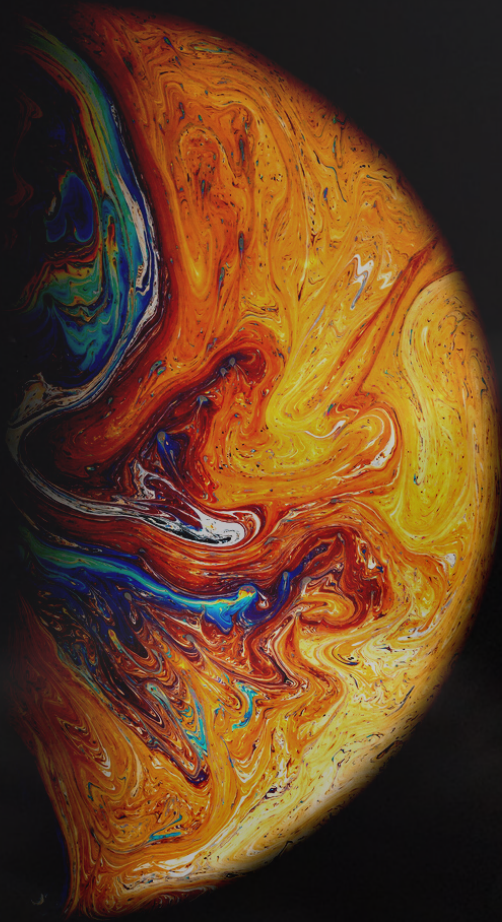


January, 2023

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.



Bajaj Finserv is a financial services company based in India that has a strong commitment to corporate social responsibility (CSR). The company's CSR activities are focused on promoting sustainable development and improving the well-being of communities in which it operates. The company's CSR initiatives are aligned with the United Nations Sustainable Development Goals (SDGs) and are aimed at creating a positive impact on society. Bajaj Finserv supports education through various initiatives. The company provides scholarships for underprivileged students to pursue higher education.



Bajaj Finserv has also built and upgraded schools in the rural and semi-urban areas of the country, providing access to quality education to thousands of children. Bajaj Finserv also provides educational materials and resources to these schools, including books, stationary, and other essential supplies. Bajaj Finserv has a number of healthcare initiatives aimed at providing access to quality healthcare to underserved communities. Bajaj Finserv also provides medical equipment and supplies to these facilities, ensuring that they are well-equipped to provide quality care. The company also supports health education programs, providing information and resources to help people understand and manage their health. Bajaj Finserv is actively involved in community development through various initiatives. The company builds and upgrades infrastructure, such as roads, bridges, and community centers, in rural and semi-urban areas. Bajaj Finserv also provides clean drinking water to underserved communities, ensuring that people have access to clean and safe water. The company also supports livelihood development, providing training and resources to help people start and grow their own businesses.

Bajaj Finserv is committed to protecting the environment through various initiatives. The company promotes sustainable agriculture by providing training and resources to farmers, helping them to adopt sustainable farming practices. Bajaj Finserv also supports renewable energy projects, such as solar and wind power, helping to reduce dependence on fossil fuels and reduce greenhouse gas emissions. The company also conducts environmental awareness campaigns, educating people about the importance of protecting the environment and the role they can play in preserving the planet. Bajaj Finserv runs various schemes for the welfare of the underprivileged section of the society, such as providing financial assistance to NGOs for the welfare of the needy, distribution of ration, clothes and other essentials to the poor, and providing education and healthcare facilities to the underprivileged. Bajaj Finserv encourages its employees to get involved in CSR activities and provides them with opportunities to volunteer in various initiatives and programs. The company encourages employees to donate to social causes and also organizes volunteer opportunities for employees to participate in community development programs.



Overall, Bajaj Finserv's CSR activities are wide-ranging and aim to make a positive impact on society by addressing some of the most pressing issues facing communities in India. The company's efforts in the areas of education, healthcare, community development, environment, and support for the underprivileged, demonstrate a strong commitment to improving the well-being of the communities in which it operates and making the world a better place.



Prerana is a non-governmental organization (NGO) that works in Mumbai, India's red-light districts to safeguard children who are susceptible to commercial sexual exploitation and trafficking. It was founded in 1986. The group operates three-night care facilities for at-risk children, as well as shelter houses and a residential training facility for rescued trafficked girls. Prerana's work has been acknowledged both domestically and internationally as being at the forefront of the worldwide battle against human trafficking and sexual exploitation.



