



# STEPS AHEAD

A MONTHLY NEWSLETTER

# Editors Desk



-P S Prasad

I am happy to release the Monthly newsletter **July 2025- 'STEPS AHEAD'**,

I hope all of you liked the last months edition of our News Letter. Look forward to your feedback on adding content to our news letter and also look forward to your participation with your content .

This month we have some interesting content useful for all in our **Knowledge Series** and also in **our Talent Corner** we have an article about our Pearl Akshaya , a page dedicated to exhibit the talent of the differently abled .

Please do write to us at **prasad@freedomtrustchennai.org** for any feedback and suggestions or to add any other sections that would benefit all of us .Happy Reading

## Voice of the Board Member

Every project of Freedom Trust carries a very significant purpose. While Walk India and Gram Vikalang Punarjanmam empowers the physically challenged with mobility, Sishupunarjanmam project ensures and empowers them with a career based on their own skills

While five of our scholars in arts have bagged the Most Creative Individual Award from the President of India, scholars in Music have become performers in the field, on par with abled persons.

Track record of Sishupunarjanmam being outstanding, from the last financial year, M/s Sanmina as part of its Corporate Social Responsibility initiative, have started funding this project. A special talent hunt was held at Little Flower Convent and St Louis School and 20 students have been inducted afresh. Students who were trained under this project have today become tutors and it was with this vision that the project was started way back in 2003.

Let us spread the word and encourage our Sishupunarjanmam scholars by giving them opportunities to perform in music and purchase the paintings drawn by our exceptionally talented artists.



**Usha Bharadwaj**  
Board Member

**Usha Bharadwaj**

### Digital Frauds in India: A Growing Threat.

India's digital revolution has brought unmatched convenience and connectivity, but it has also led to a dramatic increase in cyber frauds. With the widespread use of online banking, UPI transactions, and mobile apps; cybercriminals are finding new and sophisticated ways to exploit users, particularly vulnerable groups such as senior citizens. Among the rising threats are digital arrest scams and fraudulent investment schemes, both of which have become alarmingly common.



Various types of banking frauds have surfaced across the country. One of the most widespread methods is phishing and smishing, where fraudsters send fake emails or text messages pretending to be from banks or government agencies, tricking users into revealing account details or clicking on harmful links. SIM swap frauds involve obtaining duplicate SIM cards using stolen identity proofs, allowing scammers to intercept OTPs and access bank accounts. Fake loan and banking apps, often downloaded from unverified sources, closely resemble legitimate platforms but are designed to steal sensitive financial data. UPI and QR code frauds have also seen a sharp rise, with scammers manipulating victims into scanning QR codes under the pretense of receiving money, which actually results in unauthorized money transfers.

One of the most distressing and psychologically manipulative scams is the digital arrest fraud. In this scam, a victim often an elderly person is contacted by a fraudster pretending to be an official from a government agency like the Customs, CBI, or local police. The caller accuses the victim of involvement in criminal activities such as money laundering or drug trafficking. To make the threat seem real, they use forged documents, spoofed caller IDs, and even video calls. Victims are pressured to stay on long calls and are emotionally manipulated until they agree to transfer large amounts of money to avoid immediate "arrest."



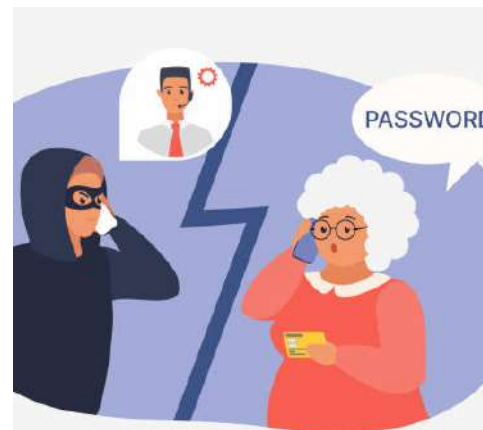
**N Veerappan**  
Senior Vice President  
Credit Intelligence &  
Control- HDFC Bank  
Ltd



## Gyaan - Knowledge Series

### Digital Frauds in India: A Growing Threat.

Investment scams have also become prevalent, especially on social media platforms and messaging apps. Fraudsters pose as financial advisors or investors and offer lucrative returns on crypto currencies, stock trading, or international investments. They often start by providing small, quick returns to gain trust, only to later persuade victims to invest more, after which they disappear or cut off all communication. These scams are designed to target people unfamiliar with modern investment tools, making senior citizens an easy target.



