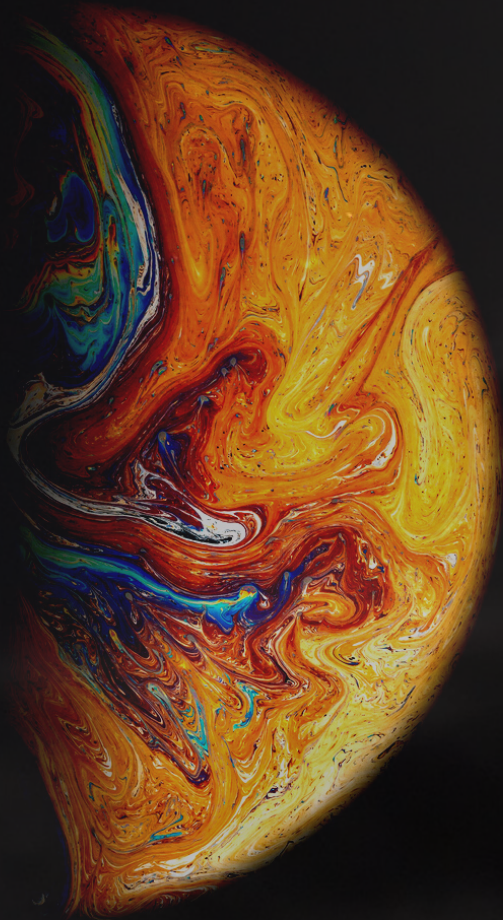


December, 2022

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.

Tata Power is one of India's largest integrated power companies, present across the entire power value chain of conventional & renewable energy, power services, and next-generation customer solutions including solar rooftop, EV charging stations, and home automation. With sustainable development at the heart of its operations, Tata Power leads the way in the generation of clean and green energy contributing to the reduction of carbon emissions. With a 30% clean energy portfolio, Tata Power commits to being Carbon 'Net Zero' before 2045. To achieve this vision, Tata Power focuses on an entire gamut of alternate clean sources of power, enabling customers and stakeholders with sustainable and smart energy solutions.

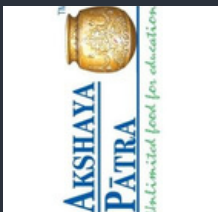


Tata Power aims to sustainably meet the energy needs of stakeholder groups through responsible value chains. Their objective in sustainability is to engage with and address their needs, aligned with the overall vision of 'Leadership with Care'. The Company remains committed to sustainable growth, resource conservation, energy efficiency, habitat protection as a responsible corporate citizen with an aim to achieve carbon neutrality. The Company continues to strive for efficiency in operations and maintenance through the adoption of best practices optimizing its efficiency parameters like heat rate and auxiliary resulting in lower resource consumption and lower carbon emissions. The Company is consciously committed to the health and safety of all employees and other stakeholders with a defined safety vision "To be a leader in Safety Excellence in the global power and energy business". The Company employs a pro-active and pre-emptive approach to occupational health and safety and is committed to actively drive the agenda through the length and breadth of the organization. Care For Our Community the Company focuses on five thrust areas viz. education, health and sanitation, livelihood and skill-building, water and financial inclusivity.

Tata Power's vision is to 'Empower a billion lives through sustainable, affordable and innovative energy solutions. Tata Power has a pivotal role to play in the global efforts to achieve the United Nation's Sustainable Development Goals (SDGs) and the Company's contribution is essential to the success of SDGs and for fulfilling India's commitment to achieve SDGs by 2030. Identified topics in line with the IIRC Framework, GRI (Global Reporting Initiatives) Standards and SASB (Sustainability Accounting Standards Board) metrics. Tata Power believes strongly in resource conservation, energy efficiency, habitat protection and the enrichment and development of local communities in and around the areas of operations. They are working to set standards in the development and implementation of cutting-edge eco-friendly technologies and processes for energy management. They are collaborating with policymakers and regulators to advance technology, strengthen their renewable energy portfolio, accelerate the development of cost-effective energy-efficiency programmes and manage consumer demand for electricity.



Tata Power understands that it must function in tandem with its stakeholders to make significant progress on sustainability. Their track record - a century of innovation and leadership in the energy industry - gives them the confidence to find ways that address sustainability issues in a manner that will deliver benefits to their customers, shareholders and to society.



In Bangalore, Karnataka, India, the International Society for Krishna Consciousness (ISKCON) operates the Akshaya Patra Foundation as a nonprofit trust. The company manages India's Midday Meal Scheme, a school lunch programme.