Program:

Night Care Center (NCC) Program- The NCC was developed for the first time in the globe in 1986, in Mumbai's Kamathipura red light district. It provides a safe haven for prostitute women and their children to safeguard them from the hazards of the red light area at night. The NCC, which operates out of Kamathipura, Falkland Road, and Vashi, provides a variety of services 24 hours a day, seven days a week, including shelter, nourishment, healthcare, education, and leisure.

Aarambh- Aarambh is a collaboration between Prerana and the ADM Capital Foundation. Its mission is to address child sexual exploitation issues from a variety of viewpoints, including prevention, protection, legal intervention, and advocacy. The effort intends to show and publish best practices in child protection, as well as to execute India's statute on Child Protection from Sexual Offenses.

Anti-Trafficking Organization (ATC)- External institutions, like the US Department of State, pushed Prerana to establish a specialist resource center on trafficking issues and anti-trafficking efforts. The ATC first opened its doors in 1999. Training and sensitization, research and documentation, policy advice, advocacy, and information dissemination are just a few of the services offered by ATC.

Girls' Shelter in Naunihalh- The Naunihal Special Home for Girls first opened its doors on October 27, 2010. The Naunihal Home offers educational programs, vocational and livelihood training, medical check-ups, meetings with the girls' moms or guardians, and additional leisure activities to the girls. Naunihal translates to "sapling" in Hindi.

Post Rescue Operation (PRO)- Prerana provides victim aid and witness protection services to rescued females who are traumatized and vulnerable to re-trafficking. Residential care, vocational training, job placement, psycho-social counseling, and legal assistance are among the services provided.



Institutional Placement Program (IPP)

When a mother approaches Prerana with a desire to remove her kid from the red light area and place him or her in a healthy setting, Prerana encourages the mother to explore moving the child to a facility that can provide long-term residential care and development. Prerana chooses the institutions, pays follow-up visits to those that engage the Child Welfare Committee, and provides support programs such as mother's meetings, counseling, and group homes. The system guarantees that children have access to residential institutional care until they are able to return to a safe environment or reach the age of 18. The IPP has currently touched around 1200 youngsters.

Subroto Bagchi is a visionary who has donned many hats. He is an entrepreneur, business leader and writer. He is the chairman and co-founder of \$435 million international IT solutions company Mindtree Ltd. In addition to being listed on the Bombay Stock Exchange and the National Stock Exchange in India, Mindtree is a strategic partner to more than 40 Fortune 500 companies. After Mindtree was founded in 1999, Bagchi began working there as the Chief Operating Officer. He played a key role in outlining the purpose, vision, and values of Mindtree. He oversaw the marketing, knowledge management, and leadership development programmes that helped the business stand out from the start.



Bagchi is a member of the Governing Council of the Software Technology Parks of India as well as the Board of Governors of the Indian Institute of Management in Bangalore.

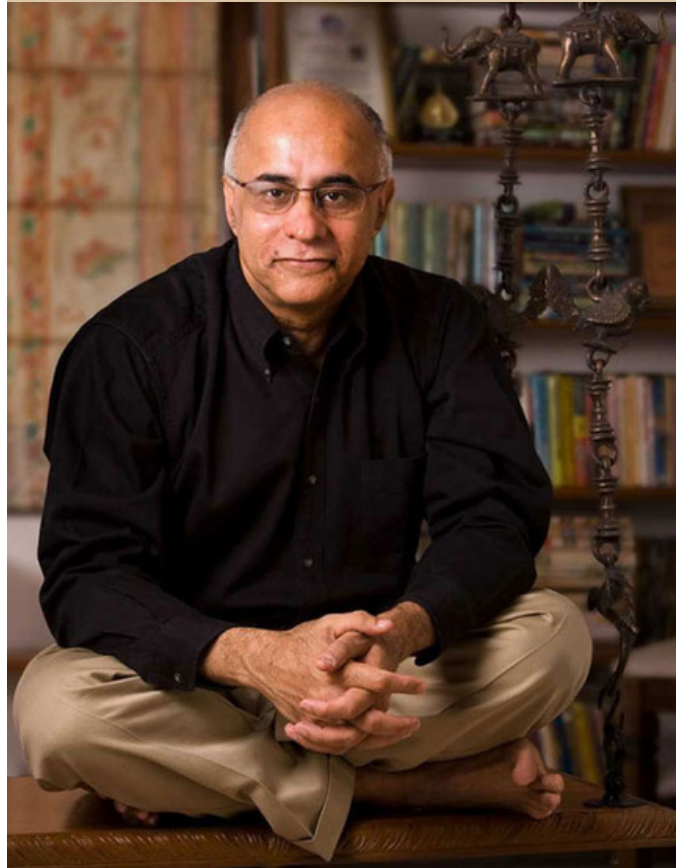
He is a much-liked speaker at conferences for business and industry, as well as at universities, all over the world. Incorporating anecdotes into his speeches, Bagchi effectively conveys the lessons he has discovered from his experiences as an entrepreneur and a company leader.

