

COMMUNITY NEWS ► Community ► Lopa Patel appointed Deputy Chair of Global Volunteering Initiative Sewa Day

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Digital Media Entrepreneur Lopa Patel MBE has been appointed Deputy Chair of global volunteering initiative Sewa Day to help spearhead the project's marketing strategy and primary schools programme.

Sewa is the Sanskrit word for "selfless service" and since its launch in 2010 Sewa Day has exceeded all expectations with tens of thousands of people rendering their service to others.



MS. LOPA PATEL MBE

Last year, an estimated 50,000 people took part in over 20 countries under the three guiding principles of Sewa Day which are to alleviate human hardship, improve the environment and bring a little joy.

Arup Ganguly, Chairman of Sewa Day, said: "We are delighted to welcome Lopa onboard to help support our ambitious plans to extend the universal concept of Sewa in schools. Head teachers have told us that the principles of Sewa Day fit well into the PSHE curriculum and augment the idea of citizenship in young minds. Sewa Day can also improve the liaison between the local community and the school and we hope that many more schools will join in this October".

Sewa Day has partnered with the Guardian Teacher Network and is endorsed by UNESCO, the United Nations body for education, who stated

that "Sewa Day demonstrates a shared ethos with UNESCO - a common desire to foster stronger global community cohesiveness and the promotion of the ideal of selflessness."

Lopa Patel, who is a Fellow of both the Chartered Institute of Marketing (CIM) and the Institute of Direct Marketing (IDM), highlighted the positive impact of digital marketing stating that "social media platforms are vital to collaborative initiatives like Sewa Day. They provide the communications tools needed by individuals and voluntary groups trying to find us and each other. Part of fostering community cohesiveness is creating the support networks we all need and I hope that we can further extend our reach online with the fantastic team of volunteers who give their time and service so selflessly."

Sewa Day will take place on Sunday 6th October 2013.



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