To protect individuals especially senior citizens, it is essential to build a strong foundation of digital awareness. Regular training and information sessions should be organized by banks, community centers, and resident welfare associations to educate older adults on basic cyber safety practices. They should be reminded never to share OTPs or account details and to verify the identity of anyone requesting money or personal information. Banks must take responsibility by sending simplified fraud alerts in regional languages via SMS, recorded calls, or pamphlets. Dedicated helpline should be set up to assist seniors with digital services and fraud reporting. User-friendly banking apps with built-in fraud protection and easy navigation can also help safeguard elderly customers.



As cyber frauds become more complex and emotionally manipulative, especially those targeting trust and fear, empowering people with knowledge, tools, and support remains the most effective defense. A truly secure digital India can only be built when every citizen especially the most vulnerable feels informed, confident, and protected online.

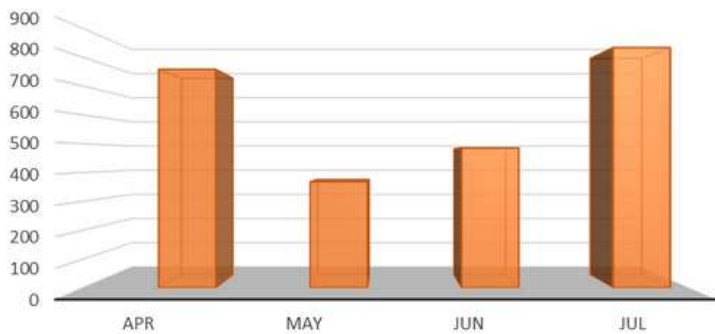




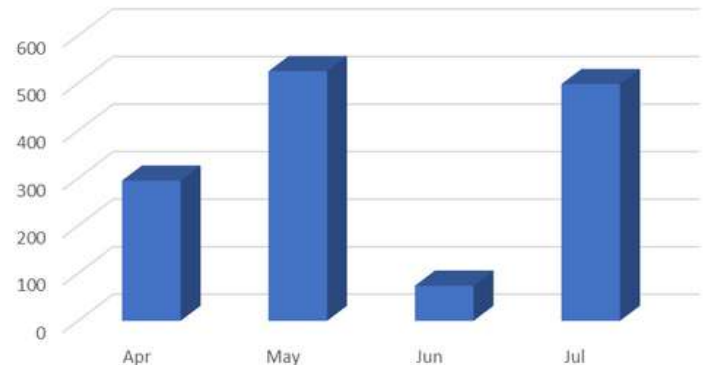
## Year To date Trends FY 2025 - 26

Particulars	Apr	May	Jun	Jul	Grand Total
<b>GVP</b>					
No .of beneficiaries	758	368	486	834	2446
No. Of limbs /	189	149	80	129	547
#Appliances	832	323	572	1076	2803
Camp Type	4	3	1	6	14
<b>Walk India</b>					
No .of beneficiaries	295	525	74	498	1392
No. Of limbs /	302	532	73	511	1418
#Appliances	135	212	33	272	652
Camp Type	2	4	2	4	12
<b>Total</b>					
Total No .of beneficiaries	1053	893	560	1332	3838
Total of No. Of limbs /	491	681	153	640	1965
Total of #Appliances	967	535	605	1348	3455
Total of Camp	6	7	4	10	27

YTD 25 - 26 GVP Beneficiaries



YTD 25 - 26 Walk India Beneficiaries



Particulars	Assessment	Distribution	Grand Total
<b>GVP</b>			
No .of beneficiaries	1550	896	2446
No. Of limbs /	308	239	547
#Appliances	1867	936	2803
Camp Type	9	5	14
<b>Walk India</b>			
No .of beneficiaries	538	854	1392
No. Of limbs /	548	870	1418
#Appliances	189	463	652
Camp Type	4	8	12
<b>Total</b>			
Total No .of beneficiaries	2088	1750	3838
Total of No. Of limbs /	856	1109	1965
Total of #Appliances	2056	1399	3455
Total of Camp	13	13	27

