



نهتم للمسؤولية الاجتماعية

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إلهامنا OUR INSPIRATION



إنني أشجع كل شخص في موضع المسؤولية في أداء واجباته بصدق وإخلاص ، و مضاعفة جهوده ليعكس دعم الخير و الرخاء لإخوانه عملية التنمية و النمو لا تعتمد على شخص في موضع المسؤولية فقط ، بل إلى جهد مشترك من كل شخص يعيش في هذا البلد

زايد بن سلطان آل نهيان مؤسس الدولة

"I encourage every person in the position of responsibility to perform his duties honestly and sincerely and to double his efforts towards reflecting back the goodness and prosperity to his fellow brothers. The process of development and growth does not depend on people in position of responsibility only. But it needs the joint effort of each person living in this Country"

**Late H.H. Sheikh Zayed Bin Sultan Al Nahyan
Father of the Nation.**

ABOUT NAHTAM عن نهتم

الشيخ زايد بن سلطان " طيب الله ثراه " هو مصدر إلهام نهتم. "نهتم" للمسؤولية الاجتماعية، هي شركة تابعة لنهتم للتصاميم و إنتاج الإعلانات وهي منظمة خاصة للمسؤولية الاجتماعية، وقد تم تأسيس المكتب الرئيسي لها في أبوظبي، الإمارات العربية المتحدة في عام ٢٠٠٨ لتلبية الاحتياجات الاجتماعية المتطورة للمواطنين والمقيمين والأطفال ذوي الاحتياجات الخاصة والمجتمعات المحتاجة في جميع أنحاء العالم، ونحن نعمل في ثلاثة مجالات، التعليم والبيئة والإنسانية .

The Late Sheikh Zayed, father of the nation, is an inspiration for Nahtam. Nahtam is derived from an Arabic word which means "We Care". Nahtam Social Responsibility, a subsidiary of Nahtam Art and Graphics Design. It is a private social responsibility organization and the head office has been set up in Abu Dhabi, UAE in 2008 to address evolving social needs of UAE citizens, residents, children with special needs and the needy communities around the world.

We are working in three areas, education, environment and humanity.



Our Leadership



Ebrahim Al Haddar
(Chairman / Co – Founder)

An educated community is our wealth.

Nahtam Social Responsibility (NSR) is headed by Ebrahim Al Haddar, an Emirati with a dynamic personality filled with a philanthropic heart and vision. Educated in engineering in the UK, Ebrahim Al Haddar has extensive experience and has held various executive positions in national and multinational companies in the Middle East. He was honoured to work for the Private Office H.H Sheikh Khalifa Bin Zayed Al Nahyan and H.H. Dr. Sheikh Sultan Bin Khalifa Bin Zayed Al Nahyan in Abu Dhabi in the past. Being a sports lover, Mr Ebrahim organized and represented the UAE locally and internationally for Endurance Horse Rides, Formula One Power Boat Race and offshore power boat races for which he was awarded the Zero Accident Award. He had the privilege of serving as ‘GRAND JURY’ for the Endurance Horse Ride and as a Steward in the ‘FLAT RACING’ as well as in the DUBAI WORLD CUP (The first trainee UAE national to hold this position).



George V. Itty
CEO / Co-founder

You cannot separate the person from the people.

George V. Itty is first and foremost a people person. He loves being with people and working with them for healthy and sustainable communities. A graduate in Fine Arts, he successfully served as Creative Director at various advertising agencies in India and the UAE.

Like his forefathers, George always believed in good deeds and found time to do good for the society. Social work was his true calling, and he decided to pursue it full time. In 2008, he founded Nahtam Social Responsibility, a nonprofit organization engaged in humanitarian, educational and environmental activities.

Working beyond borders, George has established close associations with global organizations such as the UN. His first big scale community project in the UAE was a ‘Water Conservation’ Awareness campaign in 1998. Another memorable project was the ‘Donate A Brick’ campaign for mobilizing funds for the construction of a school for special needs children in Abu Dhabi.

Voluntary Advisory Board



Dr. Leyla Al Bloushi



Ms. Jackie Gilchrist



Dr. Abdulhamied Alromaithy



Mr.Sultan Mohamed Al Shehi



Dr. Ali Awadh Al Amoudi



Eng. Abdul Karim



Capt. Anish George

عبر عن حبك للإمارات

أطلق برنامج خليفة لتمكين الطلاب "أقدر" الفعالية في عام ٢٠١٦، وكانت هذه المبادرة وثيقة تعزيز وتقدير من مواطنين ومقيمين للتعبير عن حبهم لدولة الإمارات.

