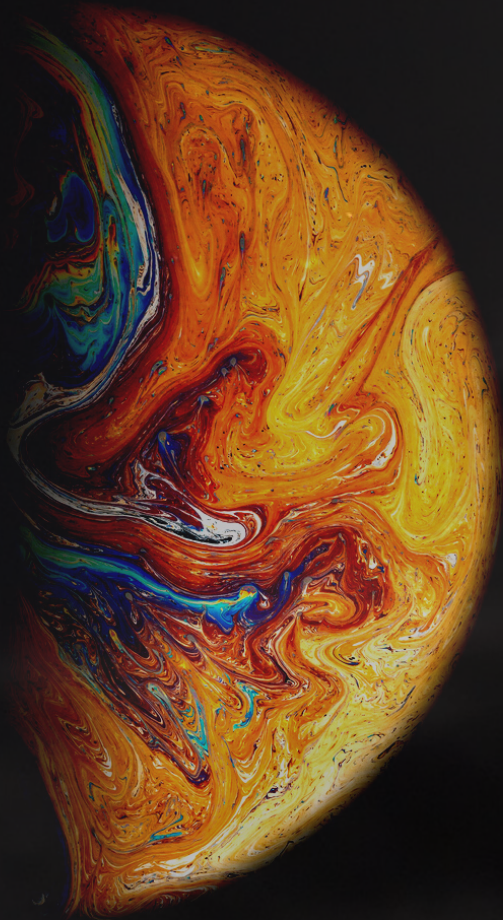


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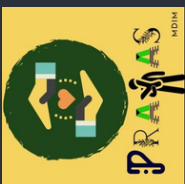
PRAYATNA

Monthly Corporate
Social Responsibility
Magazine



- **About PRAYAS**
- **Message from the Chairperson**
- **SDGs and Social Responsibility**
- **DIYA- Be born again**
- **Sudha Murty**
- **ITC Limited**
- **Mid-day Meal**
- **Tingle your Mind**
- **The Team**

ABOUT PRAYAS



Social responsibility is part of the continuing commitment by businesses to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large. The overall development of a country can be measured by humankind's development. Rural areas must be a country's primary concern as it is the root of the flourishing tree that we call India. It is the pedestal upon which the empowerment of the rest of the country holds its ground. No matter what our professions are, we all earn a remuneration and benefit in some way from the society. But we cannot remain satiated as solely takers from the society that nourishes us, lets us prosper and make itself an abode for our sustenance. This is what makes it necessary for us to give selflessly to our society. Therefore, we make an effort to raise awareness and foster social responsibility among citizens by illustrating what a perfect society might be and how it is that we get there.

PRAYAS organizes education awareness camps, career guidance camps, painting competitions for children of nearby villages, food wastage awareness campaigns and activities involving local communities, and also spreads awareness about the topic that is of crucial importance in today's world, mental health, among other things. The committee is also dedicated to highlighting individuals who have worked relentlessly towards the betterment of the society. We encourage people to share their stories, experiences and learnings from the acts of generosity they have given rise to or been a part of, so that their tales could illuminate the minds of the readers, and inspire them to partake in the celebration that is the act of doing good.

Our esteemed Chairperson, **Dr. Paroma Mitra**, shares the inspiration she has derived from the wise words of **Shri Aurobindo Ghosh** and **Swami Vivekananda**.

" True knowledge is not attained by thinking. It is what you are; it is what you become."

-Shri Aurobindo Ghosh

Shri Aurobindo Ghosh emphasized that education should create dynamic citizens so that they can be the axis for the change in the world.

Swami Vivekananda once said, "And here is the test of truth — anything that makes you weak physically, intellectually, and spiritually, reject as poison; there is no life in it, it cannot be true. Truth is strengthening. Truth is purity, truth is all-knowledge; truth must be strengthening, must be enlightening, must be invigorating."

History is evident that the next generation has been the answer to solve future problems. Youth has the power to bring change. Youth has been at the forefront of every revolution and change this world has seen. They have the ability to create an identity for themselves which will help in creating impact.