# Activities of the Month

## Savex Technologies Walk India/ Distribution -Ananthapuram- AP



MS LATHA JOSHI VP ADMIN AND CORPORATE AFFAIRS SAVEX TECHNOLOGIES,



This camp was held on **04.07.2025** was at Ananthapur . The camp was Supported by our local partner DDRO . A total of **192 Beneficiaries, 195 Limbs and 70 appliances** were distributed

Savex is one of the prominent leaders ICT(Information and Communications Technology) distribution with over 37 years of legacy in the industry. (in distribution and technological solutions industry, )

Following are the members who were part of this wonderful camp were Ms Latha Joshi VP Admin and Corporate Affairs Savex Technologies,

Dr Sunder Founder & Managing Trustee Freedom Trust, Shiv Narayan Sharma IAS Joint Collector & Additional District Magistrate, Ananthapuram.





## Vara Future LLP - GVP/ Assessment -Kasargod

Another large / mega camp was conducted in Kasargod on **08.07.2025**. Our strong and committed Local partner for this camp was Akkara Foundation, KL

VARA FUTURE LLP our Donor is a leading investment firm that primarily focuses on Seed Stage investments, providing early-stage capital to budding entrepreneurs. With a strong track record of successful investments, VARA FUTURE LLP has recently invested in noteworthy companies like TRULIV, showcasing its commitment to identifying and supporting innovative startups. The firm's investment portfolio spans across several sectors, with a particular emphasis on CONSTRUCTION AND INFRASTRUCTURE, reflecting its deep understanding of the industry's growth potential and market dynamics.

The camp was with the support Dr Sunder Founder & Managing Trustee Freedom Trust, Mr Yasir Ceo Akkara Foundation, Mr Sudharshan Board Member Freedom Trust . This assessment camp **benefited 161 beneficiaries , 21 Limbs and 275 appliances**



## Vara Future LLP - GVP/ Assessment -Theni

This camp was held on **12.07.2025** with the support of our Local partner LS Mills Theni

The entire team from LS mills have extended phenomenal support for the entire camp both from the logistics and the infra side. Their team has been so efficient and cooperative



LS Mills, a producer of high thread count cotton, in the Indian town of Theni was established in the year 1979

Among its exported offerings is high-thread count bed linen, sheets and quilts – products that have won gold in the prestigious Texprocil industry awards for the past seven years.

LS Mills is focused on producing products from cotton, the fabric with which it has decades of expertise. Manivannan's father was a cotton farmer, and Theni, where its mills are based, is a major cotton-producing industry.

The camp had the presence of Dr Sunder Founder & Managing Trustee Freedom Trust, Mr Manivannan LS Mills Managing Director ,Mr Sudharshan Board Member Freedom Trust

This assessment camp benefited **347 beneficiaries, 65 limbs with 375 appliances**





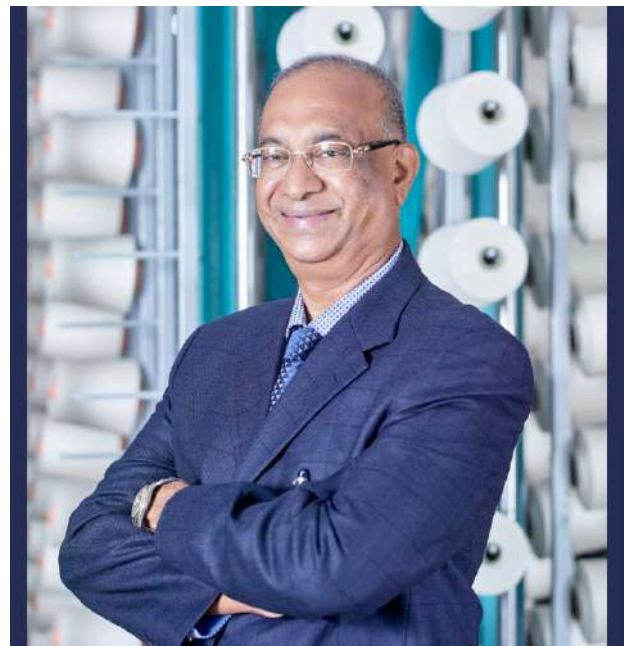


We have had continuous support from our Donor Hexaware Technologies ..