Express Your Love for UAE

AQDAR- Khalifa Empowerment Program for Students, launched "Express Your Love for UAE" in 2016. This initiative was a document to enhance and appreciate one's love for UAE. It was an empowerment for citizens and residents to express their love for UAE.



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يوم مانديلا

تم الاحتفال بيوم مانديلا الدولي لإشادة نيلسون مانديلا في عيد ميلاده الـ ٩٣ في عام ٢٠١١ كرمز للسلام والإنسانية. وهي تهدف إلى إلهام المواطنين للقيام بعمل مجتمعي. و تم تمثيل ذلك من خلال قطعة قماش بطول ٦٧ قدم تمثل الفترة التي قضاها في الخدمة.

Mandela Day

Mandela International Day was celebrated to pay tribute to Nelson Mandela on his 93rd birthday in 2011 as an iconic symbol of peace and humanity. It aimed to inspire citizens to do community work.

The 67 feet canvas represented Mandela's 67 years of commitment to the community.



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اليورو الملكي

تم الاحتفال بالمزاد الخيري لكرة القدم الملكي الأوروبي في عام ٢٠٠٨، حيث تم توقيع كرة القدم من قبل الحكام وولي العهد لدعم ٨ جمعيات خيرية في جميع أنحاء الدولة.

Royal Euro

The Royal Euro Football Charity auction was celebrated in the year 2008, where a football was signed by the Rulers and Crown Prince of 7 Emirates in support of 8 Charities across UAE.



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٦٧ قصص ملهمة كتاب

تم الاحتفال بيوم مانديلا الدولي في عيد ميلاده الـ ٩٣ في عام ٢٠١١ كرمز للسلام والإنسانية. وهي تهدف إلى إلهام المواطنين للقيام بعمل مجتمعي. و تم تمثيل ذلك من خلال قطعة قماش بطول ٦٧ قدم تمثل الفترة التي قضاها في الخدمة.

67 Inspiring Stories Book

The Book Inaugural Ceremony was held Sofitel Hotel, Abu Dhabi in the year 2011. 67 Inspiring Stories Book is an exclusive collection of real life stories written by 67 Individuals in honor of Nelson Mandela as a striking message to the humanity.



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الخاص

الخاص هي علامة تجارية لمنتجات عضوية أطلقت في أبريل ٢٠١٣ لذوي الاحتياجات الخاصة. وتركز على الجودة والاستدامة الاجتماعية من منظمة الصحة العالمية والاحتياجات الخاصة في أبوظبي. كما أقيم معرض مصانع الخاص في الخالدية مول.

Al Khas

Al Khas is an organic brand launched in April 2013 which stands for Special Needs Communities. It focuses on the quality and social sustainability from ZHO and Special Needs Abu Dhabi. Al Khas Plants Exhibition was also held in Khalidiyah Mall.



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بنك المياه

تم إطلاق حملة حفظ المياه عام ١٩٩٣، وهي عبارة عن بنك افتراضي يشجع الناس حول العالم على توفير المياه في المنازل أو المكاتب أو المدارس أو مراكز التسوق أو أي مكان عمل آخر و هي حملة مستمرة.

Bank Al Miyah The Water Bank

Launched in the year 1993, the Save Water Campaign is a virtual bank which will encourage people around the world to save water at homes, offices, schools, malls, or any other work place. This is an ongoing campaign.



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جمع التبرعات لمركز زايد للزراعة بني ياس أبو ظبي

زفعت كل من مؤسسة زايد العليا
وشركة النفط "البندق" اتفاقية مشروع
مشارك في مركز زايد للزراعة في بني
ياس أبو ظبي لصالح ذوي الاحتياجات
الخاصة - لتمكينهم من أن يكونوا
نشطين في المجتمع.

Fund Raising for Zayed Higher Organization Agriculture Center Baniyas Abu Dhabi

Zayed Higher Organization &
Bundug Oil Company Signing
a Joint Venture Agreement at
Zayed Agriculture Center,
Baniyas Abu Dhabi for the
benefit of special need
community - to empower them
to be active in the society.



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يوم الإنترنت الآمن

واحتفالاً باليوم العاشر للإنترنت الأكثر أماناً في عام ٢٠١٣، نظمت نهتم حدثاً بعنوان "بيت إلكتروني آمن" لتثقيف أولياء الأمور والشباب والمعلمين والأخصائيين الاجتماعيين حول أهمية السلامة الإلكترونية، وتعزيز الجزء الجيد من استخدام الإنترنت في الحياة الحقيقية، مما يسلط الضوء على أهمية الإنترنت الآمن والنظيف.

