



73 Lodi Estate  
New Delhi - 110 003 India



## A PERSONAL MESSAGE FROM MR. RAHUL DRAVID

When UNICEF's India Office head, told me that one out of every ten children born in India still dies before the age of five, I was deeply moved and kind of dismayed. Although, I and my team mates have been involved with UNICEF on polio immunization and other issues, I never thought the situation was so grim. I was clearly stumped.

Our country is experiencing its highest economic growth rate ever. Many of our industries are booming. So how have we abandoned innocent children who could have lived to share the growing health and prosperity we are now experiencing?

What a human tragedy and waste – to have so many children die before the age of five? Each one of those lost children might have grown up to be a doctor, a teacher, an accountant or an engineer who could have helped to realize the unlimited potential of our nation.

UNICEF has worked tirelessly for India's children for nearly 60 years. Much of this effort has been funded by caring individuals living in Europe, North America and other economically advanced countries. Individual people like you or I.

Isn't it high time for us to take on more responsibility for our children and play a captain's knock?

I urge you to join me and thousands of caring and enlightened Indians in contributing to UNICEF's programmes in support of child health, nutrition, sanitation and education.

We owe no less to our children – children like Bholu, Phool and Ashima.

Please don't hesitate. Send UNICEF your contribution – now!

Sincerely,

A handwritten signature in blue ink that reads "Rahul Dravid".

Rahul Dravid  
UNICEF Supporter  
Member, Indian Cricket Team

*PS. You can read more about UNICEF's work for children on the website or – better still – please just send us your contribution now. The children are waiting; surely we want them to play a long innings.*