



ABOUT US

With a vision to bridge the gap between foreign tourists and grass root level NGOs for meaningful and soul satisfying social interactions, Le Passage Travel Foundation, aka Shaping Lives, was born in Jun 2010.

Le Passage Travel Foundation - Shaping Lives, is the CSR arm of Le Passage to India, India's No.1 Destination Management Company in equal partnership with TUI Travel Plc, world's largest travel conglomerate. Working within a framework of a responsibly 'give back' strategy, Le Passage to India is a socially active and involving travel agency. With its Shaping Lives initiative that was born in Jun 2010

and registered as a Foundation a year later, with the mandatory income tax registrations and exemptions being granted in Nov 2011, we envision shaping the lives of children from less privileged communities or backgrounds, including the differently abled, orphaned and HIV affected children, the old and infirm homeless and signatures in flora and fauna across travel destinations in India.

The logo of Shaping Lives represents a branch of a tree, which ends in a pencil tip. The branch signifies our unwavering value of sturdiness and uprightness and the pencil tip symbolises our goal of re-writing 'smiling futures'. The branches, depicted by figurines, represent our business units and our colleagues. Leaves, denoted by hands, symbolise our travel partners and partner NGOs and institutions. We make sure that every element empanelled is meaningful and hence adds value and direction to our work. Moreover, 'Shaping Lives' logo is also in synergy with the Le Passage to India logo, 'Tree of Life', hence extending the brand recognition and continuity.

OUR VISION AND PHILOSOPHY

Our vision is simply to bring 'a smile on every child's face' and their families. We do not propagate smiles as an art of earning karma, we propagate a spirit of giving and 'spreading smiles', through our children, onto their families and then beyond as the family members spread their smiles across their work and social environment.

Shaping Lives' endeavour to encourage good social interactions does not stop at foreign tourists but spreads its spirit of giving and compassion within the entire Le Passage family. We achieve this by creating exclusive opportunities to encourage small but significant levels of 'karma' for our colleagues.

OUR INITIATIVES

The Foundation, albeit a year old, prides itself on supporting diverse and meaningful social causes across selected travel destinations. The initiatives in perspective are for the following:-



• **Orphaned, HIV affected and less privileged background children:** The Foundation's main focus is on children and identification of NGOs that are aligned to ensure maximum diversity in upliftment of such children. The social interventions range from non formal schooling, formal schooling, low esteem and drop-out assistance groups, adolescent boys and girls vocational and all round development, orphanages, cancer affected children and even de-addiction / AID centres.

• **Differently abled children:** Specially abled and divine for us, we at Shaping Lives endeavor to put as much happiness as possible into the lives of such special children.

• **Abandoned Senior Citizens:** We recognize this travesty of parenthood where aged parents become a liability to their own children who were nurtured by them at times at the cost of personal deprivations. We do what we can for our institutions which give such abandoned senior citizens light in their twilight.

• **Self Help Groups (SHG):** Shaping Lives is in touch with numerous NGOs who have worked in the area of SHGs and the range varies from micro-finance, to waste-pickers rights, to de-addiction and various women empowerment schemes.

• **Compassion:** We work closely to assist 'Jaipur Foot Organization', a world renowned philanthropic institution famous for the low cost prosthetic limb known as "Jaipur Foot".

• **Animals:** Be it the Indian Sloth Bear or the camel on the streets of Rajasthan, Shaping Lives is deeply concerned about animal welfare and associated with NGOs working for the welfare and care of animals and is a major supporter to pioneering work by prominent local NGOs in cities of Agra and Jaipur.

HOW WE CONTRIBUTE

Social Interactions

Shaping Lives facilitates social interactions for inbound tourists that are as diverse as :-

- Outings and Events for Children and centers for the client
- Facilitating visits to the children schools
- Facilitating individual and group Volunteer Tourism
- Sponsorships and donations
- Purchasing Products from NGO & vocational centres for corporate gifting thereby generating income, inducing confidence and giving happiness to our NGOs.
- We also customize social interactions to suit client needs. For instance, Peace Ceremony by a world peace group in schools or an art medley between a visiting and an Indian artist, specific self help group interactions, etc.

Project Arman

This is a Project totally financed and supported by Shaping Lives. Managed by NGO Chintan Environmental Research and Action Group on our behalf, its theme is 'No child in Trash'. It is our endeavor to keep the waste pickers' children at Nizamudin, Delhi, away from waste picking and give them a worthwhile childhood and education. In this initiative, Shaping Lives envisions to change the social status of an entire community in the very near future, as we groom these children for better and more dignified employment through our education and vocational exposure.

Indian Sloth Bear Rescue Program

We engage ourselves and our travelers in the rescue program of the 'Indian street dancing bear' through Wildlife SOS. The bears' erstwhile masters, the 'Qalanders', are paid a handsome sum for surrendering these bears to WildlifeSOS care and given opportunities for alternate livelihood and community development. A small percentage of income generated from every traveler visiting India through us is contributed to this unique Sloth Bear resettlement program.

Internal Initiatives

Our colleagues are also periodically encouraged in the spirit of giving through initiatives like blood donation, gift-a-gift to children and old clothes gifting to the needy, besides contributing voluntarily towards sponsorship of children and other such philanthropic initiatives.

BENEFITS TO THE TRAVELER

The uniqueness of a Foundation created by a travel agency, lies in the initiatives offered to the foreign tourists. A varied choice of social participation opportunities across major travel destinations, which are often customized to suit their itinerary, not just on arrival in India, but as part of our outreach to our international travel partners organizing their travel plans, facilitate a traveler associating with the Foundation, the benefit of knowing where their social signature will take place and they accordingly come well informed and satisfied that a 'difference' will be made in the lives of both the receiver and the giver.

It is also our vision to be the pathfinders for other travel companies in India to set up dedicated CSR, with a view to contribute on the travel destinations by way of preserving heritage, ensuring social proprieties and respect for local customs and traditions by our clients and encouraging upliftment of local communities through sustainable and responsible social interventions.