

NOVEMBER 2021

# PRAYATNA

Monthly Corporate Social  
Responsibility Magazine

Prepared by PRAYAS  
Social Responsibility Committee, MDI Murshidabad





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# ABOUT PRAYAS - THE SR COMMITTEE

Corporate Social Responsibility (CSR) is a concept where organizations serve the needs of the community by taking liability for the impact of their services on customers, employees, shareholders, communities.

Regardless of our career, we all earn and profit from society in some way. This necessitates the need to contribute to our society selflessly. As a committee, we attempt to expand awareness and instill social commitments among citizens by showcasing what an ideal world might look like and how we may get there.

Prayas organizes Education Awareness Camp, Career Guidance Camp, Blood donation camp, Handicraft fairs, Tree Plantations, etc. The committee also highlights incredible stories of individuals and corporates that have worked relentlessly and made significant contributions towards the betterment of society.





# CHAIRPERSON'S MESSAGE

## DR. PAROMA MITRA

Swami Vivekananda's mission was to empower our society through education and enterprise by building a community that would not run away in the face of odds while encouraging the affluent to support social investment.

We all know that Swami Vivekananda encouraged Jamshetji to build a steel plant in India and that is how, Tata Steel Ltd, was set up at Jamshedpur. He felt that industrial advancement would require the development of indigenous technology. Jamshetji followed his words and gifted the first major Indian steel company and also established the Indian Institute of Science at Bangalore, the pioneering research center for development of science and technology. It figures in the 100 top research institutions in the world.



Swamiji aroused entrepreneurship to strengthen the economy and saw that entrepreneurs did not forget to repay the society for their achievements through contributions by them for the empowerment of the society.

"Prayas", the CSR committee of MDI Murshidabad is one of the special committees which works for the upliftment of the society by giving education to underprivileged students and guiding students for higher education

This committee also plans to integrate the handloom industry, the handicraft industry, and the tourism industry with the corporate houses which will in the future uplift the local society and will impact the economic development of the society. The Committee has a broad road map to work more for the society in future.



# MAHINDRA AND MAHINDRA

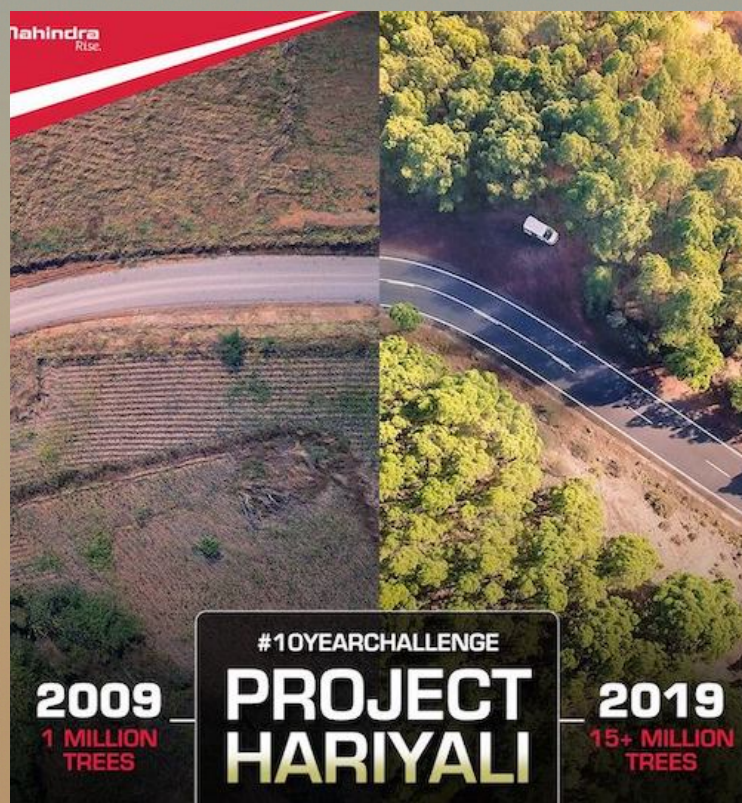
Mahindra and Mahindra Limited, the flagship company of the Mahindra Group is a mobility products and farm solutions provider since 1947. It currently offers a wide range of products and solutions ranging from SUVs to electric vehicles, pickups, commercial vehicles, tractors, two-wheelers, and construction equipment

Mahindra focuses its CSR initiatives to drive positive and sustainable change in building resilient communities. The company aims to focus its CSR efforts within the constituencies of girls, youth & farmers through programs designed in the domains of education, health, and environment.

## PROJECT HARIYALI

Project Hariyali is the green initiative of Mahindra and Mahindra wherein the company aims at adding 1 million trees to India's green cover every year. The project was also featured in the 2020 edition of the Limca Book of Records for 'Most trees planted'.

