NGO PRESENTATION

Hey Maa Foundation

We Protect, We Care

Our mission is to spread happiness

ਆਓ, ਮਿਲ ਕੇ ਖ਼ੁਸ਼ੀਆਂ ਵੰਡੀਏ।

Working with children, women, young people and families in Punjab and Jammu & Kashmir

About us

Who we are

Hey Maa Foundation is a non-profit organisation that works with children, women, young people and families. It was founded by Ms. Preeti Sapru, a renowned actress, filmmaker and social worker, who is also the Chairperson of the Cine Artiste Welfare Trust.

What we do

We work in five areas: education, health, women and youth, drug-free youth, and community service. We hold awareness sessions in schools, run campaigns with partner clubs, stand with needy women and widows, and bring people together through cultural programmes like Teeyan.

Where we work

Our programmes have reached Jammu, Ludhiana, Sahnewal, Raman Mandi and Bathinda, across Punjab and Jammu & Kashmir.



Why we exist

We believe every person deserves to live with health, safety and dignity, and that real change happens when a community comes together to protect and care for its own.

We Protect, We Care so that every person can live with health, safety and dignity

Our role in society

The part Hey Maa Foundation plays in the lives of the people it serves

Awareness builder

We help people understand risks like drug abuse, and know their rights and the help that is open to them.

Supporter in hard times

With partner clubs, we stand with needy women, widows and families through support like sewing machines and blankets.

Bridge to help

We guide families to free, confidential government help, such as the national de-addiction helpline 14446.

Encourager of children

We visit schools and children's centres to guide students and encourage every child, including those with special needs.

Community connector

We bring people together through meetings and cultural programmes like Teeyan, so neighbours look after each other.

Partner for change

We work hand in hand with clubs, schools and societies, so that every programme reaches more people.

Our story



A name with two meanings

Hema, the name of our founder's mother

'O Mother', the call every child makes for love and care

It begins with a mother

Our founder's mother, Mrs. Hemavati (Hema) Shetty Sapru, was a trained Kathak dancer from Karnataka and a leading actress at Prithvi Theatre. Our name carries her name.

A family of artists

Her father, Late Shri D. K. Sapru, was a legendary actor of more than 400 films. She was raised with strong values of integrity, discipline, dedication and service to society.

A life of service

Ms. Preeti Sapru has served the artistes of Indian cinema as Chairperson of the Cine Artiste Welfare Trust, and women and families in Jammu & Kashmir and Punjab.

A promise to every family

Hey Maa Foundation carries this spirit forward: to protect and to care, the way a mother does, so that every person can live with health, safety and dignity.



MEET OUR FOUNDER

Ms. Preeti Sapru

Actress · Filmmaker · Social worker

Ms. Preeti Sapru is a renowned actress, filmmaker and social worker, and the founder of Hey Maa Foundation. Born and brought up in Mumbai in a Kashmiri family, she has given her life to cinema and to the service of society: caring for the artistes of Indian cinema, and working for women, families and communities in Punjab and Jammu & Kashmir.

- First woman director in the history of Punjabi cinema
- Chairperson, Cine Artiste Welfare Trust (CAWT)
- Honoured as a Punjab Legend by the President of India

Our founder’s background

400+ films

Late Shri D. K. Sapru

Her father, a legendary Bollywood actor who made an extraordinary contribution to Indian cinema by acting in more than 400 films. He inspired and guided her love for acting.

Kathak · Prithvi Theatre

Mrs. Hemavati Shetty Sapru

Her mother, a trained Kathak dancer from Karnataka. Recognising her talent in dance, she joined Prithvi Theatre and performed as a leading actress alongside Shri Dev Anand, Shri Raj Kapoor and Shri Ashok Kumar.

Born and brought up in Mumbai, in a Kashmiri family

Ms. Preeti Sapru completed her schooling in Mumbai, Maharashtra. Belonging to a Kashmiri family, she was raised with strong values of integrity, discipline, dedication and service to society.

A journey in cinema

The first woman director in the history of Punjabi cinema

A significant milestone for women in the Indian film industry

Age 13

Inspired and guided by her father, Late Shri D. K. Sapru, she developed a passion for acting at the tender age of 13.

Hindi and Punjabi films

Through her remarkable talent and dedication, she established herself as a prominent personality in both the Hindi and Punjabi film industries.

Director

She became the first woman director in the history of Punjabi cinema, a significant milestone for women in the Indian film industry.

Today

A filmmaker and social worker, she leads Hey Maa Foundation and serves as Chairperson of the Cine Artiste Welfare Trust.