'Prayas', the **SR committee** of **MDI Murshidabad**, is one of the special committees which works for the less privileged people, trying to bridge the gap through various events and programs.

This committee has been actively involved in cooperation with corporate houses to bring a change through various programs such as providing education to children, health checkups and awareness campaigns.

SDGs AND SOCIAL RESPONSIBILITY

We ideate the parallelism of the importance of undertaking social responsibility by students, both within their educational institution and outside, and the CSR activities they would be inspired to perform later on in their corporate careers.

The Sustainable Development Goals (SDGs), established by the United Nations General Assembly in September 2015, are a set of 17 goals that must be met by 2030 in order to make the world a more sustainable and equitable society for everyone. Some of these goals can be pursued even by the students. The worldwide goals are set every 15 years to support the development of the international community, and the SDGs were preceded by the Millennium Development Goals (MDGs), which were agreed upon in 2000. The core notion of the MDGs was to eliminate poverty in poor nations, and wealthier countries were expected to contribute significant development aid to meet these goals. However, when the debate about the SDGs began in the early 2010s, several of the least developed nations and rising economies began to exhibit considerable economic development.

How does industrial human resource development fit into this global idealistic framework? SDG 4, which promotes excellent education, SDG 8, which promotes employment and a fair wage, and SDG 9, which promotes industry and innovation, will be tightly linked. Prior to the MDGs, evaluations were frequently focused on the quantity and quality of educational services (particularly at the basic education level), such as the expansion of school enrolment and the rise in the number of buildings and instructors required for schooling.

However, SDG 4 has taken a new course, focusing on education and training at all levels and assessing them based on the information, skills, and behavioural changes (learning outcomes) obtained by individuals who have learned them.

According to this line of thought, school curriculum is shifting to competency-based training (CBT), The importance of apprenticeships and on-the-job training is being re-evaluated, and the effectiveness of vocational education is under greater scrutiny than ever before.



Divine India Youth Association (DIYA) came into existence when our former president Shri APJ Abdul Kalam and head of All World Gayatri Pariwar, Dr. Pranav Pandya, met in the convocation of Dev Sanskriti Vishwavidyalaya and from there DIYA has grown beyond imagination. From the day of convocation DIYA has spread across India like roots of a tree and one of its flourishing roots is DIYA Delhi, an initiative spearheaded by Mr. Manish Kumar Singh. The objective is to help the misguided youth of India, to provide for the unprivileged section of the society, plant trees and to provide mentorship to certain students. Some of the major initiatives taken by DIYA Delhi are:

Bal Sanskar Shalas: An initiative where unprivileged children are being taught by some of the brightest minds that have taken UPSC or other competitive exams as their nut to crack. Along with the studies focus is laid on the holistic development of the children and knowledge of morals and ethics is also ingrained in them. This project has already changed the life of more than 700 plus children and is going to keep on bringing light to the life of so many more children in the future.

Thought Revolution Movement: A vision for a new golden future. This can only be achieved by investing in and empowering the country's youth. Their efforts are devoted to sowing the seeds of wisdom, proper education, and dynamic leadership among the youth of this country. To beat the competition, to stay one step ahead of others in the market, to innovate, and to create, they must have clarity in their minds. Clarity is achieved through a careful balance of realism and idealism. When we think practically as well as emotionally and make moral as well as profitable decisions, the world becomes a better place every time.

Utkarsh Project: "Utkarsh" means "Excellence." The Project Utkarsh, as the name implies, is an earnest endeavour to awaken the hidden inner potential and energy that exists in every human being."All power is within us," Swami Vivekananda declared. "We can accomplish anything we set our minds to." The initiative was started around 4 years ago to help students and young people keep focus on their defined aims and ambitions. DIYA set an example that from the very beginning beginning they haven't taken a single break. Every Sunday no matter what the situation is and irrespective of the challenges they are committed to achieve this goal.



Project Hariyali: DIYA Delhi began this project with the goal of altering the world by restoring nature's beauty and adhering to the notion of sustainable development. They promised to dedicate at least one hour every week to influencing the future. Every Saturday, the DIYA family organises a tree planting campaign. Every Saturday for the past two years, they have been planting, preserving, and growing trees around Delhi. This endeavour has grown into a movement in Delhi.

