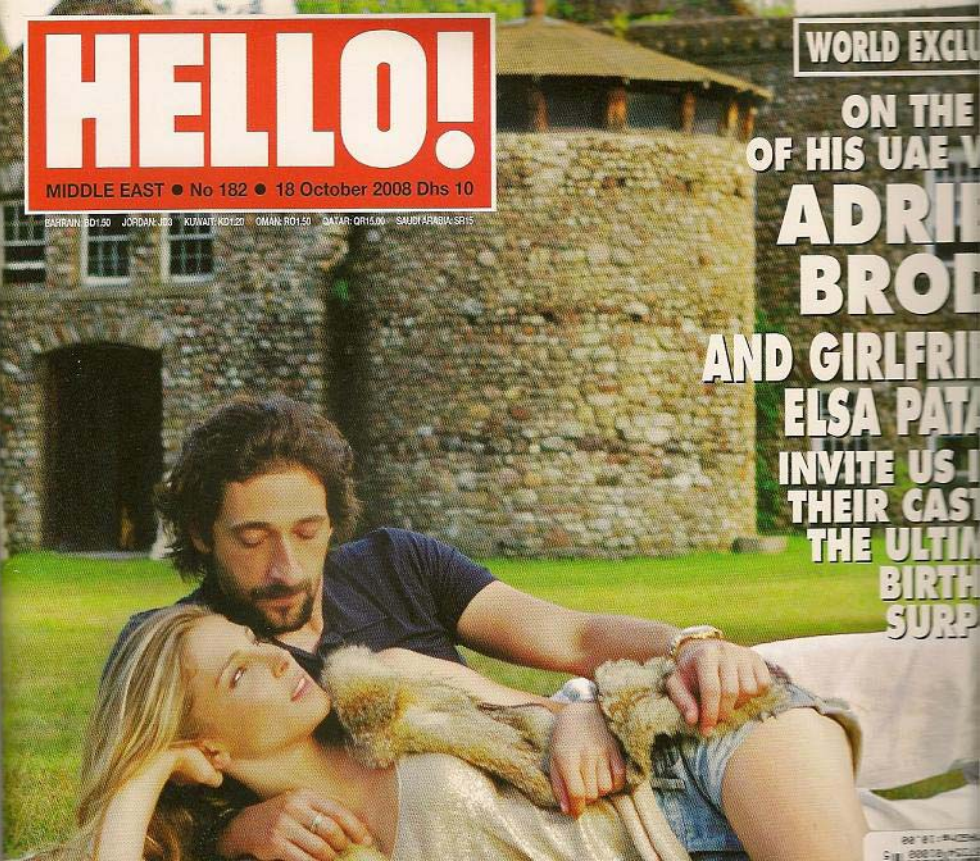


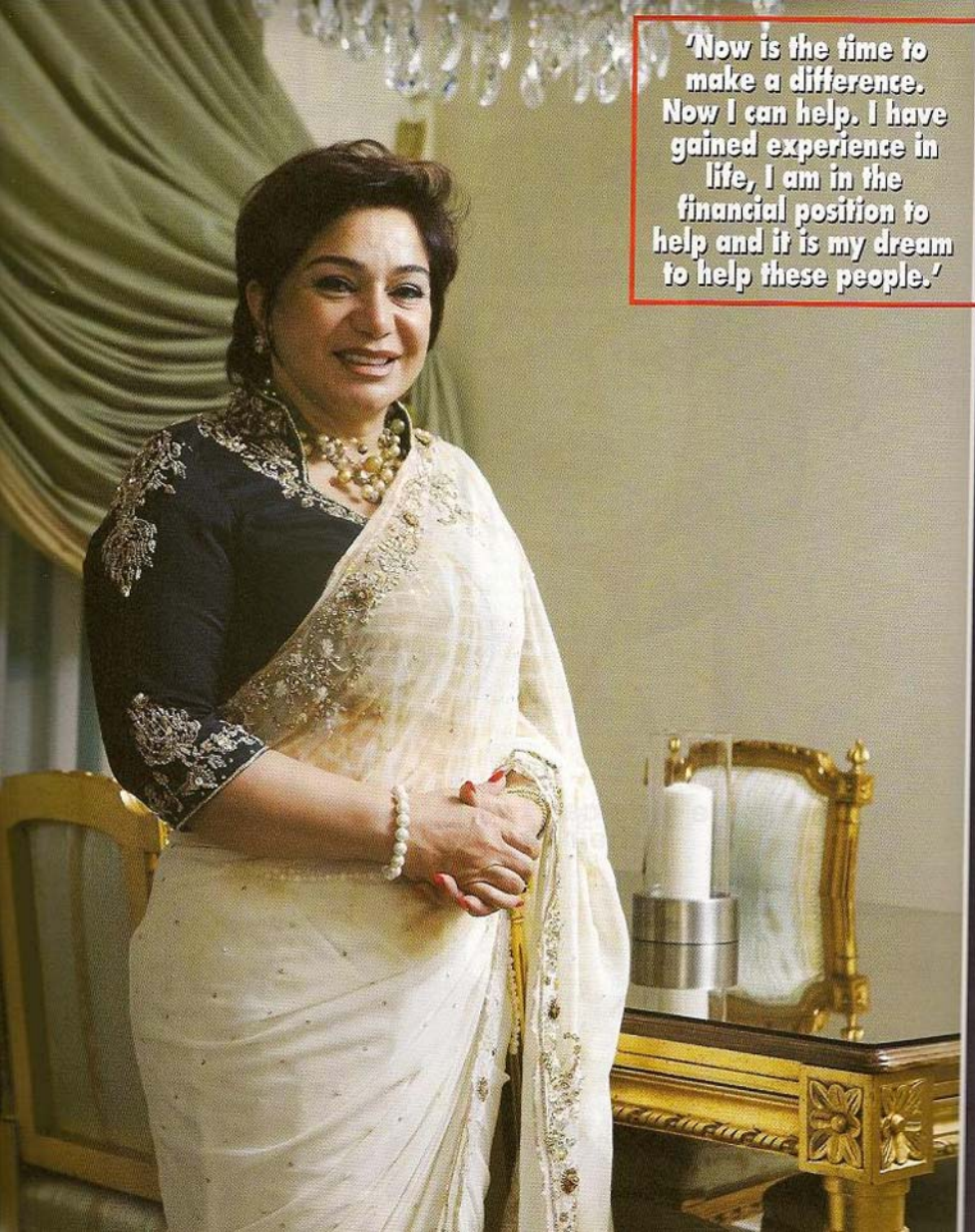
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**'Now is the time to
make a difference.
Now I can help. I have
gained experience in
life, I am in the
financial position to
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PRINCESS JAHANARA FAY v. ARY

VISITS DUBAI AND TALKS ABOUT HER CHARITY MISSION TO RAISE MONEY FOR INDIA

Compassionate, gracious and charming, Indian Princess, HRH Princess Jahanara Fay v. Ary has none of the airs you might expect from a woman who has accomplished so much. A successful businesswoman, entrepreneur, philanthropist and mother. She is also President of the Royal Avadh Cultural and Heritage (RACH) Foundation, a non-profit trust dedicated to international development. "The RACH Foundation is dedicated to helping people in need help themselves," says Princess Jahanara Fay. The foundation focuses on education, economic development, cultural heritage, tourism and the environment, operating many scholarship programs, renovation projects and financing.

The trust has the open and welcomed support from Prince Albert II of Monaco and Her Imperial Majesty Farah Pahlavi, as well as renowned Bollywood fashion designer Manish Malhotra. Her Highness is hoping to attract philanthropic donations and raise awareness of RACH with a three-day fundraising event to be held in November in Monaco, Monte Carlo.

The RACH Foundation will transform the opulent principality and host a charity gala event to raise money for Indian society.