This camp was conducted @ Theni with the support of our local partner LS Mills Theni on **13.07.2025.**

LS mills does various other social activities in the town .They have adopted three government schools, improved infrastructure and even provided rural children with smart classes.

They have also started a sports academy focused on youth development. We have constructed new facilities and actively conduct tournaments to enable young talent to shine.



MR S MANIVANNAN - MANAGING DIRECTOR LS MILLS



The camp had the presence of Dr Sunder Founder & Managing Trustee Freedom Trust, Mr Manivannan LS Mills Managing Director ,Mr Sudharshan Board Member Freedom Trust

This assessment camp benefitted **171 beneficiaries with 176 limbs and 47 appliances**

**Sanmina Tech Service India Pvt Ltd &  
Sanmina sci India Pvt Ltd  
GVP Assesment -Tirupati**



The camp was conducted in Tirupati on **15.07.2025**

The our local partner **Kanchi Kamakoti Peetam** has a presence in Tirupati, with a Shankara Matam and a Paduka Mandapam. The Peetam's Shankaracharya, Pujyashri Shankara Vijayendra Saraswathi Swamigal, has visited and performed pujas at the Tirupati Shankara Matam and the Paduka Mandapam. A recent visit included a puja at the Paduka Mandapam in Vinayak Nagar, near Alipiri. The Peetam also has a camp in Tirupati during its travels



Our Field Officer Abhilash and Mrs Usha Bharadwaj , organised and executed this camp successfully .

It benefitted **38 beneficiaries , 10 limbs and 44 appliances were distributed .**

Our Local partner ith the support of our local partner Kanchi Kamakoti Peetam tirupathi supported us end to end in the organising and execution of the camp

## DRHM ( Dream Runners Half Marathon- Walk India Distribution - Chennai

The camp was conducted Ramanathapuram on **19.07.2025** .

This camp was successfully conducted benefitting **28 beneficiaries , 32 limbs with 5 appliances** .

The annual Fund-Raiser event of Dream Runners Foundation to support the cause of providing prosthetic legs for the under-privileged, aiding survivors of domestic violence and offering financial aid to schools in need.

Dream Runners Foundation (Trust) has been awarded as being Champions of Chennai (Sports) for the year 2022, by the KSA Trust

MR Radha Rangarajan Trustee DRHM , Mr Sankaran Trustee , Mrs Usha Bharadwaj ,Mr Prasad and Mr Sudarshan were present for the event





## BHEL & Rane Holdings P Ltd Trichy - GVP - Assessment -Trichy



The camp was conducted in Chennai on **20.07.2025**

Our Local partner Tiruchirapalli Multipurpose Social Service Society (TMSSS) was established during the year 1975 for the promotion of justice, peace and development through integrated and integral human development initiatives and for establishing a just society. They support the society with Health centres, day care, rehab centres, home for intellectual disabled adults etc etc



Mrs Usha Bharadwaj was the coordinator for the camp from Freedom Trust

It benefitted **123 beneficiaries**, **9 limbs** and **150 appliances** were distributed.

Our Local partner TMSSS, Dr Balamuruli, Mr M Deelipan supported us end to end in the organising and execution of the camp

## Lodge - Ramaprasad - GVP - Assesment -Chengalpet



The camp was conducted in Chennai on **22.07.2025**.

Freedom Trust has had a long standing relationship with various Lodges in the state .One of them being Lodge Ramprasad who have been supporting Freedom trust for many years .



Dr Sunder Founder & Managing Trustee Freedom Trust ,Ms Usha Bharadwaj Board Member Freedom Trust were present

It benefitted **69 beneficiaries , 2 limbs and 109 appliances were distributed**

Our Local partner DPI Chennai supported us end to end in the organising and execution of the camp

## Hapag Ilyod global Capability Center - Walk India Distribution -Ramanathapuram



The camp was conducted in Ramanathapuram on **26.07.2025**

Mrs Anisha Dalal, Mrs Geethanjali Singh , Mrs Usha Bharadwaj & Mr Sankaran were present for this camp



It benefitted **107 beneficiaries** , **108 limbs** and **150 appliances** were distributed .