Some of the minor initiatives taken by them are Sambhavan, Unnati, Jhola Pustakalaya, Sahitya Vistaar, De Addiction and I Live Simply Movement.

"One seed and one more and the forest Grows. One drop and one more and the river Flows, One blow and one more and the mountain goes."

This line perfectly sums up DIYA Foundation.

SUDHA MURTY

Sudha Murty is a name that reverberates with integrity, grit and determination. Currently the Chairperson of Infosys Foundation, Sudha Murty is a person that dons a plethora of hats and how. A leader and a pathbreaker, she has been the first ever female engineer to be employed in India, beginning her career at India's most major automobiles company, TATA Engineering and Locomotive Company (TELCO), after having braved every ounce of difficulty that the lack of facilities and acknowledgement that female students had to face in her engineering college, and also emerging a gold medallist with her brilliant academic performance.



She also pursued her Master's degree from the Indian Institute of Science, Bangalore, and there too bagged the gold medal awarded by the then Karnataka Chief Minister. She is a prolific writer and has published a massive number of books including novels, children's books, non-fiction books, travelogues, technical books, and memoirs that have been translated into many Indian languages. She taught at Christ University, Bangalore, is a Visiting Professor at the PG Centre of Bangalore University, and is a Trustee of Infosys Foundation which is a public charitable trust that was founded in 1996. In addition, she is also a columnist for English and Kannada newspapers. She is also an active member of the Gates Foundation.

As a revered philanthropist, she has aided in fostering awareness about education, public hygiene, poverty alleviation, and other social issues through her foundation. Her efforts towards promoting Computer Technology-driven academics in educational institutions in Karnataka has been another bright feather to her cap.

Her contributions to the nation have been boundless. She has built 2300 houses in flood-affected areas through her foundation. Her array of social activities includes public hygiene, healthcare, education, art and culture and poverty alleviation. She has built 7000 libraries in schools and 16,000 toilets.

In 2006, she won India's fourth highest civilian award Padma Shri. In 2011, Murthy was conferred honorary LL.D (Doctor of Laws) degrees for the contributions to promote formal legal education and scholarship in India; and in 2018, Murty received the Life Time Achievement Award at the Crossword-Raymond Book Awards.



Her list of awards is equally endless. She has received a Gold Medal from the Indian Institute of Engineers, India, for securing 1st Rank in M.Tech. of all the branches of Engineering; Youth Service Department Prize from Government of Karnataka for having been an outstanding engineering student of Karnataka; Best Teacher Award from the Rotary Club of Karnataka; National Award from Public Relation Society of India for outstanding Social Service to the Society; 'Karnataka Rajyotsava' State Award for achievement in the field of literature and social work; and R.K. Narayana's Award for Literature.

ITC Limited is among the most comprehensively recognized brand names in India. Its presence in an unending stream of sectors, ranging from hospitality to agribusiness is what makes it one of the biggest names in the country.

Headquartered in Kolkata, India, ITC's overarching goal of creating largescale societal value while also delivering shareholder value is reflected in the Company's strategy to improve the competitiveness of its value chains, which includes the most vulnerable members of society. ITC has developed innovative business models that generate larger and long-term revenue creating new sources of competitive advantage for its businesses but also augmenting natural capital and sustainable livelihood for the nation.

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E-Choupal, an initiative by ITC Limited, uses information technology in an innovative way to create a meta market for India's small and poor farmers, who would otherwise continue to operate and transact in 'un-evolved' markets. ITC E-Choupal is now recognised as a dependable resource development delivery mechanism.

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Its potential is being tested through pilot projects in healthcare, education, water management, and cattle health management, which are being carried out with the assistance of a variety of service providers, including non-governmental organisations.

“Classmate” is a well-recognized brand of student stationery products introduced by ITC Limited. Classmate notebooks were introduced with the intention of donating one rupee from every four notebooks sold to the education of poor children. Classmate has launched the Classmate Ideas for India challenge. The programme would be part of the company's centennial celebrations. The state-wise initiative will seek ideas from young people with the capacity to alter India. Classmate Ideas for India intends to reach 25 lakh students across the country through 30 cities, 500 schools, and 200 institutions.