Among the festivities will be a "Royal Indian Night" which will include a fabulous fashion show by Manish Malhotra, a charity auction of Princess Jahanara Fay's personal jewellery and a video projection of the "Coat of Peace" a project of the renowned artist Anna Chmoy.

Welcoming HELLO! into her son's Dubai home, where she spends her time during her frequent visits to the Middle East, The Royal talks about her love for Dubai, her passion for helping those less fortunate and how she intends on raising the awareness of RACH.

What inspired you to open the RACH Foundation?

"For me it was a dream come true. I grew up in Western countries and have had the leadership of the Imperial Empress Farah Pahlavi, who had led my generation through many challenging times

husband I wanted to do something. I want to help. My son, Alexander Ali, has also been an inspiration to me."

How has Alexander inspired you to help people?

"My son simply told me, 'we have to help'. If you want things to change then we have to go there and help make a difference. From visiting Dubai so much to see my son, he moved here in 2001. Coming here and making friends with people from India and Pakistan made my son think about his heritage."

How did the RACH Foundation get started?

"Many years after my first visit to India and Pakistan, and once I had completed my studies in America, the people I saw all those years ago were still in mind. They were always in the back of my head. Then as Alexander got older he wanted to know about his roots. We decided to visit Lucknow in India, I showed him his family heritage. We got a wonderful response from the people of India and the press, this led to an interview where I promised to do something positive for the region."