Safer Internet Day

To celebrate the 10th Safer Internet Day in 2013, Nahtam organized an event "Cyber Safe Home", to educate parents, youth, teachers, and social workers about the importance of Cyber Safety, promoting the good part of usage of Internet in real life and highlighting the importance of safe and clean internet.



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القبة الفلكية التعليمية

لقد تم تجهيز هذه القبة بأحدث التكنولوجيا وتظهر الأفلام حول الكون والقمر، الكواكب، المجرة، النظام الشمسي وما إلى ذلك في المدارس والمراكز التجارية في جميع أنحاء دولة.

Nahtam Planetarium

It is an International Educational Planetarium Show for children and students in UAE. This NASA based UAE Planetarium Show is equipped with state of the art technology. It shows films about the universe, moon, stars, planets, galaxy, solar system etc. in Schools, Malls across UAE.



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حملة الإقلاع عن التدخين

تهدف حملة التوعية بالإقلاع عن التدخين، التي أطلقت في آب / أغسطس ٢٠١٥، إلى ضمان الآثار السيئة للتدخين وتداعياته وزيادة الوعي من خلال جدار سيلفي. إنها حملة لا تنتهي أبداً في مراكز التسوق، مكاتب الشركات، الجامعات الحكومية والخاصة و الحدائق العامة.

Quit Smoking Campaign

Launched in August 2015, the Quit Smoking Awareness Campaign aims to ensure the ill effects of smoking and its consequences and raising awareness through a Selfie Wall. It is a never ending campaign taking place at Malls, Corporate offices, Government Departments Universities, Public Parks etc.



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مجلس المستقبل العالمي

لقد عقد الاجتماع في نوفمبر ٢٠١٢ في فندق سوفيتل، أبو ظبي. ودعا المنتدى إلى اهتمام الأجيال المقبلة في صنع السياسات المستدامة، مما ألهم العديد من الحكومات لوضع التشريعات والسياسات الرامية إلى الحفاظ على الموارد الطبيعية.

World Future Council

WFC Meeting was held in November 2012 at Sofitel Hotel, Abu Dhabi. The forum advocated the interest of future generations in sustainable policy making, inspiring several governments to frame legislations and policies to conserve natural resources.



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القصة وراء "المبدعون الحاصلون على جوائز نوبل"

كجزء أول من "جوائز نوبل للإنسانية في الشرق الأوسط" التي استضافتها أبوظبي، نظمت منظمة نهتم بدعم من مؤسسة زايد العليا للرعاية الإنسانية والاحتياجات الخاصة والشؤون الصغرى ورشة عمل إبداعية لصنع الجائزة.

The Story Behind "The Creators of the Trophy's" for The Noble Awards

As part of the First ever "Noble Humanitarian Awards Middle East" hosted in Abu Dhabi, Nahtam organize with the support of Zayed Higher Organization (ZHO) for Humanitarian Care, Special Needs and Minor Affairs a creative workshop for making the trophy.



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يوم البيئة العالمي

تم الاحتفال باليوم العالمي للبيئة من أجل رفع مستوى الوعي وتقديم رسائل مؤثرة بشأن البيئة بما في ذلك مواضيع مثل "فكر.كل وفر"، "نباتات الخردل والنباتات المتنامية" و "معرض الرسم" إلخ.

World Environment Day

World Environment Day Campaigns has been celebrated almost every year to raise awareness and delivering messages of concern about environment including topics such as "THINK.EAT.SAVE", "Mustard & Cress Plants Growing", "Painting Exhibition" etc.



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الأعمال الصالحة أهم العالم

كتاب "الأعمال الصالحة - أهم العالم" هو مجموعة من أعمال الحياة الحقيقية لخدمة الإنسانية والبشرية والبيئة والمناطق المحيطة بها بطرق مختلفة من قبل الناس التي سيتم نشرها قريباً في الأشهر القليلة المقبلة من عام ٢٠١٧. وكانت مبادرة خلال شهر رمضان - "شجرة الأعمال الصالحة"، التي افتتحت في الخالدية مول في يوليو ٢٠١٦.

Good Deeds Inspire the World

"Good Deeds - Inspire the World" book is a collection of real life acts of serving the humanity, mankind, environment and surroundings in various ways done by people which will be published soon in the next few months of 2017. It was an initiative as a part of The Ramadan Program- "Tree of Good Deeds", inaugurated in Khalidiyah Mall in July 2016.



