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PRAYATNA

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Prepared by PRAYAS
Social Responsibility Committee, MDI Murshidabad



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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.

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.

CRY

- Child Rights and You is one of the most trusted NGOs. It's vision is: "A happy, healthy and creative child whose rights are protected and honoured in a society that is built on respect for dignity, justice and equity for all".

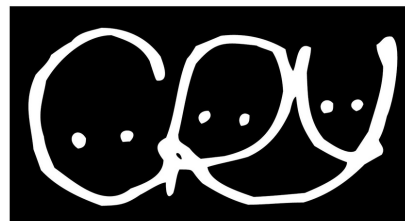
How it all started? It started with Rs50. Yes! Along with six friends Rippan Kapur started CRY in 1979 with just Rs. 50. The desire to say "Whatever I can do, I will do" is what defines CRY. For 4 decades CRY has helped over 3 million children and made its impact on 19 states. CRY works at the grassroot level i.e with the parents, teachers, district and state level governments and with the children as well. CRY mainly concentrate on:- a) Education b) health & nutrition c) safety & protection and d) child participation.

So why children? We all know that the children are the future of our nation. So CRY believes that if we take care of our children today, they will take care of our nation tomorrow.

Indian children face some of the worst circumstances of the world (child labour, child marriage, deaths, lack of immunity, crimes). 40% of total children in the world

are Indians. Yet only 2.46% of Union budget of 2020-2021 is allocated for children welfare. There are so many children who live on footpaths, slums- who hardly get meals for two times. In spite of having enormous potential there are children deprived of proper education or guidance.

How can we contribute to CRY? The easiest way is to donate on their official website. The donation will be used for children welfare. Also one can do volunteering at CRY (on field or behind the scenes) to support the cause one cares about. After all a small act of kindness makes a huge impact.



CHILD RIGHTS AND YOU

www.cry.org

Ensuring lasting change
for children

" I strongly believe that those of us, who are privileged to have wealth, should contribute significantly to try and create a better world for the millions who are far less privileged. "

AZIM PREMJI

These words of wisdom came from one of the richest and kindest businessmen in the world. As of June 2021, his total value is the US \$ 32.9 billion. He lives by the belief he expressed in the quote above, having signed the Noble Giving Pledge in 2013 in which he pledged to donate part of his fortune. He is the first Indian and the third non-American to join the club. Needless to say, in the world of helping other people, Azim Premji is a trailblazer.



Art Of Giving

CURRENT TOP FIVE ENDOWMENTS GLOBALLY

Bill and Melinda Gates Foundation (US)	Stichting INGKA Foundation (Netherlands)	Wellcome Trust (using capital of Sir Henry Wellcome) (London)
\$51.6 B	\$36 B	\$27.1 B
Howard Hughes Medical Institute (US)	Garfield Weston Foundation (London)	
\$23.8 B	\$15.7 B	

Source: Data from foundations

INDIA'S OTHER KEY PHILANTHROPISTS

Shiv Nadar of HCL has contributed **\$558 million**

Kiran Mazumdar-Shaw of Biocon has pledged **75% of her wealth**

Nandan and Rohini Nilekani have pledged **50% of their wealth**

PNC Menon of Sobha Developers has promised **half of his estimated \$435 m**

Azim Hasham Premji was born on July 24, 1945, in Mumbai (then Bombay), two years before India was declared an independent nation, he hails from a Gujarati Muslim family. In the same year his father Mohamed Hashim Premji started a small vanaspati business. It was called Western Indian Vegetable Products Ltd. Little did he know when he started his business that his son would split into one of the world's leading software companies.

Azim Premji preferred to live in India rather than in Pakistan after the 1947 split. Azim Premji went on to study engineering at Stanford University in the US but had to return before graduation because due to poor health condition His father passed away unexpectedly. Azim took responsibility for his family's business on his young shoulders and focused his attention on working outgrowth. From hydrogenated vegetable oils, he began to vary into soap, shoes and lighting lamps, and eventually computers.

HEART OF GOLD

2010

Premji committed **8.7%** of his wealth to philanthropy =

₹8,846

crore (\$2 billion)

