

Inorbit Malls launches 'Aikya' initiative

To host interactive and appealing workshops for the community and summer special activities

IN its continued endeavour to contribute to the society, Inorbit Malls is championing a holistic and all-encompassing community building exercise; 'Aikya', conceptualized for their customers. Starting April 25, 2009, Inorbit Malls at Malad and Vashi have begun to organize socially relevant workshops, highlighting the smaller yet noteworthy issues which are definite to make a difference in the lives of the citizens.

Starting this initiative with a key value-add service, the malls have installed a 'Residential Community Notice Board', a pin-up board for the neighbourhood where residents get to post messages, classifieds, information, with an aim to establish an effective

social interaction medium provided by the mall.

Propagating public awareness and consciousness in the city, both the properties will be conducting various exciting and unique workshops, which will enlighten the mall-goers on various issues, encapsulating education, entertainment, communal and social issues.

The customers will experience various workshops like self enhancement, rain water harvesting, defence learning, an interaction with the local fire-officials and police department and free health camps within the mall premises.

A 'Life Skill Workshop,' which will add impetus to the initiative, was conducted at Malad and Vashi. Conducted by Disha Counseling Center, the workshop concentrated on self enhancement for children. It incorporated various aspects like Personality Development, Creativity, Team building, Understanding

strength and weakness, Effective study techniques, Handling Parents and peers and more.

Speaking on this initiative, Kishore Bhatija, CEO, Inorbit Malls, said, "We, at Inorbit have always been at the fore to proactively involve our customers and jointly contribute to the community we live in. With, 'Aikya', we are trying to reach out to them by implementing a lighter and more exciting approach to impart knowledge and awareness on the issues that matter. Having developed a personal connect with our customers over the years, we know that the smaller and simpler things in life that make a difference and we intend to further enhance their shopping experience by planning these enticing workshops."

Moreover, Inorbit Malad has lined up several fun activities for the summer season. Various contests and prizes have been organised. The mall will have eight kiosks of categories of cosmetics, summer getaways, summer workshops, healthcare, accessories, deodorants and perfumes, food and sunglasses. You can get expert guidance on make up and cosmetics to help you look your best in the heat too. The atrium will be decorated and raffle contests will be held with big prizes.

Inorbit Malad is currently hosting Summer Tips, an ongoing three-day event that will help you tackle the heat and also have lots of fun, will be hosting workshops on ways to nourish your body with expertise from eight different categories and games that give away loads of prizes. Summer Tips is on up to May 1, 2009.