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حملة للتبرع بالدم

تنظم نهتم حملات تبرع بالدم في
أماكن بعيدة مثل الرويس والسلع
وبدع زايد...

Blood Donation Campaign

Nahtam organizes Blood
Donation Campaigns in distant
places like Ruwais, Sila, Bida
Zayed...



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حفظ النعمة

كان تسليم شيك برنامج رمضان "شجرة الأعمال الصالحة" إلى مشروع حفظ النعمة والهلل الأحمر الإماراتي تعبيراً عن التضامن والكرم لصالح المجتمع. أقيم الاحتفال في الخالدية مول في أغسطس ٢٠١٦.

Grace Conservation

The Cheque Handing over Ceremony of the Ramadan program "Tree of Good Deeds" to Grace Conservations & Emirates Red Crescent was an expression of solidarity and generosity towards the benefit of the community. The Ceremony took place at Khalidiyah Mall in August 2016.



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هل هو أنت من بين الخمسة ؟
Are You **The One** Among Five ?



التدخين يشوه مظهرك بفعل من تصارعه بشرتك الطبيعية
Smoking Ruins Your Look. It decreases the natural glow of your skin tone.



هل هو أنت من بين الخمسة ؟
Are You **The One** Among Five ?



التدخين يشوه مظهرك يؤدي لظهور أكياس ترسبية تحت عينيك
Smoking Ruins Your Look. It creates bags under your eyes.



هل هو أنت من بين الخمسة ؟
Are You **The One** Among Five ?



التدخين يشوه مظهرك بسبب رائحة الفم الكريهة
Smoking Ruins Your Look. It gives an oral odor and bad breath.



هل هو أنت من بين الخمسة ؟
Are You **The One** Among Five ?



التدخين يشوه مظهرك يؤدي لظهور الشيخوخة المبكرة والتجاعيد
Smoking Ruins Your Look. It creates premature aging and wrinkles.



هل هو أنت من بين الخمسة ؟
Are You **The One** Among Five ?



التدخين يشوه مظهرك يؤدي إلى تغير لون الأسنان
Smoking Ruins Your Look. It builds an unpleasant icky teeth.

الإقلاع عن التدخين منتدى أبوظبي للأسرة

تم تنظيم حملة "سيلفي وال" في
منتدى أبوظبي للأسرة في أدنيك /
أديك في عام ٢٠١٥ لخلق الوعي ونتائج
التدخين من أجل الحصول على حياة
أسرية سعيدة وصحية.

Quit Smoking Abu Dhabi Family Forum

Quit Smoking "Selfie Wall"
campaign was organized in
Abu Dhabi Family Forum in
ADNEC / ADIPEC in 2015 to
create awareness and
consequences of smoking in
order to have a happy and
healthy family life.



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خيمة كأس العالم للكوكاكولا

تعاونت شركة "كوكا كولا" مع شركة "نهتم" في إنشاء "خيمة عائلية لكأس العالم" في عام ٢٠١٠. وكان الهدف من ذلك خلق بيئة مليئة بالمرح للعائلات للاستمتاع بكأس العالم لكرة القدم فيها، فضلا عن تعزيز الوعي الاجتماعي داخل المجتمع

Coca Cola World Cup Family Tent

Coca Cola teamed up with Nahtam set up an exclusive air conditioned "FIFA World Cup 2010 Family Tent" in 2010. The objective was to create a fun-filled environment for families to enjoy FIFA Football World Cup, as well as to promote social awareness within the community.



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احتفالات يوم البيئة العالمي في مواقع مختلفة في أبوظبي

التزام نهتم بالبيئة والتعليم

World Environment Day Celebrations in Different Locations in Abu Dhabi

Nahtam commitment to
Environment and Education



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رحلة ميدانية إلى مركز زايد للزراعة في بني ياس أبوظبي

تم تنظيم حملة "سيلفي وال" في
منتدي أبوظبي للأسرة في أدنيك /
أديك في عام ٢٠١٥ لخلق الوعي ونتائج
التدخين من أجل الحصول على حياة
أسرية سعيدة وصحية.

Field Trip to Zayed Higher Organization Agriculture Center Baniyas Abu Dhabi

Nahtam organize field trips
and workshops to spread the
importance of using
organic products produced
locally.



