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TECHIES FOR A CAUSE

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Techies along with other professionals associated with the group are grabbing attention with their unique social service and innovative ideas.

Techies and hard-core social service is what Samaja Sevakara Samithi is all about. Techies along with other professionals associated with the group are grabbing attention with their unique social service and innovative ideas.

The vast range of Samithi's value added activities include organising literary, cultural, environmental and other awareness programmes; recognising and honouring people who are serving the society; popularising paper bags instead of polythene ones, and building toilets in schools that are in need of the facility.

The group's recent venture is however that of printing Kannada T-shirts. The project has been receiving positive responses from across the globe.

Lines from D V Gundappa, Kuvempu and G P Rajaratnam's poems have been printed on these Tees. This way, the gen-x are also introduced to great poetry and language, the group believes.



"The T-shirts are a great hit with young professionals. Even non-Kannadigas are thrilled by the concept. We are even receiving orders from Tanzania, UK and USA among other countries," says Anjan a member.

Each rupee earned from the sales will be used to run the schools, adds Rajesh. "We are not selling these shirts to make profit," he explains. The Samithi runs two schools, in the Kuruvatti and Lingayanayakanahalli villages of Bellary district. Free education is being provided to around 200 children.

Around 2000 grey and black T-shirts and sweat shirts have been sold till date. Kannada greeting cards brought out by them are equally popular.

"We make time for these activities during the weekends and after our office hours. The service is an integral part of our lives. Most of us have been involved with the organisation for six years, since its inception in 2002," says Ramachandra Hegde. The Samithi has a membership of 40 people.

Whether it is the combo of fine literary verses and fashion that has impressed you or some other service activity, write to the Samithi at www.sssglobal.org.



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