ITC has cooperated with the IUCN (International Union for Conservation of Nature) in Bihar's Munger area to establish a 'Sustainable Agriscape for Future.' To identify significant concerns, the IUCN conducted research and surveys. Villagers' demands on the forest for fodder and wood for fuel have resulted in topsoil erosion, alien species invasion in communal water bodies, excessive use of external input in Ganga River farms, and less native trees and shrubs that support birds and insects. These were critical factors that would have an impact on the potential agriscape ecosystem service.

The CSR team of ITC Ltd. has developed strategies for all three types of landscapes based on UCN principles. Work is being carried out on a limited scale. Planting suitable native tree species in villages to provide fuelwood and fodder, hyacinth-based composting to reduce its growth in lakes, planting native trees along the Ahar and Pyne banks, and planting multi-tiered native trees on fields near the Ganga to reduce flood damage are some of the actions being taken.

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Based on these findings, the IUCN has recommended three landscape profiles: forest and lake, lacustrine, and riverine (Ganga riverbed).

During the time of independence, some of the major problems that people were facing were regarding food and education. They had to work hard to have food every day. As the whole family worked the entire day for food, the education sector started lagging and government had to do something for this purpose. This is where the mid-day meal scheme came into perspective. The roots of the programme can be traced back to pre-independence era. Tamil Nadu was the first state in India to introduce the scheme in 1925. On 28th November, 2001, the Supreme Court asked all state governments to begin this programme in their schools within 6 months.



The mid-day meal scheme is a school meal programme in India designed to improve the nutritional standing of school-age children nationwide. It involves the provision of free lunches on working days for children in primary and upper primary classes in government local schools. Serving 120 million children in over 1.27 million schools and education guarantee scheme centres, the mid-day scheme is the largest of its kind in the world.



The name of the scheme has been changed to PM-POSHAN (Pradhan Mantri Poshan Shakti Nirman) scheme, in September 2021 by Ministry of Education. And central government also announced that an additional 24 lakh students receiving pre-primary education at government and government aided schools would also be included under the scheme by 2022.

Despite the success of the program, child hunger as a problem persists in India. According to current statistics, 42.5% of the children under 5 years of age are underweight. According to ISHI, India is home to the world's largest food insecure population, with more than 500 million people who are hungry. The 2020 Global Hunger Index ranked India 94th out of 101 countries. Despite the country-spanning efforts of the mid-day meal scheme, some issues arose with regards to the quality of food offered in some of these schools. A lack of nutrition or poor quality food continue to be impediments in the way of the mid-day meal scheme becoming a truly effective way to ensuring children's nutritional needs in India.



- 1. With which company did Sudha Murty start her career?**
- 2. In which year did Sudha Murty receive the Lifetime Achievement Award?**
- 3. What is the initiative introduced by ITC that uses IT in an innovative way to create a meta-market for India's small and poor farmers?**
- 4. Which international body has ITC co-operated with for their "Sustainable Agriscape for Future" initiative?**
- 5. What are some the major and minor initiatives of DIYA Delhi?**
- 6. What is the name of the Government scheme to tackle the problem of under-nutrition among children in India?**

Do share your answers at -

**<https://www.linkedin.com/company/prayas-mdi-murshidabad/>
https://www.instagram.com/prayas_mdin/**

TEAM PRAYAS



MANAS SHUKLA



SUROVIKA PAUL



**HARSHADEV
SENGUPTA**



PUJA SENA



AHANA DATTA



**SHASHANK SHEKHAR
THAKUR**



SUPREETI GHOSH



SAKSHAM SINGLA



SAURABH SAHU



DEBARATI DAS



PRITAM ASHUTOSH



NIMISHA KUMARI



POOJA



MOHAN SINGH



**ANGANA
BHATTACHARYA**



**ARPIT AGARWAL
PRAYATNA**



**PRAYAS
"WHERE I IS
REPLACED
BY WE"**