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صندوق ادخار "هدااف"

تم إطلاق صندوق التوفير "هدااف" في عام ٢٠٠٨ في فندق قصر الإمارات، وتشجيع الأطفال على أهمية المال وتوفيره. كانت خطة تعليمية تخرس في جيل الشباب لعادة الادخار للمستقبل، فضلا عن موقف الرعاية تجاه الأقل حظا.

Hadaaf Saving Box

Hadaaf Saving Box was launched in 2008 at Emirates Palace Hotel, encouraging children the importance of money and saving it. It was an educational plan instilling in the young generation the habit of saving for future as well as a caring attitude towards less fortunate.



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الإمارات

الاحتاج مبلغ ربع ليرة من مستحقات القرى بأبوظبي

تسويق وترويج منتجات «رايد الرماحي» في أسواق «اللولو» بالدولة

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مجلس الوزراء
عمارة الوفاق (1434هـ)

مؤسسة راند العليا للرعاية الإنسانية، بومباي، مذكرات نظام 88، مجموعة النوار الدولية

22/04/2013

الفرق بين المصنفات الثلاثة هو أن المصنف الأول هو المصنف الأول، والمصنف الثاني هو المصنف الثاني، والمصنف الثالث هو المصنف الثالث.

مناجى عضوي من مؤسسة زايد العليا



Organic Products from ZHO



Al Khas is an organic brand launched in April 2013 which stands for Special Needs Communities. It focuses on the quality and social sustainability from ZHO and Special Needs Abu Dhabi. Al Khas Plants Exhibition was also held in Khalidiyah Mall.

منتج عضوي من مؤسسة زايد العليا



Organic Products from ZHO



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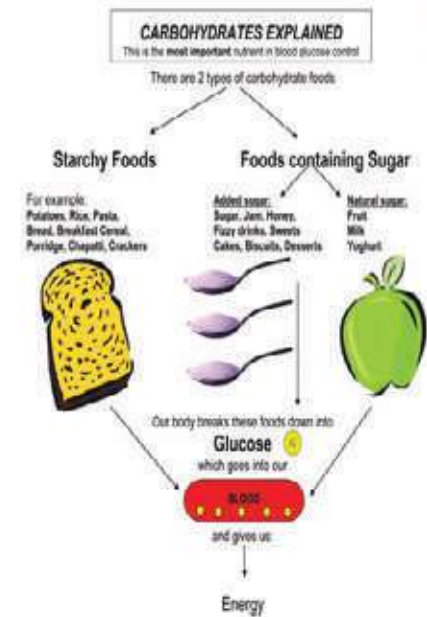
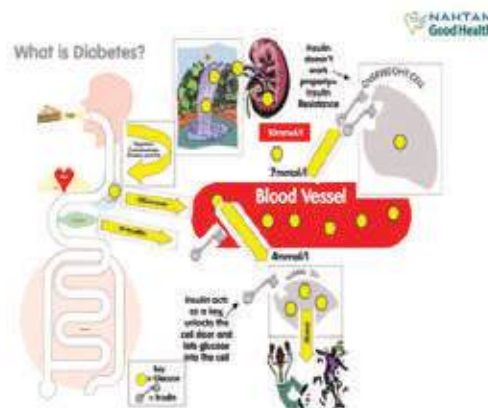
Diabetes Awareness Programme

اللائحة الصحية

التحكم بأجزاء الجسم، والأحجام
باستخدام "اللائحة الصحية"

Healthy Plate

Control your portion, sizes
using the "Healthy Plate
Matter"



Healthy Plate

Control portion sizes using
the 'Plate Method' below:

Control portion sizes using
the 'Plate Method' below:



Control your portion sizes using the 'Healthy Plate Method'. We often eat portions that are too large which contributes to weight gain, yet there is an easy way to make sure you're eating the right amount. Here's a guide for what to put on your (9inch) plate: Fill 1/2 your plate with non-starchy vegetables (like spinach, carrots, lettuce, greens, cabbage, broccoli, cauliflower, tomatoes) Fill 1/4 of your plate with low-glycaemic starches (like basmati rice, 'al dente' pasta, fibre-rich cereals) Fill 1/4 of your plate with lean meat or non-meat protein (like fish, chicken, meat, eggs, or vegetables)



طوبة منكم طوبى لكم

أطلقت حملة طوبى منكم طوبى لكم في عام ٢٠٠٨، حيث تم جمع ٣٦ مليون درهم لفتح ودعم مدرسة لذوي الاحتياجات الخاصة.

Donate A Brick

Donate A Brick campaign was launched in 2008, where 36 million Dirhams was raised to open and support a Special Needs School.



