

Anitha Rajarajan founding President SI Madurai 2009

Anitha is a highly driven and passionate social worker with a self-effacing ability to conceptualise and create winning solutions. Aligned with strong social consciousness, she believes in team work and also works her way towards opening doors for the next generation. Transforming through positive efforts she has endeared herself to fellow Soroptimists, which has enabled her to hold multiple posts at club and regional level. An avid traveller, Anitha has always successfully connected with Soroptimists, making friendship links in all the four Federations. Her enthusiasm to forge ahead is not easy to contain as she also impressed and motivated the friendship links to do several joint projects with SI Madurai. She has also addressed the SISWP regional conference and has now been elected SIGBI Assistant Programme Director (planet).

Her first rally with more than 5000 students in 2009 to say “No to plastics” resulted in a partial ban on single use plastic by the local government. Recently SI Madurai implemented source segregation of waste, a Swatch Bharath campaign by the Government of India, involving 600 local residents, and also initiated a mega green organic exhibition to support upcoming women entrepreneurs and help them gain business opportunities. She established Sorop: Youth clubs in four city colleges, and built two community parks in association with the local government, that catapulted SI Madurai to a position of prominence and credibility.



In a local school and in an Institution, SI Madurai created two forests in their backyard using the Japanese Miyawaki method, which enthused several educational institutions and the local government to work in tandem with SI Madurai in bettering the city's image.

That Anitha belongs to a traditional family involved in community service, shows in the kind of initiatives she envisaged during her term. She started the Education Endowment Fund to financially support deserving girl students at the university level, also enabled a para-lympian to promote her tailoring unit that manufactured reusable sanitary napkins, and set up smart classrooms in two government schools benefitting more than 2,000 girls.

At the request of the local government, she raised funds to combat Covid-19 by providing immunity boosting medicines to 1,500 families. In the last decade, SI Madurai has received four Best Practice Awards. Anitha has spearheaded many projects of the club, which always gained prominence in the print and electronic media.

As a culmination of her achievements and remarkable work, she has been invited to be on the State Education Board, Government of Tamil Nadu, India. Big or small, every gesture of Anitha's demonstrates why her voice is important and remains so relevant in her work of one decade as a sincere and committed Soroptimist. She is the driving force behind every major project and all sponsorships.

Her unique leadership and management skills to tackle social issues, and inspire noteworthy projects raising the profile of SI, makes her a valuable ambassador for SI.