Why did you promise to help?

"I wanted to help. The whole experience for me was quite painful all those years ago and revisiting India brought those memories to the forefront. So, I thought now is the time to do something. Now is the time to make a difference. Now I can help. I have gained experience in life, I am in the financial position to help and it is my dream to help these people."

As President of the RACH Foundation, what does your role entail?

"First of all, everything that is achieved through the foundation is done through teamwork. I am not the only one who is working towards helping these people. It would be selfish of me to take the credit when so many people give their time to achieving such wonderful things. From our office in Monaco, to India, to the USA, and myself who travels back and forth to all the offices, we are all working together. It is magnificent to see all these people work together as team and give so much of themselves."

The RACH Foundation sponsors students so they can continue their

things to ensure students can take away as much as possible from this experience. But we do plan on sponsoring many more students once the program is up and running. What schools will you be working with?

"The main school that will benefit

"The gala will be held in Monaco to inform people around the globe about the foundation and hopefully receive their support. We educate people on the Lucknow and bring them to make a difference to the



Princess Jahanara Fay had always wanted to make a difference to the people of India. "I told my husband I wanted to do something. I want to help."

What inspired you to open the RACH Foundation?

For me it was a dream come true. I grew up in Western countries and have had the leadership of the Imperial Empress Farah Pahlavi, who had led my generation through many challenging times with dignity. So, when I visited Pakistan and India later in my life, I was shocked by what I saw. From when I arrived all I did was cry, seeing people living on the street. I couldn't believe it, I had never seen anything like this before. I told my

wonderful things. From our office in Monaco, to India, to the USA, and myself who travels back and forth to all the offices, we are all working together. It is magnificent to see all these people work together as team and give so much of themselves."

The RACH Foundation sponsors students so they can continue their education. How many students do you currently sponsor?

"At the moment we only sponsor a few students as the foundation is still in its early stages. We want everything to run as smoothly as possible, so we are fine-tuning

things to ensure students can take away as much as possible from this experience. But we do plan on sponsoring many more students once the program is up and running."

What schools will you be working with?

"The main school that will benefit from our programme right now is La Martiniere School in Lucknow. This school has a history with France. We hope to have exchanges between other schools in the future."

Can you tell me about the charity gala you are organising?

"The gala will be held in Monaco, we hope to inform people from all around the globe about our foundation and hopefully, in turn, receive their support. We hope to educate people on the city of Lucknow and bring them together to make a difference to the people of India."

Why are you holding the gala in Monaco?

"We receive a lot of support from Monaco, it is a truly amazing place. I just felt that it was the right place to host this kind of special event." ►



Princess Jahanara Fay has high hopes for the foundation. "I just want the RACH Foundation to be successful and help many individuals as possible. I hope the charity event in Monaco will be very successful."

'Dubai has a kind of magic that surrounds it. It is an amazing place and it is wonderful for people of all nationalities to be part of that. Dreams come true here.'

They have offered special hotel rates and cheap packages for guests wanting to attend the event."

Tell us about the festivities at the event.

"There is so much on offer. Guests have the opportunity to attend a private concert in Salle Garnier, the Opera of Monte Carlo, there is a private dinner in the Salle Empire of the Hotel de Paris and the main event, the 'Royal Indian Night,' which will include a dance performance with stars from Bollywood, a fashion show by Manish Mahotra, a charity auction of my personal jewellery and much, much more. It will be a very exciting and informative few days."

What projects are you working on in Ajman?

"We have our company, Gulf MC, which has done a lot of research over the past few years to determine what we really wanted to do. Gulf Palace in Parkview City will be our main project. It will offer a luxurious and high quality lifestyle for its residents. I want to give people quality and a fair price."

What do you think attracts so many different nationalities to UAE?

"Dubai has a kind of magic that surrounds it. This emirate has so many opportunities for people from all over the world. Dubai provides a better life, a higher standard of living, it is an amazing place and it is wonderful for people of all nationalities to be part of that. Dreams come true here."

What are your goals and hope for the future?

"I just want the RACH Foundation to be successful and help as many individuals as possible. I hope the charity event in Monaco will be very successful."

For more information about the RACH Foundation, visit www.rachfoundation.org

INTERVIEW BY CINDY L. BAILEY
PHOTOGRAPHS BY FAROOQ SALIK



Far left: Charlene Wittstock, Prince Albert II of Monaco, Princess Jahanara Fay v. Ary her husband Alex von Ary, and son Prince Alexander Ali. Below: Her Imperial Majesty Farah Pahlavi and Princess Jahanara Fay v. Ary

