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PRAYATNA

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Responsibility Magazine

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.

Goonj is a non-governmental organization founded in 1999 by Anshu Gupta. It is currently active in parts of 23 states. The organization undertakes disaster relief, humanitarian aid and community development. The motive of Goonj is "A voice, an effort".

"Goonj aims to build an equitable relationship of strength, sustenance and dignity between the cities and villages." Goonj uses under-utilized urban material as a tool to develop the rural India. The organization believes clothing to be the basic yet unaddressed need.

Goonj has made its impact on:-

- i) Disaster relief and rehabilitation, ii) Water, iii) Health, iv) Education
- v) Livelihood, vi) Sanitation, vii) Environment, viii) Access & infrastructure

With the help of Goonj communities have built huge bamboo bridges, dug up well, development small irrigation canals, have built drainage systems, built village schools and have taken up massive exercises of repairing roads, developing water harvesting systems to cleaning up water bodies. All these works are done but by making people understand their own community power by giving old useable materials as rewards.

They have been cultivating a culture of mindful giving in urban India for the past 19 years. They amass vast stocks of everyday necessities, ranging from clothing to medicines that would otherwise be discarded.

Every year, Goonj processes thousands of tons of urban waste to support 3000+ development activities in rural India. People use the clothes as motivation to build bridges, dig wells, repair roads, and engage in other community-building activities.

The organization raises funds (apart from individual donations and funding from funding agencies) by self-generated income like:

- a) Sell old newspaper
- b) School bag making
- c) Sell of products from recycled materials
- d) One rupee one cloth

The work that Goonj does brings attention to essential but often ignored needs of people. Goonj is a mass movement connecting people in the cities and villages of India as equal stakeholders.



GOONJ.. a voice, an effort

www.goonj.org

SHIV NADAR FOUNDATION

“In philanthropy, you have to take the attitude of a mother. You have to be patient, and we have been very patient for a long time.” These are the wise words of Shiv Nadar, one of India's most generous people.

Shiv Nadar was India's top philanthropist in 2019. In 2020, he overtakes Azim Premji and is still domestic. #2 on the list of Best Philanthropists Nadar is the third richest Indian on Forbes India's list of the top 10 billionaires for 2021 with a net worth of \$23.5 billion. Based solely on his stake in publicly traded companies including HCL Technologies and HCL Infosystems, his personal assets are estimated at around Rs 15,000. Nadar has promised to set aside more than 10% of his fortune for charity.

1. Commitment to charity

The 75-year-old Founder and Chief Strategy Officer of HCL Technologies, and Founder and Chairman of the Shiv Nadar Foundation, is actively involved in philanthropy. In fact, he currently spends about 40% of his time on social projects. “I want to focus on education and do it myself,” he said in an interview.

According to him, his daughter Roshni also opted for social entrepreneurship and is not interested in running a group business. Nadar expressed dissatisfaction with the low level of charity observed in the country by the wealthiest people. He said, “What... When it comes to donations, not many people are willing to donate even 1% of their fortune.”

2. Unique charity model

Shiv Nadar was greatly influenced by the philanthropy of Bill Gates and Warren Buffett, the richest men in the world, who donated all of their fortunes to charities. Taking inspiration from them and adding a touch of her own, Nadar decided to show off her unique charity model.



Dove is a well-known brand for its gentle and pampering products, as well as its numerous models. In 2006, the Dove real beauty campaign was introduced. Dove is a trailblazer when it comes to altering women's beauty standards. They feel that the media, society, and other significant persons in women's lives are imposing unattainable beauty standards on women. To show their key objectives as a business, Dove uses actual women instead of supermodels in their advertising. Their primary goal would be to assist women in gaining confidence and embracing their inherent attractiveness. Women are always critiquing their appearances, and Dove hopes to put women at ease when it comes to self-criticism. In regard to a Dove campaign, they discovered that women are critical of their looks and that they emphasize qualities that others overlook.

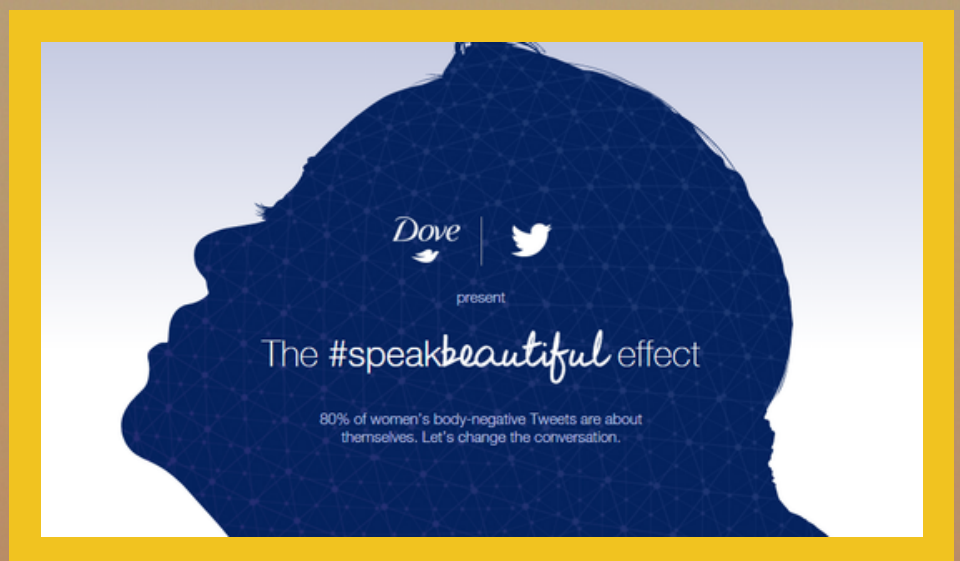
The three-minute commercial, (you're more beautiful than you think) which was put on YouTube, has received over 114 million views so far. This gorgeous dove advertising is the third most shared video of all time (Dove,2016). The film enlightens and teaches its viewers an important lesson about how we see ourselves and how others see us.

