libraries and multiple education support programs running pan India, we firmly believe that knowledge and books are game changers. They are catalysts in bringing positive changes in the life of children."

Sanjoy K Roy, Trustee, Salaam Baalak Trust said *“Apeejay and the Oxford Bookstores have transformed the lives of our children by creating these wonderful libraries which are the hub of creativity and knowledge. Priti Paul and her colleagues have driven this initiative for the past decade. Salaam Baalak Trust is truly grateful to Apeejay Surrendra Group.”*

In the last 27 years, Apeejay Anand Libraries have unfurled the joy of reading and literature at numerous shelter homes across India. In Delhi - NCR at a 24 hours shelter home for Boys, a 24 hours shelter home for girls run by Salaam Baalak Trust in Gurugram and at a 24 hour shelter home for girls in Najafgarh, in Kolkata’s Khidirpur Docks in a Shelter Home run by ApneAap and in Chandigarh at a Shelter Home run by Vatsal Chaya Trust. The Libraries are a unique Education Support Program that also helps Apeejay Education Trust under which Apeejay Schools are run to identify and sponsor education of talented children from underprivileged backgrounds.

About Salaam Balak

Salaam Balak Trust is a 30-year-old non-government organization that rescues street children and gives shelter to them. Apart from this, the NGO provides education, clothing and all the basic necessities of life. The purpose is to work towards the holistic development of each and every child. The Trust believes to work equally towards the mental health of these children who often show signs of Depression, abuse and trauma. SBT runs a successful Mental Health Programme that takes care of children with complex cases. The team is consistently working to bring change.

About Apeejay Surrendra Group

Established in 1910, Apeejay Surrendra Group employs over 43000 people in rapidly expanding operations in Tea, Hospitality, Shipping, and Real Estate & Retail and has diversified into new business initiatives, Marine Cluster, Logistics & Knowledge Parks. For more Information, please visit www.apeejaygroup.com.