Our founder’s roles

The many roles Ms. Preeti Sapru plays in cinema and in society

Actress

Began acting at the age of 13 and became a prominent face of both Hindi and Punjabi cinema.

Filmmaker and director

The first woman director in the history of Punjabi cinema: a milestone for women in Indian film.

Founder, Hey Maa Foundation

Leads our work for children, women, young people and families across Punjab and Jammu & Kashmir.

Chairperson, Cine Artiste Welfare Trust

Leads the Trust’s work for about 9,000 cine and television artistes and their families.

Trustee, Dogra Samaj Trust, Mumbai

Has served the Trust in its work for community welfare and cultural preservation.

Social worker

Works for the Kashmiri Pandit community, the Dogra Samaj, women’s welfare and flood relief in Jammu & Kashmir.

Honours and recognition

Her outstanding contribution to cinema, literature and society has been recognised through numerous prestigious awards and honours

Mahila Punjab Shiromani
Award

Punjab Ratna
Honour

Punjabi Sahitya Akademi
Recognition

Honorary Doctorate
Govindgarh University

Punjab Legend
Honoured by the President of India, Late Shri Pranab Mukherjee

Daughter of the Soil
Honour from the Government of Jammu & Kashmir, for her bond with her native land



SERVING THE FILM FRATERNITY

Cine Artiste Welfare Trust (CAWT)

A registered public charitable trust, established in 1991, that gives medical, financial, educational and other welfare help to economically weaker members of the Indian film fraternity and their families.

As Chairperson, Ms. Preeti Sapru leads its work for about 9,000 cine and television artistes under the Cine & Television Artistes' Association (CINTAA). Her focus is the welfare, dignity and upliftment of artistes facing financial difficulty.

Founded by nine legends of Indian cinema

The Cine Artiste Welfare Trust was founded by nine legendary stalwarts of Indian cinema

1. **Shri Dilip Kumar**
2. **Shri Sunil Dutt**
3. **Shri Amrish Puri**
4. **Ms. Asha Parekh**
5. **Shri Dara Singh**
6. **Shri Amjad Khan**
7. **Shri Chandrashekhar Vaidya**
8. **Shri Mithun Chakraborty**
9. **Shri Johnny Lever**

Their vision continues to inspire the Trust: extending a helping hand to artistes who gave their whole lives to the entertainment industry, but now face financial difficulties due to old age, illness or irregular work.

Service beyond cinema

Her contribution to society reaches far beyond the film industry

The Kashmiri Pandit community and the Dogra Samaj

With her ancestral roots in Jammu and Kashmir, she has kept a deep connection with her homeland, and has worked for the welfare of the Kashmiri Pandit community and the upliftment of the Dogra Samaj.

Daughter of the Soil

The Government of Jammu and Kashmir honoured her with the ‘Daughter of the Soil’ recognition, for her contribution and her connection with her native land.

Trustee, Dogra Samaj Trust, Mumbai

Her service as a Trustee of the Dogra Samaj Trust in Mumbai, Maharashtra, shows her continued commitment to community welfare and cultural preservation.

Sri Guru Tegh Bahadur Ji

Since 2019, she has been actively involved in promoting awareness about the teachings and legacy of Sri Guru Tegh Bahadur Ji.

Flood relief for Jammu & Kashmir

She organised a rally with Punjabi film artistes to extend support and solidarity to the people affected by the devastating floods in Jammu and Kashmir.

Honouring Sri Guru Tegh Bahadur Ji

Remembering the ninth Sikh Guru on the 350th anniversary of his martyrdom



A framed tribute to Sri Guru Tegh Bahadur Ji on his 350th martyrdom day, from Save Sharda Committee Kashmir (Regd.)

Hind di Chadar, the Shield of India

In 1675 he gave his life to protect the Kashmiri Pandits' freedom of faith. Kashmiri Pandits everywhere remember him with gratitude.

Our founder's service since 2019

With her roots in Jammu and Kashmir, she has been promoting awareness about his teachings and legacy since 2019.

A tribute on his 350th martyrdom day

The tribute is from Save Sharda Committee Kashmir. In his memory, Kashmiri Pandits rebuilt a gurdwara at Teetwal, Kashmir, which was lost in 1947.

ਤਿਲਕ ਜੰਞੂ ਰਾਖਾ ਪ੍ਰਭ ਤਾ ਕਾ ॥

"He protected their tilak and sacred thread."

