

DIGNITY *lifestyle*SM

Senior Citizens Retreat for Active Living

N E W S L E T T E R

January 2005

New Year Wishes

The year 2005 is slated to be a landmark year for Dignity Foundation and its sister trust Dignity Lifestyle. Our biggest project ever, the Township, will see the light of day, as they say in Sanskrit, with God's grace. And a distinctive landmark it will be for the *Decade of Dignity* celebrations in October 2005.

On this occasion all of us at Dignity Lifestyle take the opportunity to wish you happy planning and final move over to a life you are looking forward to enjoying at Neral.

Status of Construction

It is true that for the past three months we have not posted you with the Newsletter, intended to share news of progress with construction and related matters. There have been glitches on the permissions front from land and revenue departments. As a result we could not go ahead with commencement.

As though waiting for the yuletide to set in during December everything stands cleared now. With all the permissions securely with us, we have started pouring in our total might and Godspeed to deliver the township habitable.

As of now we still hold our timeline of July this year when we can commence township living at Neral. This commitment to hold on to the timeline

is at the behest and determination of our builder, architect, structural engineers, electrical engineers, water and sewage management companies and the interior designers.

The only change is that the Meditation Centre alone will be ready in October. All other central facilities such as the dining hall, admin-cum- OPD-cum-pharmacy-cum-mini auditorium complex , and the club house with its full sports and health facilities will be made ready in July. And of course cottages for a minimum of 100 persons.

It is indeed easy for us to just say, sorry, it will not be ready by July. But that is not what we are saying and doing — an easy way. We want to strive to meet up to your expectation, to work hard to keep the promise – in short to take charge of the given word and live up to it. As of now myself as well as each member of the engineering team genuinely believe that it is possible for Dignity Lifestyle management to hold its commitment. If there are resident members out there who say it is impossible, we have built so many such places in our lives, so we know it cannot be made ready, all we have to submit to you is that please believe in our belief and determination to work hard. Please stand by, not give us up.

Construction of the dining hall, OPD and cottages have already begun and being undertaken simultaneously as this Newsletter goes to the Press. The boundary fencing already up there is going on a high drive to get converted to a secure strong stone wall with barbed wire on top.

In a month's time I will be back with you with more news on construction.

Legal Agreement

The legal document to be signed by the residents will soon be sent to those of you who are up to date on the instalment payments.

Karthik Iyer, our Legal Advisor, has drafted and finalised the entire document. You will be happy to read its clauses and feel comfortable.

Our special welcome kit will also be reaching you post haste. After which we would love to hear from you all asap!

Anil Javeri

Anil Javeri, our VP, wanted to communicate with you on an important issue. But he is currently too tied up finalising the catering contract and the housekeeping. I can hardly wait to post this off to you not wanting to lose the charm of this first week of the new year.

In the next month's issue of the Newsletter he will.

Dignity Funds Drive

This year our annual funds drive makes an appeal for a donation of Rs. 1200

The donation will generate Multiple beneficiaries

- The deaf and deaf blind at the Printing Press of the calendar
- Senior citizens seeking services of Dignity Helpline
- A visually challenged person simultaneously receives a free calendar gift in Braille
- Visually challenged get initiated in Braille reading next 365 days
- 80 G Tax Exemption to donor



Braille calendar of Productive Ageing

Staff Speak

"I am totally infected"

Right from the day the marketing campaign of Dignity Lifestyle was launched, I have been bitten by the bug to kick off the Neral project. From handling the calls from prospects in Mumbai and other parts of India to personal meetings at the Foundation, it has been a fulfilling experience for me. It is lovely to explain this beautiful project to the callers, as the concept of this township is so unique, there is no dull moment in my dialogue with retirees who come to us with lot of expectations.

As you must have read the developments of this project in this issue, all of us are working hard to get the dream project come true in July 2005. It is going to be a milestone for the Foundation in July 2005 and all our dreams are going to be fulfilled as we are venturing into taking care of our members in the township in all aspects.

I have also been putting up stalls in Homes exhibitions in Mumbai, and one at Pune too. Many who visited our stall had a good word for the project and were impressed by the unique concept. This project is very dear to the heart of our President Dr. Sheilu Sreenivasan who is getting every detail worked out and is personally holding meetings with all the technical people concerned to get every point in her dream to become a REALITY.

My own personal wish is that, I would love to continue working in this project once it opens at Neral. See you all at Neral in July 2005.

Umadevi Krishnamurthy

Response Dept.

Dignity Lifestyle

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