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Park Rotana Presents The world class pianist GERGELY BOGANYI

Performs in support of Donate A Brick

on 30th January, 2010 at Park Rotana Hotel, Abu Dhabi.
Doors open: 7:00 pm, Concert: 7:30 pm followed by a cocktail reception



TICKETS AVAILABLE AT
PARK ROTANA, BEACH ROTANA, CERTO, LITTLE SMARTIES & FRAME DECO
Tickets: Adults 200Dhs (Per Person). Children 50Dhs (Per Child)

DONATE 5 Dhs
To help build the School for
Children with Special Needs
in Abu Dhabi



SMS Brick to 9050 9100

* Each SMS you send donates 5 Dirhams to the school building fund.

Organized by
For further details and larger donations:
Call: +971 2 6420526 or E-mail: nahtam@nahtam.com



Limited
Seats Available



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تدوير الرصاص من قبل
الطلاب ذوي
الاحتياجات الخاصة

Newspaper Recycling
Workshop Lead by
Special Need Students



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Invitation

News Paper Recycling Workshop Lead by Special Need Students



is inspired by the following
speech F.H. Sheikh Zayed Bin
Al Nahyan.

Nahtam Social Responsibility,
Ability Development Centre for special needs

As part of the My Community, My
Responsibility program, Nahtam
is pleased to present the Newspa-
per Recycling Project in conjunc-
tion with the Abilities Develop-
ment Centre Abu Dhabi. Through
workshops and presentations
students will be taught to convert
old newspapers into useful house-
hold products such as baskets,
stationery holders, tissue box
covers, laundry baskets etc. These
products will be exhibited and sold
for the benefits of special need
community.



For booking contact : nahtam@nahtam.com : 050 614 4749





YEAR OF GIVING

KT BACKS UAE'S RESOLUTION OF DELIVERING HOPE



Mandela had fought 67 years for human rights in South Africa. In the UAE, we took that initiative and requested people to do community work. As many as 4,800 people participated."

Community work is in my blood. My father, mother and grandfather all committed their lives to social work. My mother, at 83, runs social organisation for the elderly in Kerala."

Among our campaigns was the World Future Council meeting in Abu Dhabi, where we got top 50 experts, who spoke about ways to protect interests of future generation."

We (Itty, Ebrahim Al Faddar and Isabelle Le Bon-Poonosamy) started Nahtam, focusing on efforts in education, environment and humanity."

George V Itty

Living many years of giving through his social activities

Ashwani Kumar

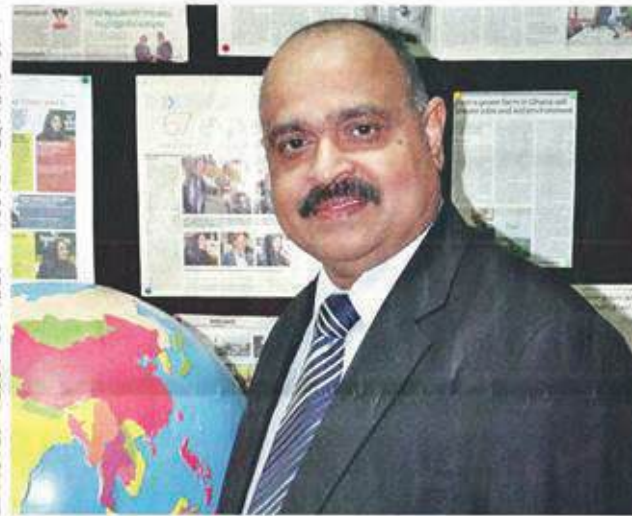
ABU DHABI — For George V Itty, 57, the habit of giving is very much a part of his existence. He is supporting children with special needs in spreading awareness about saving water, focusing on the marine environment, enlightening students about the Internet, or publishing free books of inspiring stories. Itty lives and breathes the ethic of giving. These are just some of the initiatives from the man who went on to found Nahtam Social Responsibility, a social organisation based in Abu Dhabi, focusing on the areas of education, environment and humanity.

The road to social responsibility is all started in 1993, when Itty landed in Abu Dhabi to make good in the advertising sector by starting an agency, but destiny too had other plans for good.

Even while working as a creative director, Itty's humanitarian side nudged him to act. He first launched a Save Water campaign after he saw its message in various quarters. "I published a booklet in Arabic and English, and distributed it (city-wide) exhibition halls in the city."

