

BOX APPEAL CHARITY DRIVE

Every year, the Radisson Group of Hotels in the UAE , conducts an unique campaign to help the underprivileged labourers / construction workers through their campaign titled “BOX APPEAL” . The idea is quite simple – residents are urged to fill up a box provided by the hotel with daily use items/ toiletries/ personal care items for the labourers most of whom cannot afford to buy them.



Like every year, I participated But with a little difference. This time , several of my friends , who are part of our club called “GREEN HOPE UAE” joined in and we contributed 10 boxes of these items. It coincided with Eid which made it even more poignant.



..... by Kehkashan Basu