Midday Meal Program

The Right to Education (RTE) Act 2009 mandates free and compulsory education for children up to the age of 14, as well as free textbooks, uniforms, and bicycles for female students and students from SC and ST communities, as part of the government's efforts to improve the country's educational system. However, the Government's Mid Day Meal Program, which has had a direct impact on increased enrollment and attendance at school as well as an improvement in children's nutritional status, has had the greatest impact. The largest school lunch programme in the world, India's Mid-Day Meal Scheme currently serves 110 million (11 crores) students in 12,00,000 schools throughout the nation.

Other initiatives

A daily average of 350 kilograms of organic waste is produced in the Akshaya Patra kitchens. The foundation has installed biogas plants in some of its kitchens to lessen the amount of waste that is dumped in landfills. On Earth Day (April 22), 2016, this initiative began with the centralized kitchens in Bellary and Vasanthapura (Bengaluru), and it has since expanded to six kitchens nationwide. The biogas plants produce 120 to 150 m³ of biogas, which is equal to 30 kilograms of LPG, when they process 1 tonne of organic waste per day (TPD). This gas is used for cooking in the kitchen, which saves APF INR 38,500 each month. This results in a 10% reduction in the overall energy needed for cooking. Some of APF's kitchens have solar photovoltaic (PV) systems installed. The facility's daytime energy needs are met by these systems, which, depending on the weather, produce 80 to 100 units of electricity per day. For example, the Bengaluru plant generates 10 kW of power, which is entirely consumed by the facility, whereas the Surat plant generates 12 kW of power, with some of the excess power being fed back to the grid for credit.



Following the announcement of the COVID-19 lockdown, Akshaya Patra launched a food programme to feed the migrant workers. They offered dry grocery kits and prepared meals.

Achievement

APF was given the BBC's Global Food Champion Award in 2019.

A.M. Naik has been no less than a visionary who currently serves the role of Group Chairman, Larsen & Toubro, one of the most well-known and robustly established businesses of the country. He has a massive 55 years of experience in the company and has brought in immeasurable value to it over the years. Many people credit him with honing the company's emphasis on its most important, high-value businesses. Over the past few years, Mr. Naik has increased the amount of time he spends on philanthropy in his own capacity. His contributions to the country, industry, and society have earned him numerous honours from business organisations, academic institutions, and the media in addition to the Padma Vibhushan in 2019 and the Padma Bhushan in 2009.



Mr. Naik established two trusts in 2009 as part of his private charitable activities to advance subjects that have always been important to him. Focusing on providing the poor with access to contemporary healthcare, the Nirali Memorial Medical Trust The Naik Charitable Trust supports spreading knowledge and developing skills.

The Nirali Memorial Medical Trust

It has been named after Mr. Naik's late granddaughter, who died when she was just two years old. Her bereaved family channelled their sadness into a project that can assist others who are in need of medical attention. The Trust is dedicated to providing the underserved with the advantages of cutting-edge medical care. Its programmes in South Gujarat and Mumbai are assisting in providing a lifeline of hope to individuals who are in need. A radiation centre in Surat, a multi-specialty medical facility in Mumbai, a comprehensive health campus in Navsari (which includes a state-of-the-art cancer hospital and a multi-specialty hospital), and a wide range of medical assistance to communities in south Gujarat are among its record-setting community services.

The Naik Charitable Trust

It functions in the fields of education and skill development. Mr. Naik was one of the first to recognise the need of skill development for the community's sustainable development. For individuals who hadn't finished high school, there were no opportunities to gain new skills or improve their employability. Many village adolescents were unable to obtain gainful employment because ITIs only offered training to individuals who had completed their SSC. By establishing a skill-building centre that was only accessible to those who did not complete SSC, Mr. Naik made a significant change. It had a good effect on society and gave youths with no formal education a new future.



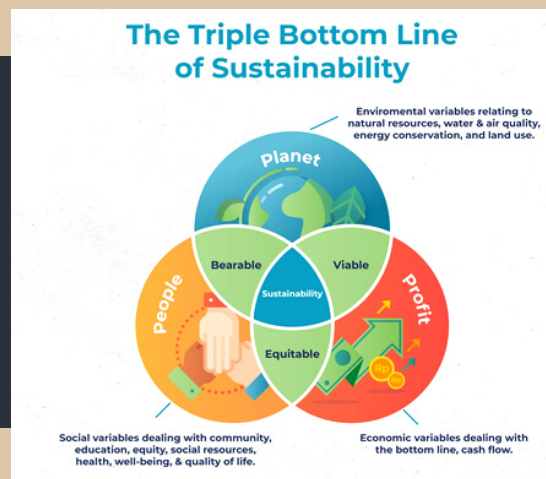
According to Naik, lack of skills is a significant barrier to society's advancement. It causes a lack of professionalism, diluted results, and frequently jeopardises safety. Through a number of programmes offered by the Anil Naik Technical Training Center, The Naik Charitable Trust seeks to close this important gap. The Center was the idea of Mr. A.M. Naik, who has been named Chairman of the National Skill Development Corporation (NSDC) by the Government of India and whose dedication to developing skill training is well known in the business.