He also designed a stamp with the message 'Save Water' and asked companies to use it for correspondence, so the campaign reached maximum people. After receiving positive feedback for such initiatives, he took the next step for children with special needs. "I developed a campaign 'Dance a Book' to build a school for children with special needs in Abu Dhabi. Now, the programme under the leadership of Al Faddar Group chairman Mohammed Al Faddar, has led to the construction of a special care center in Al Raha."

The centre is likely to be opened later this year. Itty also focused on environmental issues and did many programmes with the Environmental Agency of Abu Dhabi. He offered a CD-ROM game in which children had to identify the fish and match them with their names. This initiative helped spread word about the UAE's traditional fishing culture among children. He now plans to make it an online and mobile game. "I developed many such CD games



After a string of social and charitable initiatives, George V Itty's most ambitious project is creating the world's largest mammade project.

like Good Habit, Good Health among others." All such ideas, coming from a creative advertising brain, were successful.

Further, making the big push to community-driven campaigns, he gave up his job and launched Nahtam Social Responsibility organisation in 2009.

"I did so with the help of Ebrahim Al Faddar and Isabelle Le Bon-Poonosamy. We three started Nahtam, which means 'We Care' and focused on humanitarian efforts in the field of education, environment and humanity," Itty said. "Among our campaigns was the

World Future Council meeting in Abu Dhabi, where we got with top 50 experts, who spoke about ways to protect interests of future generation. We also did 'Face Internet' in which we taught students from 40 schools in Dubai how to get the best out of Web."

Children with special needs is another issue close to Itty's heart and he was instrumental in introducing volunteering programmes for school students at the centre. In 2011, Nahtam found inspiration in the words of Nelson Mandela, who on his 93rd birthday asked the community to dedicate 67 minutes to community service. "Mandela had fought 67

years for human rights in South Africa. In the UAE, we took that initiative and requested people to do community work. As many as 4,800 people participated in the programme. Also, we had a campaign campaign where people were urged to sign. Three ministers and 97 ambassadors signed on the campaign."

These community works, '67 Inspiring Stories' were selected to be made into a book. "It was distributed freely to all schools, ministries, government departments, embassies and libraries. The first edition was in English and now we are doing it in Arabic, thanks to requests from local

40
schools were part of the 'Face Internet' campaign.

67
Inspiring stories made up the Good Deeds — Inspire the World book.

7.2
million trees planned for the world's largest mammade forest.

late Sheikh Zayed bin Sultan Al Nahyan who transformed a desert into this wonderful land."

"The largest tree made into this is an inspiration with 6.8 million trees. We want to go for 7.2 million trees from all over the world." Itty is yet to finalise the location for what he calls his most ambitious plan for mankind. And his act of giving and living for others is not without a reason. He has a privilege — it's in his DNA. "Community work is in my blood. My father, mother and grandfather all continued their lives in social work. My mother, at 83, runs social organisation for the elderly in Kerala," said the man, who hails from Kottayam district in Kerala.

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The city of Abu Dhabi is not short of people willing to go the extra mile to help others. But long before stories of altruism began to be regularly publicised here, one individual had already been selflessly devoting himself to the public for more than two decades.

His name is George Ily and he co-founded Nahtam Social Responsibility, a private organisation formed to take on various causes for the benefit of the community.

"I came here in 1993, not for community work, but for better career opportunities after working as a creative director for an advertising agency in Bombay. I arrived with my wife and son – now I have two sons," he laughs animatedly in recollection.

A Kerala native with a degree in advertising, George grew up in a family that embraces philanthropy as a personal mission.

"Community work has been in our blood since the time my grandfather served all the needy villagers (back home) with food and educational support for their children."

Currently, his 83-year-old mother is the chairperson for SREDDHA charity

organisation, addressing the need of educating the elderly people on how to better deal with the new generation," George says proudly.

"Even when I was working back home, I made sure to dabble in community work after office hours. I was the guy who started the campaign in Bombay calling for drug addiction to be seen as a sickness. My objective is to change the stigma, to treat addicts as patients in need of help and reintegrate [them] back into society."

"Community work gives me immense happiness and peace of mind," George adds. "I like spending time with people and it gives me an opportunity to utilise my experience in advertising communications for the benefit of many."

Given his clear desire to give back to others, it's not surprising that George's love for community work didn't wane when he relocated to Abu Dhabi.

In the early 90s, the capital was still figuring out how to transition from a quiet, sleepy town to a bustling cosmopolitan city. Needless to say, there was a lot to be done to improve the budding community and help people adjust.

One of the early initiatives he launched was educating residents on the importance of conserving water; water metres didn't exist, and this was years before the prospect of water scarcity in the country became the issue it is today.

