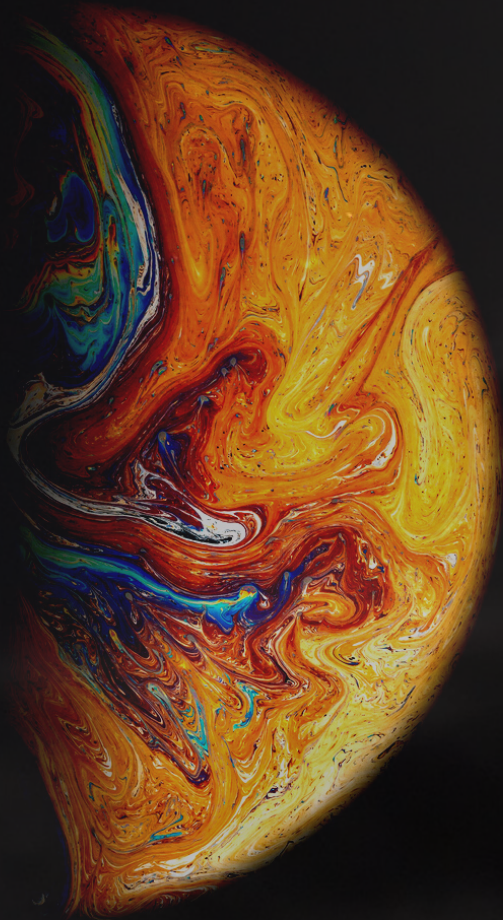


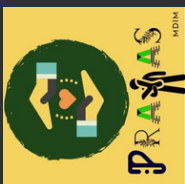
November, 2022

PRAYATNA

Monthly Corporate
Social Responsibility
Magazine



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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.



ICICI Bank Limited is an Indian private bank headquartered at Mumbai. It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management. It published its Environmental, Social and Governance (ESG) Report for 2020-21. 'Building a Sustainable India', the report chronicles the Bank's environmental, social and governance initiatives as a responsible corporate citizen. The Bank has highlighted in the report its multifarious initiatives towards mitigating environmental impact, increasing usage of renewable energy, promoting inclusive growth for the under-privileged, following responsible lending practices and abiding by the high standard of corporate governance. Keeping with the idea of an interconnected world with synergies across various facets of the shared ecosystem, the Bank's efforts are aimed at building a sustainable tomorrow in line with its 'Environment, Social and Governance Framework'.



In fiscal 2021, the Bank sourced close to 5% of its total electricity consumption from renewable sources. Among the Bank's many novel endeavours, it has added 97.5 KWp (kilowatt peak) of solar power capacity in fiscal 2021, taking onsite renewable energy capacity to 2.9 MWp (megawatt peak). The Bank saved 9 million of A4 size sheets of paper through its digital banking initiatives, equivalent to saving 1,100 trees and 4.5 million litres of water. The Bank has implemented energy savings efforts in 1,100 branches having high energy consumption. This has helped in saving 6.52 million kWh energy at these branches. Additionally, it has replaced old air-conditioning systems with a capacity of over 4,500 Tonnes of Refrigeration (TR) with new inverter-based, 5-Star rated systems at branches and ATMs, reducing 25% of energy consumption.

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The Bank has also supported the government, local authorities and frontline workers with financial aid and protective equipment to overcome the unprecedented challenges of the Covid-19 pandemic. The ESG Report has highlighted that ICICI Foundation has trained close to 581,000 people through its diverse skill development initiatives till March 31, 2021 since inception. It has offered 100% job placement assistance to trainees who opted for it.

As a large financial conglomerate, ICICI Bank understands that by integrating the idea of preserving the environment into its business paradigm, its work can have a positive impact on the world at large.

Tulir - Centre for the Prevention and Healing of Child Sexual Abuse (CPHCSA) is an NGO working on child sexual abuse awareness and rehabilitation, based in Chennai, India. In Tamil the word *Tulir* means the first tender leaves of a plant symbolizing children and "the belief in the resilience and resurgence of the human spirit. the NGO is run by Vidya Reddy.



According to a 2007 Ministry of Women and Child Development study, one out of every two children (53.22%) is sexually abused; however, in a conservative society where sex itself is taboo, sexual abuse of children goes unnoticed and underreported. According to the research, 48 percent of the boys and 39 percent of the girls examined had been sexually molested, and the accused were known to them.

Tulir's goal is to prevent and cure child sexual abuse by combining compassion, optimism, and practicality. We must truly care for our children, be hopeful about human beings' ability to change, and be realistic about how to engage with children and the greater society to effect positive change.

Tulir raises awareness about child sexual abuse in India, provides direct intervention services in the areas of prevention and healing, conducts research, documentation, and dissemination of information on child sexual abuse, and works to improve policy and advance practice to prevent and address cases of child sexual abuse, with a special focus on children's psychosocial well-being. It also took part in local, national, and worldwide initiatives to promote and preserve children's rights.



Tulir conducts training for schools to handle child sexual abuse holistically. One such workshop, "Safe Schools: Supporting Schools Address Child Sexual Abuse Holistically," was held from November 28-30, 2016, and covered topics such as the prevention of child sexual abuse, evolving a child protection policy, an introduction to personal safety education—concepts and practice, addressing sexual misbehaviors in children and youth, and POCSO, educators, and schools.

