

# WESTSIDE NEIGHBORS

AN EXCLUSIVE MAGAZINE SERVING THE RESIDENTS OF WESTSIDE CLIVE AND SELECT AREAS OF WAUKEE

APRIL 2018



*Jay and  
Veena Sehgal*

Helping Others  
Help Themselves  
with Dignity



Best Version Media

Cover photo by Monahan Photographic Artist

Photographs submitted by Monahan Photographic Artist and the Seghal Family.



# Jay and Veena Sehgal

Helping Others Help Themselves BY KATHIE STROOH

WE WOULD LIKE TO THANK HOPKINS ROOFING FOR SPONSORING THIS MONTH'S FEATURE STORY!

**J**ay Sehgal and his wife Veena enjoy living in the Woodlands neighborhood of Clive, where they share a commitment to making a positive difference in the world. They have been involved in a philanthropic organization called Sehgal Foundation for more than 18 years, where Jay serves as executive vice president. But their life journeys began in India.

Jay moved to Iowa first in 1977 at age 15 to live with his aunt and uncle, Dr. Suri Sehgal and Edda Sehgal. He attended Urbandale High School, then the University of Iowa, majoring in computer science. He joined the family seed business, Proagro Seed Company Ltd., where he met Veena while working in India. Veena earned a master's degree in Business Management from Osmania University in Hyderabad, India. They married in Hyderabad in 1995.

Veena and Jay have two sons, Sachin and Rohit, who embrace their family commitment to honesty, respecting all cultures, seeking spiritual awareness, promoting happiness, being friendly to others, and being responsible community members. The family has been living in Iowa since 2006.

Sachin and Rohit help with Sehgal Foundation's activities to help the rural poor in India and also participate in school volunteer programs. Sachin is in Iowa City attending Kirkwood Community College pursuing Entrepreneurship and Business Management. He loves to read, watch sports, listen to music, and research financial investments. He played soccer in high school. Rohit attends Iowa State University majoring in Computer Science. He is a technology buff and likes coding and mathematics. He loves watching wrestling and wrestled in high school.

The Sehgal family members all over the world, and their philanthropic work involves travel. When not traveling for work they have visited Germany, France, UK, Austria, Thailand, Philippines, Malaysia, Japan, and Egypt. A recent fun trip took them to the Maldives and Jamaica, and plans are in the works to go to Cairo and Jordan with close friends who are also their neighbors.

Veena is an IT project manager for a bank system and Jay is fully immersed in his work with Sehgal Foundation. He follows the Iowa Hawkeyes, Kansas City Royals, and Dallas Cowboys and enjoys walking in the woods, listening to music, and volunteer work as time permits. Veena enjoys reading, exercise, yoga, meditation, traveling, and volunteer work.

The Sehgal family has devoted their lives to helping others and after a short visit with Jay you see the importance the Sehgal Foundation has played in his life. The Sehgal Foundation was established by his aunt and uncle, Dr. Suri Sehgal and Edda Sehgal, in 1998 in India, and 1999 in the US, based in Des Moines. The foundation work began by supporting the development of several villages in the Mewat district, not far from India's capital city, New Delhi. By involving community members and gaining support from donors, the foundation has been successfully building water conservation structures such as check dams and rainwater harvesting systems, creating community centers and teaching life skills education and digital literacy to schoolchildren, helping farmers use best practices to increase their produce and incomes, and teaching villagers about the government programs and benefits. Every program is focused on gender equality and empowering women and girls. A community center houses a community radio

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families in Iowa are happy to have this platform where they can become involved, contribute their time and talent, and provide financial support that is making a profound difference and a sustainable impact on the lives of the rural poor in India. Members also help to attract more donors and supporters by making others aware of the difficult circumstances endured by the poor in rural India. Sehgal Foundation in the US matches individual donations, which multiplies the impact made in the villages. Jay Sehgal's goal is to have a chapter in each state with members who are helping to make an impact in rural India.

Several West Des Moines middle school and high school students are also involved in promoting Sehgal Foundation activities from Iowa, enthusiastically raising funds and awareness. These young activists feel extremely proud to do their part and make such a direct impact on their peers in India. Sehgal Foundation provides opportunities for these young students to travel to India and visit the villages as part of an internship where they can witness the conditions firsthand and see where the money they have raised is making a difference.

Jay and Veena Sehgal are grateful for the safety and beauty of their Clive neighborhood as they reflect on the rural poor across India and envision them beginning to enjoy the same ability to lead secure, prosperous, and dignified lives.

station that provides educational programming and entertainment to the surrounding area, sharing information about healthcare, sanitation, culture, and village development activities and events.

The Sehgal Foundation in the US supports numerous local, regional, national, and global efforts for conservation, ecology, and development. With the help of many families in the Des Moines area, an Iowa chapter of Sehgal Foundation was created to support the work being done in rural India. A key campaign is to Transform Lives one school at a time, which involves providing rural schools with safe building structures and school grounds, clean drinking water, separate toilets for girls and boys, a hygienic kitchen for food preparation for midday meals, and important trainings in self-esteem, self-care, and how to be empowered citizens. Many local

Do you know a neighbor who has a story to share? Nominate your neighbor to be featured in one of our upcoming issues! Contact us at: [kstrooh@bestversionmedia.com](mailto:kstrooh@bestversionmedia.com).





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