"We published and distributed a small booklet teaching children how to save water," George explains. "I did many

campaigns but you know what, if a community work, there's no money, there's no profit, so no commercial firms wanted to take part."

"Then I realised that if I didn't do something about it, all my ideas would die with me." So he started sharing what he knew to enable those programmes to serve a large segment of the community, George recalls.

"Doing more meant getting the corporate world and formerly setting up non-profit organisations Nahtam, along with Emirati, Ebrahimi Al Haddad and Mauritanian Isabella Le Ban Pharessemy, to help implement the campaigns systematically with assistance from volunteers and companies both in the private and public sectors."

Since its initial founding in 2008, Nahtam, which means 'volunteer' in Arabic, has spearheaded a number of noble initiatives including water and electricity conservation, cyber home safety, making saving habits in children, newspaper recycling programmes

and catering for children with special needs, diabetic awareness campaigns and the EV Inspiring Schools book.

"Despite its noble efforts, the group is not immune to the challenges that community-driven non-profit organisations face."

"We have recruited more than 4000 volunteers. The first have to be paid, the others have to be motivated and we don't have any donations," laments George.

Finding sponsors willing to participate in the campaigns is an essential factor in doing Nahtam's work, and that's why the group is constantly reaching out to private and public entities for much-needed support.

Understandably, the government's call to celebrate 2017 as the Year of Giving was welcome news for George and his team.

Whose charity activities in the city have increased over the years, George says the campaign gave the concept of giving more focus, with diverse industries coming forward and in turn helping more people.

"It's certainly a motto George lives by. Launching a helping hand will always be a commitment and personal calling he'll never get to let go of, no matter what the odds are."

"It has been my life. Community work is something that is not a job, it's a passion. You have to be dedicated and consistent. It's like a plant, you cut the seed and if you don't take care of it, it will die. Community work is the same, you have to be consistent."

George's story is a testament to the power of community work. It's a story of a man who has dedicated his life to helping others, and who has inspired others to do the same.

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IN PERSON

IN PERSON

"SHARING DOESN'T COME WITH A TIME FRAME"

"Community work doesn't fall on a timeline or money," George stresses. "Time can slow things down, and share happiness in various ways. A sincere gratitude can be at times the biggest way to help people."

"I believe you should be responsible to yourself first in order to be able to help others. We all live in a busy environment, and it is just a matter of taking a little time and a good heart for others. Community work is the easiest way of getting positive energy and happiness in life."

George also hopes that the Year of Giving campaign will inspire more residents, particularly the youth, to develop a helping sense of empathy and gain through their humanitarian efforts and the empowerment as well.

What's more, he expects a commitment that corporate social responsibility will be mandatory for all companies here creates an even bigger impact, which George says will strengthen the sustainability level of philanthropy in the United Arab Emirates.

"Sharing doesn't come with a time frame. Give an idea, follow the process of sharing it, become a continuous process, which makes it the heart and mind forever."

"It's certainly a motto George lives by. Launching a helping hand will always be a commitment and personal calling he'll never get to let go of, no matter what the odds are."

"It has been my life. Community work is something that is not a job, it's a passion. You have to be dedicated and consistent. It's like a plant, you cut the seed and if you don't take care of it, it will die. Community work is the same, you have to be consistent."

NEWS EMIRATES The National

THE BOOK OF GOOD DEEDS THAT WILL BE SENT TO EVERY SCHOOL TO INSPIRE THE NEXT GENERATION

Book, published later this year, includes stories of an anti-poverty campaigner and two sisters who set up a library in their home

HEROES AND HEROINES IN DEED

CAJANE MALIK

Childhood poverty, charity and heroism are just three of the themes featured in a book of inspiring good deeds by UAE authors.

The book, titled *The Book of Good Deeds*, will be published by the end of the year and distributed to the country's schools.

One of the good volunteers is James Khan, 14, who was awarded global awards in the UAE.

"It is the best book of the United Nations and it's a book that I can read," said Khan, a student at the American International School in Dubai.

"I like the book because it has a lot of good stories and it's a book that I can read," said Khan, a student at the American International School in Dubai.

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H.H Sheikh Hazza Bin Hamdan Bin Zayed Al Nahyan together with the Senior Dignitaries of Emirates Red Crescent & Grace Conservation, Senior Management of Khalidiyah Mall and Nahtam Team launched "The Good Deeds" Campaign on 5th June 2016 as part of the Good Deeds Ramadan Campaign, Khalidiyah Mall, Abu Dhabi.



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