In FY 2019-20, Mahindra & Mahindra planted 1.32 million trees, taking the total tally to 17.93 million trees. Of these, 10.78 million trees have been planted in the Araku Valley, which besides greening the environment, also provides livelihood support to tribal farmers growing coffee in the region.



In 2020, the project was adjudged with India's Best CSR Project in the Environment and Sustainability Category at the Indo French Chamber of Commerce and Industries (IFCCI) CSR conclave.



# MAHINDRA LIMITED

## PROJECT NANHI KALI

Mahindra & Mahindra has launched a pilot project for Project Nanhi Kali 2.0 which will help aspiring girls to complete their graduation as well as achieve proficiency in spoken English and digital literacy.

Project Nanhi Kali, which translates to a 'little bud' in Hindi, has impacted the lives of over 450,000 girls (called Nanhi Kalis) from underserved communities across the country.



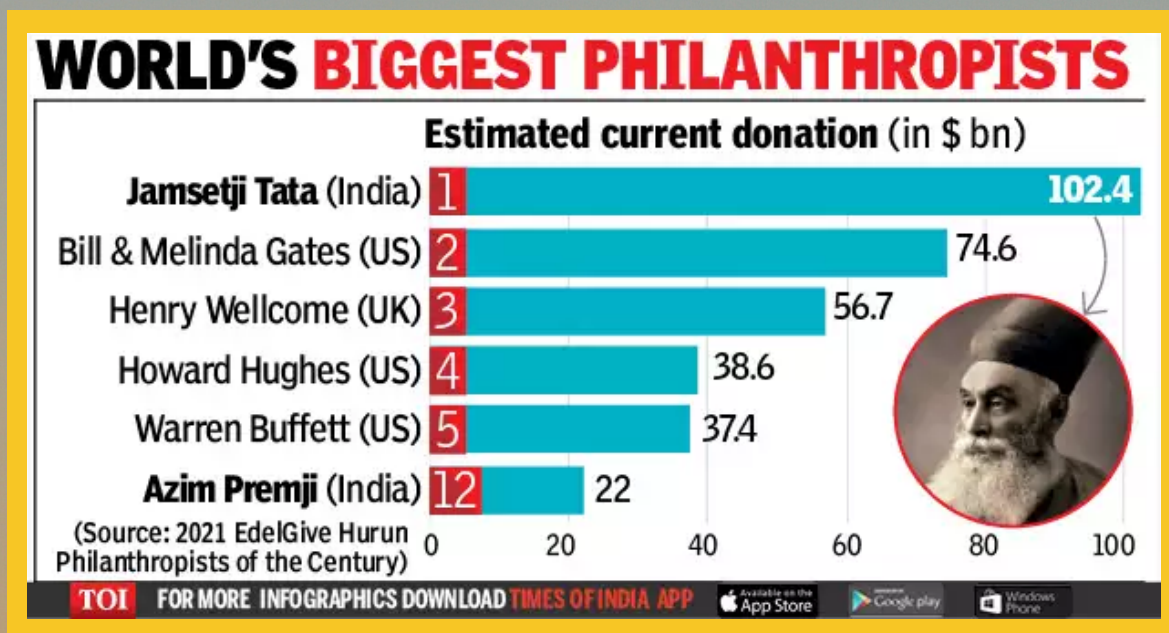
- The project supports the education of 1,74,681 Nanhi Kali across 6,001 academic support centers.
- It mainly supports the formal education of underprivileged girl students of classes 1-10.
- Support Centres are set up within government schools and operate for two hours before or after school.
- Powered by Artificial Intelligence, the Mindspark software is used to teach math and English in Classes 1-10, and Science from Classes 6-10.
- The software will be pre-loaded onto digital tablets, allowing access to quality education even in remote locations.



# JAMSETJI TATA

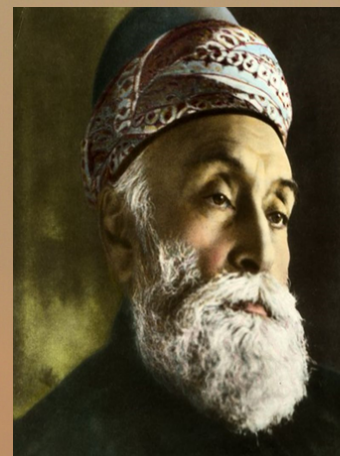
Jamsetji Tata has been the most philanthropic person in the world in the past 100 years, with his total donations being worth about \$102 billion based on current value, says a study.

Called 'Philanthropists of the Century', the study by Edel-Give Foundation and Hurun India identifies 50 of the world's top philanthropists. The ranking is based on total philanthropic value, calculated as the value of the assets today, together with the sum of gifts or distributions to date.