The two newly established trusts are advancing social reform. Mr. Naik is aware of the changes he has made in people's lives, but he is still restless and always moving. He claims, "Ours is a large country. "No matter how much one accomplishes, there will always be more to be done."

EFFECT OF CSR ON COMPANY BOTTOM LINE

CSR (Corporate Social Responsibility) is a product of the twentieth century. However, its origins can be traced back to the mid-to-late 1800s when there was a growing concern among factory owners about workers' conditions. This eventually led to industrialists like Rockefeller and Andrew Carnegie donating large sums of money to charity, giving birth to the concept of businesses giving back to society. The term "responsibility" refers to the act of determining whether or not a person is responsible for his or her own actions.

In essence, CSR refers to businesses that have a moral and philanthropic obligation to contribute to societal causes and give back to the communities in which they operate. It emphasises the connections between businesses and charitable causes, as well as the generosity of business leaders in their efforts to better the world. There is also growing evidence that CSR is more than just a marketing tool, but a way to add real value to a company's bottom line, and businesses are taking notice. The answer is yes.



Reputation

There is a saying in the business world that reputation is everything, and when it comes to CSR, reputation can be one of the most important things it influences. As more of Gen Z becomes part of the workforce and consumer base, organisations are becoming cognizant of the value that this new generation attaches to standing up for a cause. Any quick poll can tell us that consumers increasingly want to buy from brands that stand for something. In fact, in the US, 91 per cent of millennials and 85 per cent of the average public said they would switch to a brand if they were associated with a cause. As a result, CSR initiatives are critical for businesses seeking to increase customer loyalty. This can directly increase profit margins and create opportunities for business growth and revenue, positively affecting businesses' bottom lines.

Employee Perception and Engagement

Employees often attach a sense of worth and meaning to their jobs as a result of a company's CSR initiatives, as they can be proud of the companies for which they work. According to a Harvard Business Review experiment, employees care about both the intentions driving a company's CSR activities and the positive impact they have on society. This experiment alluded to potential benefits, such as increased employee engagement and satisfaction, that can eventually lead to lower rates of attrition, directly impacting a company's reputation as a favourable employer.

Investors

A company's stock price isn't always influenced by measurable factors. There is an element of intangible value that contributes to a company, and CSR is often a contributor to this. Companies that support charitable causes are regarded as socially responsible, and investors gravitate toward such brands. Ultimately, being associated with a worthy cause is beneficial for a company and, by extension, for the people who invest in them. Also, having robust CSR initiatives means that companies are less likely to face public backlash and PR disasters, and they boast of strong corporate citizenship. Finally, these are all the factors that, whether directly or indirectly, add value to a company's profit and loss statements. Today, pressure to incorporate CSR into an organisation comes from a diverse set of stakeholders, including institutional investors, customers (both B2B and B2C), regulators and governments, other parts of the supply chain, and, of course, society at large. As a result, C-Suite executives are increasingly expected to contribute to the overall CSR strategy while also understanding how it applies to their specific area of expertise and responsibility. The clear momentum in this regard is reflected in the numbers that state that between 2005 and 2015, there was a 64 per cent increase in the number of companies who produced CSR reports, i.e., out of the largest 250 companies in the world, 92 per cent did have CSR initiatives in place. Thus, the debate over 'should we or shouldn't we' in terms of corporate social responsibility has been settled for business organisations. All businesses today are asking how they can improve their CSR outcomes. Because there is clear evidence of positive outcomes, and ignoring it would be a mistake.



- 1. By when Tata Power wants to become Carbon Net Zero?**
- 2. What are the two main pillars of Tata's track record ?**
- 3. What are the name of the two trusts that are founded by A.M. Naik?**
- 4. How many years has he worked in Larsen & Toubro?**
- 5. How CSR initiatives affects the customers?**
- 6. Do employees really care about company's CSR initiatives? If yes, then how?**

Do share your answers at -

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

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

The winner
of last month's quiz



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"**