



India Development Foundation
of Overseas Indians

UAE NRI contributes Rs. 72 Lakhs to Swachh Bharat Mission in Kerala

India Development Foundation of Overseas Indians (IDF-OI) welcomes a generous contribution of Rupees 72 Lakhs to Swachh Bharat Mission from Mr. Yusuff Ali M.A, Managing Director of Lulu Group of Companies, UAE.



*Mr. Yusuff Ali M.A.
MD, Lulu Group of Companies*

Talking about his support to IDF-OI, Mr. Yusuff Ali said, *“I think setting up of IDF-OI is one of the best initiatives of the Government. In my view, it is serving the dual purpose of tapping the much needed funds for our community development and connecting the large Indian Diaspora with the nation building process. This surely makes us all feel very proud of India and its future.”* He also appreciated the revised mandate of IDF-OI, under which the organization is promoting Government of India’s Flagship initiatives- Swachh Bharat Mission; National Mission for Clean Ganga; and social and developmental projects in States of India.

Mr. Ali’s contribution is towards construction of public toilets in Thrissur, his hometown in Kerala. On why he chose to contribute to Swachh Bharat Mission, Mr. Ali said, *“Cleanliness is the essence of life, we can be highly developed and have latest technologies but unless we have a clean and hygienic India, we will never be able to feel proud of ourselves”*. He also requested the Indian Diaspora to *“wholeheartedly support this great initiative of the Govt and make India a truly modern country”*.

Mr. Yusuff Ali has been awarded the prestigious Pravasi Bharatiya Samman Award (2005) by the Government of India and the Wessam Al Bahrain by the Government of Bahrain for his exceptional work in the field of philanthropy and public service.

Mr. Ali is the first non-resident Indian from the Gulf and the West Asia to be conferred the Padma Shri Award in 2008 for his philanthropic contributions. He is a member of the Board of Trustees of IDF-OI, which is chaired by Smt. Sushma Swaraj, Hon’ble Minister for Overseas Indian Affairs.

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