Sri Guru Gobind Singh Ji, as quoted on the tribute

An inspiring journey



An entire day would not be enough to speak about her achievements, her contributions and her inspiring journey

A warm round of applause for Ms. Preeti Sapru

Artistic excellence

A family of 400+ films, Hindi and Punjabi cinema, and Punjabi cinema's first woman director

Leadership

Chairperson, Cine Artiste Welfare Trust; Trustee, Dogra Samaj Trust, Mumbai

Cultural commitment

The Kashmiri Pandit community, the Dogra Samaj and the legacy of Sri Guru Tegh Bahadur Ji

Selfless service

Flood relief for Jammu & Kashmir, women's welfare, and Hey Maa Foundation

Vision and mission

Our vision

A society where every person can live a happy, healthy and respected life, and where neighbours look after each other.

What this means

We dream of communities where every child is cared for, every woman is supported and safe, and every young person grows up free from drugs.

Our mission

We protect and we care. Our mission is to spread happiness, by helping children, women, young people and families learn, stay healthy, stay free from drugs and live with dignity.

How we do it

Through awareness programmes in schools and communities, support for people in need, cultural programmes that bring people together, and partnerships with clubs, schools and community groups.

Our values

The values that guide everything we do

Care

We treat every person like family. We listen to their needs and stand by them with kindness, the way a mother cares for her children.

Respect

We listen first and we never judge. Every person, whatever their past or situation, deserves dignity and respect.

Honesty

We are open about what we do and how we do it, so that the people we serve and our partners can always trust us.

Togetherness

Real change happens when we work together: with families, volunteers, schools, clubs and the whole community.

The problems we address

Social challenges that affect families in Punjab, Jammu & Kashmir and across India, and how we respond

Drug abuse among young people

2.26 crore

people in India use opioids. In Punjab, cannabis use disorders are more than 3× the national average.

Our response: awareness sessions in schools and communities, and the free helpline 14446

Child welfare and protection

1,87,702

cases of crimes against children were registered in India in 2024, up 5.9% from 2023

Our response: care, learning and encouragement for every child, including children with special needs

Women's safety

4,41,534

cases of crimes against women were registered in India in 2024

Our response: support for needy women and widows, and a stronger voice for women's welfare

Education and social awareness

Awareness opens doors

Many families do not know the risks, their rights, or the free help that is available to them

Our response: awareness programmes that share knowledge, rights and the help available

Sources: Magnitude of Substance Use in India (2019), National Drug Dependence Treatment Centre, AIIMS New Delhi, for the Ministry of Social Justice & Empowerment; Crime in India 2024, National Crime Records Bureau, Ministry of Home Affairs

Our objectives

What we work towards, and why

1. Prevent drug abuse

Reach young people early with awareness in schools and communities, and guide them and their families to free help when they need it.

2. Care for children

Give every child, including children with special needs, care, learning and encouragement so they can grow with confidence.

3. Empower women

Give women, widows and girls skills, support and a safe voice, so they can stand on their own feet and live with dignity.

4. Spread awareness

Share knowledge about health, education, rights and the free help that is available, so families can make good choices.

5. Strengthen communities

Bring neighbours together and stand with families in need, so that no one faces hard times alone.

6. Celebrate our culture

Keep traditions like Teeyan alive, and use them to bring generations and communities together.



HOW WE WORK

Our key initiatives

- Drug awareness programmes
- Child care and protection
- Women empowerment and safety
- Community and social awareness

Drug awareness programmes

Key initiative 1 of 4 · Stopping drug abuse before it starts, through awareness and early help



Awareness in schools

We hold anti-drug sessions where students learn about the dangers of drugs and how to say no, like this one at Tagore International School, Sahnewal (click the video to play).

Community campaigns

With partner clubs we run public campaigns, like the Drug Abuse & Awareness Campaign with the Inner Wheel Club of Ludhiana on 1 September 2026.

Help for families

We guide families to free, confidential government help, so that no one has to face addiction alone.

14446 — Free national helpline for de-addiction, Ministry of Social Justice & Empowerment, Government of India

Child care and protection

Key initiative 2 of 4 · Every child deserves care, learning and protection



Time with challenged children

We spent time with the children at the school for challenged children run by the Inner Wheel Club of Ludhiana at Rotary Bhawan, Sarabha Nagar.



Students learn to say no to drugs

At Tagore International School in Sahnewal, students learned about the dangers of drugs and how to make safe choices.



Encouraging young achievers

Our founder is the chief guest at the Annual Day celebration of Different Convent School in Bathinda on 18 November 2026.

Women empowerment and safety

Key initiative 3 of 4 · Helping women and girls grow in confidence, find support in hard times, and have a voice



Teeyan 2026 at Raman Mandi

Teeyan celebration

Women and girls celebrated Teeyan together at Raman Mandi, with Raman Sports & Welfare Society and Pink Pearls Group.

