

# For him, charity is borderless

Swaha Sahoo  
New Delhi, July 12

"I WANT to make charity fashionable," says Robin Raina, the 38-year-old CEO of Atlanta-based Ebix Inc., an international developer and supplier of software and e-commerce solutions to the insurance industry.

In the Capital on one of his charity trips, Raina is passionate about the Robin Raina Foundation he has set up. "The foundation empowers needy children. Our focus is to make a difference in the lives of children — handicapped, blind, mentally challenged, sick or in need of urgent medical help and underprivileged kids who needed education."

"We have adopted 700 kids in India. By adoption I mean financial adoption where in the children stay where they are and we are responsible for their education, food and health."

Raina will leave for Lahore on the 16th and plans to adopt 200 children there. "Initially, a few people in America were aghast. How could I go to Pakistan and adopt their children, especially when I was a Kashmiri Hindu, they asked. But children know no boundary," says Raina.

Raina's foundation has tied up with local organisations and funds 200 girls in Mumbai, supports the educations of 15 Kashmiri migrants in Jammu and is involved in a few villages in and around Delhi. "Indian NGOs are honest but incompetent," he says. "They want to work but don't know what to do and thus end up wasting money. There are some good ones but then again they lack professionalism," he says.

Apart from dividing his time between his expansive business and charity work,



Rishi Ballabh

## Robin Raina feels charity must break stereotypes

Raina is busy writing two books.

"One is on insurance and e-commerce. The second is a romantic fiction based in India," he says.

Raina has taken the help of many celebrities from all walks of life to popularise the concept of charity. "I want to break the concept that charity is only for the old. I want to make it cool for people to get involved in helping the underprivileged. It's thrilling when my daughter tells her friends that her dad is cool because he helps other children. That's the spirit I want to imbibe in everyone."