## THE MINDSET

The nationalist in him believed unwaveringly that the fruits of his business success would enrich a country he cared deeply about. These attributes, by themselves, would have been enough to mark him as an extraordinary figure. But what made Jamsetji truly unique, the quality that places him in the pantheon of modern India's greatest sons, was his humaneness.





The strong belief in sustainability and long-term creation of value for all stakeholders and for nations in which the Tata companies operate has been the cornerstone of the Tata Group. For Jamsetji Tata, the progress of enterprise, the welfare of people, and the health of the enterprise were inextricably linked

## TIMELINE

### 1868

Jamsetji Nusserwanji Tata starts a trading company with a capital of ₹21,000 – the early beginnings of what would one day become the Tata group.

### 1874

In a bold move, Jamsetji establishes a textile mill in Nagpur.

### 1886

Empress Mills pioneers employee welfare initiatives, long before they are enacted by law. 150 years later, the Tata group remains a 'people-first enterprise.

### 1892

Jamsetji establishes the JN Tata Endowment Fund to help Indian students pursue higher studies abroad.

### 1903

The Taj Mahal Hotel opens for business on December 16. It is one of Jamsetji's many dreams for India and the only one that would come to fruition in his lifetime.

### 1907

Tata Iron and Steel Company (TISCO) was founded by Jamsetji Nusserwanji Tata and established by Sir Dorabji Tata.





HelpAge India is a non-profit organization that works for India's disabled elderly. It has been active for over forty years. It envisions a society where the elderly have the right to an active, healthy and dignified life.

There is an estimated 106 million elderly in India. HelpAge advocates for their needs such as Universal Pension, quality healthcare, action against Elder Abuse, and many more at a national, state, and societal level with Central and State governments. It advocates for elder-friendly policies and their implementation thereof.

RESTORING VISION  RESTORING LIVES

Globally, at least 1 billion people have vision impairment that could have been prevented or has yet to be addressed.

It take only Rs. 2500 for a Cataract Surgery

**DONATE NOW**

[www.helpageindia.org/cataract-donate/](http://www.helpageindia.org/cataract-donate/)

#WorldSightDay 

Also, it has one of the biggest versatile medical care programs across India. Waterfall medical procedures (Cataract surgeries) are a main source of visual deficiency in India. HelpAge conducts over 45,000 eye medical procedures for the visually impaired old across 21 states. This has helped more than 9 lakh people in the reclamation of visual perception. HelpAge India likewise runs after giving palliative consideration to end-stage cancer patients.

Matching with a few dependable and capable emergency clinics, the association assists the helpless elderly who with bearing the cost of costly medicine for malignancy.



# HELPAge INDIA FOUNDATION CONTINUED....

HelpAge India has also extended their support towards the disadvantaged elderly at the time of pandemic through various initiatives like:

- Provision of corona protection hygiene kit comprising soaps, detergents, masks, etc.
- Online digital literacy training workshops to help the elderly people get acquainted with the registration process for vaccines).
- HelpAge's National Elders Helpline (1800-180-1253) across 21 states in India, to help the destitute elderly deserted on roads, or needing a drug, or a sanctuary, or hospitalization during this time of crisis



## BREAKING NEWS

HelpAge India become  
the first Indian NGO to be selected for the  
**'2020 UN Population Award'**  
in the Institutional category for its outstanding  
contribution in the social sector globally

It recently became the first and only Indian organization to be honored with the 'UN Population Award 2020' for its exemplary work in the field of aging, relief efforts work during the Covid 19 pandemic, and recognition of the organization's outstanding contribution to population issues and efforts in the realization of older person rights in India.



# TINGLE YOUR MINDS



- Jamsetji Nusserwanji Tata had started a trading company with a capital of \_\_\_\_\_.
- Project Nanhi Kali, which translates to a '\_\_\_\_\_ ' in Hindi.
- When was HelpAge India formed?
- Which section of the Act provides for the application of the provisions of CSR in companies?

→E-mail us the answers at [prayas@mdim.ac.in](mailto:prayas@mdim.ac.in) and get featured in the next NEWSLETTER.



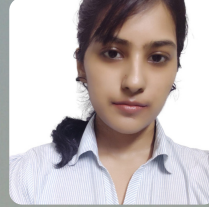
# TEAM PRAYAS



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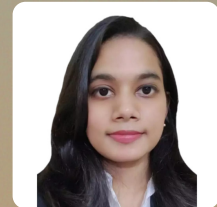
Ahana Datta



Harshadev Sengupta



Manas Shukla



Puja Sena



Saksham Singla



Shashank Shekhar Thakur



Supreeti Ghosh



Surovika Paul





PRAYAS  
" WHERE I IS  
REPLACED BY  
WE "