Support for needy women and widows

With the Inner Wheel Club, Jammu, needy women and widows received sewing machines, blankets and rations, as reported in the press.

A voice for women's welfare

Our founder met the Inner Wheel Club team in Jammu to discuss the problems women face in Jammu & Kashmir and how to address them.

Community meetings with women

We meet women of the area to listen to their needs and to plan, together with them, how we can help.

Women empowerment and skill development

Key initiative 3 of 4 · In Bathinda, with Binu Goyal: helping women learn skills and stand on their own feet



Lighting the lamp at the women empowerment and skill development programme with Binu Goyal, Bathinda

A programme for the women of Bathinda

With Binu Goyal, we joined the women of Bathinda, Punjab, for a programme on women empowerment and skill development.

Lighting the lamp of learning

The traditional lamp was lit together: a symbol of knowledge, and of the bright new start that a new skill can bring.

Skills to learn and earn

Skill development helps women learn practical work, earn an income of their own and support their families.

Confidence and independence

A woman with a skill can stand on her own feet, with confidence, and help her whole family move forward.

Community and social awareness

Key initiative 4 of 4 · Bringing people together and spreading awareness across Punjab and Jammu & Kashmir



Mahotsav 2025, GGM Science College Ground, Jammu

Mahotsav 2025 and art camp, Jammu

We took part in Mahotsav 2025 with LEAD at GGM Science College Ground, Jammu, on 19–21 December 2025, including an art camp with artists and visitors.

Community meetings

We hold meetings where people of the area share their needs, and we plan our work together with them.

Flood relief

Our founder organised a rally with Punjabi film artistes to stand in solidarity with the people affected by the floods in Jammu & Kashmir.

Our culture and heritage

We help preserve our heritage, including awareness of the teachings of Sri Guru Tegh Bahadur Ji, which our founder has promoted since 2019.

Our impact

Real achievements from our own records: we only show numbers we can prove

7

organisations

Clubs, schools and societies we have worked with

5

towns and cities

Jammu, Ludhiana, Sahnewal, Raman Mandi and Bathinda

2

regions

Punjab, and Jammu & Kashmir

~9,000

artistes

Served by the Cine Artiste Welfare Trust, chaired by our founder

Milestones

- Drug Abuse & Awareness Campaign, Ludhiana (1 September 2026)
- Support for needy women and widows in Jammu, reported in the press
- Teeyan celebration, Raman Mandi (2026)
- Anti-drug awareness session, Tagore International School, Sahnewal
- Mahotsav 2025 and art camp, Jammu (December 2025)
- Our founder: Punjab Legend, Punjab Ratna, Daughter of the Soil and more

Only verified numbers are shown. We will add the number of people reached as we record it.

Our team



Ms. Preeti Sapru

Founder

Actress, filmmaker and social worker, and Chairperson of the Cine Artiste Welfare Trust. She leads our work and brings a lifetime of service to every programme.

Our volunteers

Our volunteers give their time and skills at camps, awareness sessions and events. They are the hands and heart of our work.

Friends who stand with us

Members of the Inner Wheel Clubs of Ludhiana and Jammu, schools and community groups work with us and stand with us.



With friends from the Inner Wheel Club of Ludhiana

Partnerships and support

How individuals, institutions, businesses and volunteers can support our work

Individuals and volunteers

Give your time and skills at our camps, sessions and events, and help us spread the word in your neighbourhood.

Schools and colleges

Host awareness sessions for students and parents on drugs, health and safety, and invite us to your events.

Businesses

Partner with us on programmes, or support them with venues, materials or your team's skills.

Clubs and community groups

Run joint campaigns and events with us, like our work with the Inner Wheel Clubs of Ludhiana and Jammu.

Already with us

Inner Wheel Club of Ludhiana · Inner Wheel Club, Jammu · Tagore International School, Sahnewal · Raman Sports & Welfare Society · Pink Pearls Group, Raman · LEAD, Jammu · Different Convent School, Bathinda

How you can help

Volunteer

Join us at camps, sessions and events. Every hour you give makes a difference.

Collaborate

Work with us as a school, club, company or institution to reach more people.

Spread awareness

Share our message with friends and family, and tell people about the free helpline 14446.

+91 92173 70314

foundationheymaa@gmail.com

Talk to us today: call, email or scan the code to chat on WhatsApp

Scan to WhatsApp us

We Protect, We Care

Thank you

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आओ, मिलकर खुशियाँ बाँटें।

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