2013

If Premji were to commit **1%** of his wealth to philanthropy =

₹1,009

crore

If he were to commit **8.7%** =

₹8,778

crore

Market cap on 19 Feb, 2013 =

₹100,906 crore

Promoter holding on Dec 31, 2012 =

78.29%

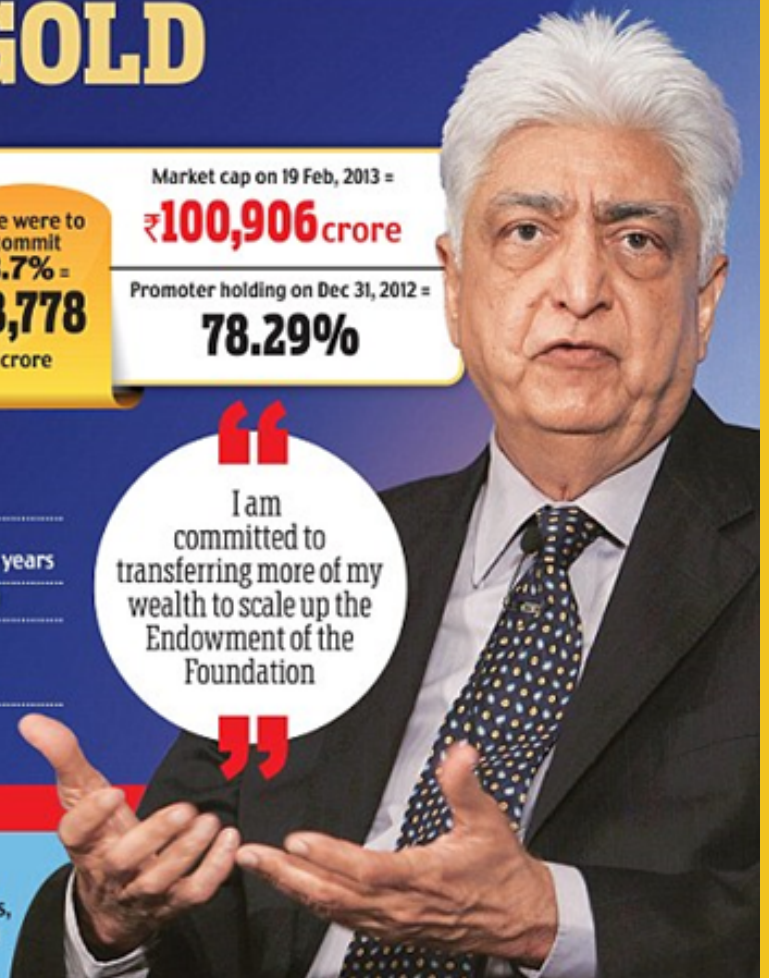
AZIM PREMJI FOUNDATION

- The Foundation currently has **800** people spread across the country
- The Foundation plans to scale up to **4,000-5,000** people over the next five years
- Premji founded the Foundation in 2001
- The non-profit organisation aims to contribute to achieving quality universal education
- Specific focus is on working in rural areas

I am committed to transferring more of my wealth to scale up the Endowment of the Foundation

AZIM PREMJI UNIVERSITY

The university was established under an Act of the Karnataka Legislative Assembly to run programmes to develop education and development professionals, offer alternative models for educational change and also invest in educational research



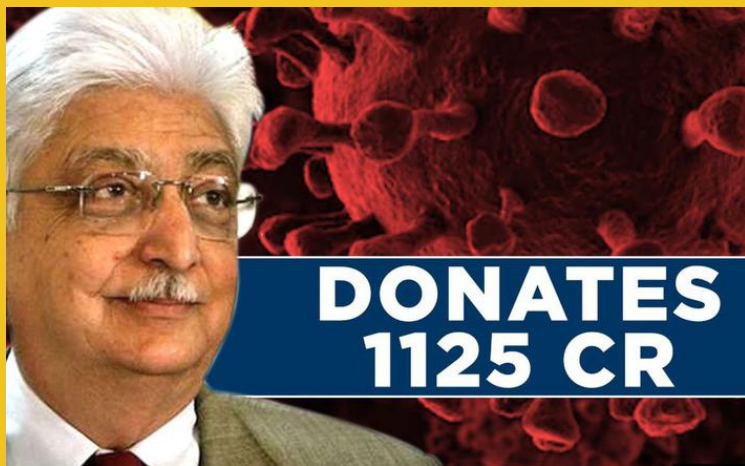
After successfully building his company and becoming a world leader, Azim Premji felt the need to contribute to society and face the development challenges facing his country. In 2001 he founded the non-profit organization Azim Premji Foundation.

Dileep Ranjekar helped him establish the foundation. The non-profit organization started primarily with the aim of quality education in rural India. The Foundation works with more than 3,50,000 schools.



Azim Premji, best known for his charitable work, has received Rs. 18,000 crore in dividends and profits over the past five years. The figure has been rising since 2019 when he committed that economic gains from 67 percent of Wipro shares, on shares, sales of shares, etc., would go to his endowment.

The Azim Premji Trust and the Azim Premji Philanthropic Initiatives, its two philanthropic arms, are divided as part of a group of activists. These corporations own 10.2 percent and 0.27 percent of the company respectively.



For the financial year ended 2017, 2018, 2020, and 2021, philanthropic arms received Rs 1,964 crore, Rs. 5,894 crore, Rs. 1,318 crore, and Rs. 8,156 crore

as stated in the report-India. These funds come from purchases in those years. In fact, by 2020, about 86 percent of the Rs 9,500-crore reimbursement goes directly to the two arms of philanthropic aid. Most of the shares included in this application are likely to come from these instruments as shares have dropped from 13.6 percent to 10.5 percent between FY20 and FY21.