Only 4% of women thought they were lovely, according to the findings of their global study. Dove conducted research and determined that six out of ten girls are self-conscious and anxious about their appearance. The fact that these ladies feel self-conscious is not the issue; the issue is that many of them lose out on regular opportunities to engage in events and activities that can help them improve their livelihood. Because of their low self-esteem, the majority of these girls would not go swimming or play sports, and they would even avoid going to the doctor. Dove placed **two signs at a door entrance, one that said "Average" and the other that said "Beautiful," as an indirect means of getting women to think about how they feel and see themselves as individuals before entering through the door. Check it out for yourself.**



Dove has joined with Twitter in the hopes of reducing cyberbullying and nasty posts. They also use social media platforms like Tumblr, Instagram, and Facebook to reach a larger audience and to let women realize that they are beautiful. Dove uses #speakbeautiful and #mybeautymysay to encourage women on Twitter to post positive comments about themselves on the social site.

The Dove Beautiful initiative teaches self-esteem to young people, particularly girls, between the ages of 8 and 17, through classes in schools, workshops for youth groups in communities, and online resources for parents who want to engrave is doing an excellent job of denouncing excessive beauty standards, despite the fact that their lovely advertisement appears to be humanitarian. edge in the program.



The 1960s green revolution was a boon to farmers as they started using the high-yielding variety seeds (HYV). The productivity of wheat and rice increased drastically and farmers were able to get good prices of their commodities. After a very long time, India started a journey of being a food surplus nation from a food-deficit nation. Over the last two decades, all farmland has gotten more expensive, with prices rising by as much as 287 percent in five years. When the financial crisis opened up prospects for huge players like pension funds, university endowments, banks, and Wall Street businesses to buy farms, this value gain drew the attention of investors roughly 10 years ago. Spraying pesticides on fruits and vegetables and injecting artificial substances to promote unnatural growth has now become routine practise. People have gradually begun to recognise the negative impact of such behaviors on human health.

And it is here that organic farming enters the picture. Many farmers have moved from conventional farming to organic

farming with the help of mobile farming apps as the market for organic products grows. People have begun or plan to begin producing organic produce on their balconies, terraces, or farms. The dearth of information on HOW TO START ORGANIC FARMING is preventing people from adopting organic farming.

Companies who invest in organic land want to see their tenants develop it, and that takes time. These companies do not often place time limits on their leases because of this reality (and the extra purpose of enabling new farmers as well as facilitating generational changeover of existing farms). Organic farmers in India are eligible for a capital investment incentive from the Indian government. It is provided by the Department of Agriculture's National Center of Organic Farming (NCOF) in collaboration with NABARD. The main goal is to make organic materials readily available for increasing farm productivity without jeopardizing soil health or ecological balance.



Benefits

Organic crops outperform conventional crops in terms of structure and metabolism. Such crops are less prone to rotting or mold and can be preserved for longer periods of time. In comparison to conventional farming, input costs are much cheaper. Organic plants are more drought resistant and can thrive even in locations with limited watering. Organic produce tastes better since the sugar content is higher due to higher quality nutrients taken by the plants. Through scientific crop rotation and other measures, plant diseases, weeds, and pests are naturally repelled or prevented. Higher yields from the same plot of land. There are incentives available to encourage the conversion of organic wastes into plant nutrition sources and reduce reliance on chemical assistance.

There are both credit-linked and back-ended subsidies available. For biological fertilizer and pesticide units, the subsidy is 25% of net project cost (maximum limit INR 40 lakhs per unit), and for fruit and vegetable compost units, it is 33% of net project cost (maximum limit INR 40 lakhs per unit) (maximum INR 60 Lakhs). Organic agriculture has a bright future in India. Increased public health awareness, the formulation of stringent governmental regulations for controlling pollution of natural resources and reducing greenhouse gas emissions, the provision of attractive subsidies, and the relaxation of export laws for organic produce will all help to boost organic farming in India in the coming years





- Organic crops outperform conventional crops in terms of _____ and metabolism.
- What is the main mission of Goonj

- Which is India's first private philanthropic museum?

CONGRATULATIONS

WINNERS OF LAST MONTHS QUIZ

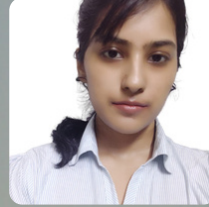
**DHANYA ARORA
SHIVANI TRIPATHI
AYUSH MISRA**



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 "