

Lebanese Social Entrepreneur Seeks LERC's Database

By Dalia Atallah, LERC Grant Recipient

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Ms. Patricia Bitar Cherfan, Founder and CEO of PIDRAYA, and the company's Project Director, Ms. Marina Abourgely, visited on Monday, November 17, 2014, the Lebanese Emigration Research Center (LERC) at Notre Dame University-Louaize (NDU) to seek the Center's collaboration on a new project.

Mses. Cherfan and Abourgely were looking for information on Lebanese emigration to write an article in a new magazine, which targets people of Lebanese descent returning to Lebanon during different seasons of the year. The magazine also targets tourists and residents. They plan to launch the magazine with an issue titled, "*Home for Christmas.*"



Ms. Abourgely (left) and Ms. Cherfan (right) at the LERC Nucleus Museum at NDU (Nov 17, 2014)

Following an introduction to the Center by Mrs. Liliane Haddad, Chief Indexer and Archivist at the LERC, Mses. Cherfan and. Abourgely chose a number of pictures from LERC's extensive archives to include them in the maiden issue of their magazine. They also requested from the Center to put them in contact with its Liaison Officers around the world to help their magazine reach a wider, more global audience.

Ms. Cherfan is a social entrepreneur and visionary who holds a Master's degree in Social Development Engineering. She is the owner of a sustainable events and marketing company, the Director of the Support Center for Women, and the Founder of several NGOs.

PIDRAYA, the company that will publish *Home Magazine*, is one of the companies she founded. It promotes sustainable development and "believes in society's advancement through arts, cultural events, and active cross-sector partnership." The company is also a Business Network member to CSE (Centre for Sustainability and Excellence).

The enterprise has organized several cultural events, the most recent being the Bacchanalia Art Exhibition held in September, 2014, at IXIR winery in Batroun under the high patronage of the Minister of Culture H.E. Raymond Araygi. The exhibition featured selected works by a number of important contemporary Lebanese artists.

PIDRAYA has also organized a number of workshops, the latest being the Certified Sustainability (CSR) Corporate Social Responsibility Practitioner Training. It was hosted by the Economic and Social Council (ECOSOC), Beirut, and was held under the patronage of Minister of Economy and Trade H.E. Dr. Alain Hakim.