They also provide training and consulting to schools, social workers, physicians, parents, attorneys, and police officers.

One name, and a plethora of philanthropic pursuits. An inspirational figure, a woman donning many hats, Nilekani has dedicated over three decades of her life towards the betterment of India's social sectors.



She is the Chairperson of Rohini Nilekani Philanthropies and Co-founder and Director of “EkStep”, a not-for-profit effort to create a learner centric, technology-based platform to improve basic literacy and numeracy for millions of children. In addition, she is also the Founder and Former Chairperson of Arghyam, a foundation she set up in 2001 that looked into the issues of sustainable water and sanitation, and which funds initiatives across the country. From 2004 to 2014, she was also the Founder-Chairperson and chief funder of Pratham Books, a non-profit children’s publisher that touched the lives of millions of children during her tenure. It was set up to institutionalize the joy of reading for children. She is among the members of the Board of Trustees of ATREE, an environmental think tank. In the past, she has served on the Audit Advisory Board of the Comptroller and Auditor General of India and the Eminent Persons Advisory Group of the Competition Commission of India.

A former journalist, she has written for many leading publications such as Times of India, India Today, Mint, etc. Penguin Books India published her first book, a medical thriller called Stillborn, and her second non-fiction book, 'Uncommon Ground', based on her eponymous TV show. She has written several books for young children, published by Pratham Books, including the famous "Annual Haircut Day". She was named as one of Asia's Heroes Of Philosophy by Forbes Magazine in 2010 and 2014.

In 2017, she was inducted as a Foreign Honorary Member of the American Academy of Arts and Sciences. She has been a member of the Board of Science Gallery Bengaluru, the Advisory Board of the Well Being Project since 2019, and the Dakshin Foundation since 2021.



In 2022, she published an anthology of her writing titled 'Samaaj, Sarkaar, Bazaar', outlining her philosophy of restoring the balance between the state and markets by positioning society as the foundational sector. It is licensed under Creative Commons, August 2022.

Rohini Nilekani is a committed philanthropist, and in 2017, she signed the Giving Pledge with her husband, Nandan Nilekani, which commits half their wealth to philanthropic causes.

Her acute awareness towards social responsibility can be reflected in her words, "As citizens, we have to co-create good governance, we cannot outsource it and hope to be passively happy consumers. Like everything worth its while, good governance must be earned."

ROLE OF SOCIAL MEDIA IN COMMUNICATING CSR

The transformation brought by digital and technological advances during the last decade has made companies and organizations undergo a thorough overhaul when it comes to communication with the public and stakeholders. But how all these social media platforms affect the way companies communicate CSR and Sustainability to their relevant stakeholders? It really depends on whether the companies are aware of their stakeholders and their expectations, their corporate impacts and whether they are willing to engage in meaningful communication. Communicating CSR and Sustainability via social media cannot be escaped nowadays and it can only generate benefits for companies and organizations regarding their accountability, trustworthiness, and reliability.



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Traditional media did not allow for proactive two-way communication and did not give businesses the opportunity to engage the public and primary stakeholders on a timely basis. However, because of the increased awareness of stakeholders in Sustainability issues, their rising expectations from the company, and their demand for involvement in corporate decision making, which has a significant impact on their lives, this "just telling-just informing" strategy cannot be used anymore. Stakeholders request data on a variety of topics, including food security, origin, animal welfare, local suppliers, gender equity, and environmental impacts, to name a few. They want to express their thoughts and expectations about management culture, and social media platforms have given them a powerful platform to do so. On the other hand, social media has provided organisations with the opportunity to disseminate reliable and consistent information, meet public expectations, avoid serious risks, and earn public trust.

Companies should not only try to communicate their CSR and Sustainability efforts through social media channels in order to avoid public criticism and scepticism; they should also develop effective communication strategies that take into account communication trends of Millennials and Post-Millennials, as well as how Generation X communicates and perceives disruption in the Sustainability field, and build a bridge between their business' goals and the expectations of their stakeholders. In a nutshell, companies and organizations should develop relevant content and engagement opportunities that create value and be part of the purpose economy. Moreover, as social media promptly measure the effectiveness of on-line campaigns, it goes without saying that companies understand that long-term success cannot be achieved without the active engagement in social media.

Social media platforms have now created a wonderful environment for interactive communication among all actors involved in CSR and sustainability activities. It enables the creation of a sustainable world in which every voice is heard and acknowledged. However, there is one caution: Do not allow our relationship status to become complicated!



- 1. What percentage of children are sexually abused, according to a 2007 Ministry of Women and Children Development study?**
- 2. According to article, what are popular and widely used social media tools for communicating CSR?**
- 3. Rohini Nilekani is the co-founder and Director of which not-for-profit platform?**
- 4. What is the name of Rohini Nilekani's publication in 2022?**
- 5. How much KWP solar capacity was added in fiscal year 2021?**
- 6. How many lives have been impacted my ICICI Foundation?**

Do share your answers at -

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

https://www.instagram.com/prayas_mdin/

The winners of last month's
quiz are..



BINEET SEAL



**SHASHANKHA
GOSWAMI**

CONGRATULATIONS

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"