The Azim Premji Foundation was established in the year 2000 to facilitate the use of primary education worldwide. Azim Premji Philanthropic Initiatives was established in 2014 and aims to provide financial assistance through grants to non-profit organizations working with disadvantaged and disadvantaged people. The base has more than 1,000 employees and field facilities in more than 40 districts.

Murshidabad was under the rule of the Nawabs of Bengal who patronized the art of ivory and wood carving. These craftsmen were considered to be the best carvers and their products were often exported.

Murshidabad not only holds a long history in its heritage but also acts as a producer of exquisite handicrafts- Shola (Indian Cork), Kansa (Bell metal craft) , ivory and wood carving are one of the leading producers of handicrafts.



Utensils made of Kansa and brass were mass-produced in Behrampore, Khagra, Kandi, Baranagar, and Jangipur in large quantities. This kitchenware is in high demand in the local market and is frequently exported to foreign markets. Due to difficulties in obtaining raw materials and a shift in customer demand towards ceramic and stainless-steel items, this industry is in decline.

In the Murshidabad district, Shola crafts were quite popular. Flower designs, garlands, gorgeous and decorative headdresses, God and goddess sculptures, peacock boats, elephant howdahs, and palanquins are just a few of the wonderful Sholapith crafts manufactured in Murshidabad. Malakar, which means "garland maker," was given to Sholapith craftsmen because they used to produce garlands for idols and royalty.

- **IVORY AND WOOD:** The Ivory and Wood Handicrafts Industry employs a large portion of Murshidabad's populace. The origins of this technique can be traced back to the time when, Nawabs favoured ivory and wood carving.



Murshidabad is now struggling and has been on the decline for several decades. We feel that increasing public awareness of these unique crafts will improve its current situation.

RECOMMENDATIONS:

- To obtain easy loans from local and national banks.
- Establishment of training centers in rural areas.
- Craftsmen must be shaped from traditional approaches to handle the material and create innovative products.
- The local government should implement an effective marketing system.
- The local government should establish a link with a nearby Textile Technology College for technological assistance advancement of the craft.
- To tap the international market and connect to it, a common facility centre must be developed.

INITIATIVES TO REVIVE MURSHIDABAD'S CRAFT AND CULTURE

- **Rural Craft Hub (RCH):** This project, which was launched in 2013-14 in collaboration with UNESCO, covers ten crafts: Patachitra, Madurkati, Dokra, Terracotta, Chou Masks, Kantha, Wooden dolls, Clay dolls, Wooden Masks, and Sital Pati. Starting with 3,000 artisans, the Project has grown to include 25,000 artisans, incorporating more art forms and state folk traditions.

- SYNERGY and Digital Synergy: Synergy MSME is a one-of-a-kind event which bring together services for MSME entrepreneurs to address their grievances at their doorstep under one roof.
- Finance Clinic (FC): Another one-of-a-kind initiative of the Department to assist MSMEs with funding issues. It serves as a bridge among banks, governments, and entrepreneurs in order to address the financial concerns of existing and prospective entrepreneurs.
- TexPro This project was launched in 2016 to offer private entities an opportunity to establish Textile Parks focusing on all back-end and front-end work: spinning, dyeing, processing, and garmenting, with active government support.
- A special project called 'Project Muslin' aims to revitalise the finest cotton fabric 'Muslin.' The project's goal is to promote muslin products by working with 3000 weavers in Murshidabad.

Buyers and customers should interact directly. It is also beneficial to be aware of various government schemes on handicrafts. There is a need for the restoration of this heritage home, which had been abandoned for decades. Devoting close attention would ensure that these exquisite crafts last another century or more.



- Who took the initiative of cry foundation?

- When was the non profit organization Azim Premji Foundation founded?

- Name any two executive handcrafts for which Murshidabad is famous for ?

- Name the materials used for the " art and craft of Murshidabad. Also, name the initiative taken to revive the " art and craft of murshidabad"

- CRY stands for?

CONGRATULATIONS

WINNERS OF LAST MONTHS QUIZ

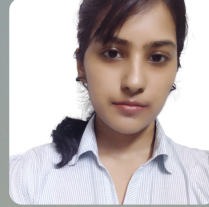
**DHANYA ARORA
SHIVANI TRIPATHI
AYUSH MISRA**



Kapil Kumar Aggarwal



Meenal Wadhwa



Radhika Bhattacharyya



Rohan Tekriwal



Shivani Burman



Tanay Malhotra



Ahana Datta



Harshadev Sengupta



Manas Shukla



Puja Sena



Saksham Singla



Shashank Shekhar Thakur



Supreeti Ghosh



Surovika Paul

TEAM PRAYAS



PRAYAS
" WHERE I IS
REPLACED BY
WE "