Our Local partner MR Murugan & Mrs Anandhi supported us end to end in the organising and execution of the camp



## Vara Future LLP - GVP Assessment -Pithapuram,AP



The camp was conducted in Pithapuram on **27.07.2025**

Dr Sunder Founder & Managing Trustee Freedom Trust , Dr Sivasubramanian SGS Trustn were present for this camp



It benefitted **96 beneficiaries** , **22 limbs** and **123 appliances** were distributed .

Our Local partner SGS Trust supported the organising and execution of the camp



# Talent Corner

The Inspiring Journey of P. Akshaya: A Carnatic Vocalist and Violinist Empowered by Music, Mentorship, and Freedom Trust

P. Akshaya, a gifted Carnatic vocalist and violinist, stands as a shining example of perseverance, talent, and guided empowerment. Visually impaired since birth, her journey began during her school days at Little Flower Convent Higher Secondary School for the Blind, Chennai. It was here that Freedom Trust, under its unique initiative Shishu Punar Janmam, identified her musical potential and offered her a pathway into formal training—planting the first seeds of her artistic journey.



Akshaya began her vocal training under the nurturing guidance of Smt. Usha Bharadwaj, who instilled the foundational discipline and bhava in her music. Later, her pursuit of excellence led her to train under Kalaimamani Dr. S. Sunder, whose scholarly mentorship helped her elevate her artistry. Simultaneously, she began learning the violin under Shri V.L. Kumar, mastering the instrument with as much dedication as her vocal practice

Despite being a school topper in Classes 10 and 12, Akshaya chose to follow her musical passion full-time. She completed her B.A. (Music) with distinction at Queen Mary's College and earned a Gold Medal in M.A. (Music) from the University of Madras (2016–2018). She also qualified for the National Eligibility Test (NET) with Junior Research Fellowship (JRF) and received the CCRT Scholarship, reflecting her academic and artistic prowess.



# Talent Corner



A turning point in her growth as a performer came through the continued support of Freedom Trust, which not only supported her learning but also provided her valuable stage performance opportunities. Through concerts organized by the Trust, Akshaya gained exposure to diverse audiences and prestigious platforms—allowing her to transition from student to performing artist with confidence. These opportunities helped her evolve into a versatile musician, enabling her to take the stage in renowned sabhas and festivals across the country.

Now a B High grade All India Radio vocalist and B grade violinist, Akshaya has performed at The Music Academy, Raga Sudha Hall, Krishna Gana Sabha, Narada Gana Sabha, and many more. Her accolades include the Wonder Woman Award (2025),





# Upcoming Activities

04  
Aug

## WALK INDIA ASSESSMENT

At Yavatmal

Donor- Hapag Llyod

Fixed

05  
Aug

## WALK INDIA ASSESSMENT

At Wardha

Donor- Hapag Llyod

Fixed

10  
Aug

## WALK INDIA DISTRIBUTION

At Tirupati

Donor- Sanmina

Fixed

12  
Aug

## GVP / DISTRIBUTION

At Kasaragod

Donor- Vara Future LLP

Fixed

27  
Aug

## GVP / DISTRIBUTION

At Chennai

Donor- Lodge Ramprasad

Fixed

28  
Aug

## GVP / DISTRIBUTION

At Trichy

Donor- BHEL

Fixed

31  
Aug

## GVP / DISTRIBUTION

At Pithapuram

Donor- VARA LLP

Fixed



### Quote for the Month

When you focus on someone's disability you will overlook their abilities, beauty and uniqueness

**Yvonne Pierre**

# Donor Feedback



Ms Kashvi,  
President of  
Rotaract -SRM  
Easwari  
Engineering College

Hi! This is Rtr. Kashvi, President of Rotaract Club of SRM Easwari Engineering College. It gives me immense pride to share that the Rotaract Club of SRM Easwari Engineering College successfully organized a fundraising event through which we raised ₹2.3 lakhs to provide prosthetic legs to those in need. This achievement would not have been possible without the invaluable support and collaboration of Freedom Trust.

We are deeply grateful to Sudharshan Sir, whose constant guidance and unwavering support played a crucial role in making this event a success. I would also like to extend my heartfelt thanks to Dr Sunder Sir for believing in our vision and partnering with us for this noble cause.

Through this collaboration, we were able to help 23 beneficiaries, and we remain forever grateful to Freedom Trust for their impactful contribution.



# Let's Work Together



<https://www.freedomtrustchennai.org>



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