He has published a lot of writing in prestigious publications and periodicals. His columns for Businessworld, "Arbor Mentis," and the Times of India, "Times of Mind," were both well-read and well-discussed. He currently contributes a piece to Forbes India called "Zen in Garden."

In 2011, Bagchi, who is also a well-known business author, was crowned India's top-selling business author. A number of languages have been used to translate his business publications, including "The High Performance Entrepreneur," "Go Kiss the World," "The Professional," "MBA at 16," "The Professional Companion," and his most recent work, "The Elephant Catchers."

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Every river is a trichome... whether you are talking about the Kaveri or the Gangotri or Ganga or you are talking about Amazon. Amazon actually begins from the crevice, high up in the mountains; it's literally a trickle and then what happens at that point in time, the only control the trickle has is on one fact – move. Move, the trickle moves, takes the next step, that's all.



In 2021, he and his wife, Susmita Bagchi, pledged to spend Rs 340 crores to set up a world class palliative care unit and a cutting-edge cancer hospital. He and the co-founder of MindTree, NS Parthasarathy, together with their respective wives, donated a whopping Rs425 crore to the Indian Institute of Science (IISc). Their funds will be used to erect an 832-bed nonprofit hospital and a postgraduate medical school on the Bengaluru campus of IISc. According to Govindan Rangarajan, director of IISc, it will combine science, engineering, and medicine on one campus. This will, in his words, "build a cadre of physician-scientists that is currently missing in India" and support clinical research and medical technology. There will be dual degree MD-PhD programmes at the medical school.

In his own words, “Our vision is not always a function of our capability to see, it is our willingness to open up our inner eye to the limitless universe that lights up the path of our existence.”

CSR (Corporate Social Responsibility) initiatives can include primary and secondary education. This entails corporates' close engagement and involvement in schools, colleges, and universities, where the corporates provide funds, training, and associated programmes to educate the future workforce on how the corporate world works and what is expected of future employees. It has been discovered that there is a disconnect in many developing countries between the education students receive during their graduate programmes and the expectations placed on them when they enter the workforce. Indeed, it has been estimated that only 10-20% of the millions of graduates in countries such as China and India are employable, implying that the remainder lack language, comprehension, verbal, and aptitude-based skills required for gainful and meaningful employment. This is why many industry bodies in these countries have taken it upon themselves to reach out to colleges and universities and impart skill-based training programmes so that students can be employed and employable upon graduation.



The other aspect of corporate outreach in schools, colleges, and universities is the development of a brand image among the future workforce. This not only assists corporations in recruiting the best and brightest potential employees, but it also assists them in instilling a sense of what it takes to succeed in the corporate world after graduation. Indeed, as part of the brand building exercise, corporations can provide funds to schools, colleges, and universities for vocational skill building equipment and technology. In other words, corporations can combine their CSR activities with brand building, creating a double whammy that benefits all stakeholders.

Aside from that, corporations can help deserving students complete their education. Furthermore, many corporations have instituted leadership awards in business schools that are aimed at female leaders, future leaders, and potential leaders, so that leadership skills can be honed from the start of the students' education. This is true of many business schools in the West, where leading companies frequently bestow leadership awards on those they consider potential leaders.

The third benefit of CSR initiatives in primary and secondary education is that they facilitate collaboration between industry and academia, resulting in close alignment of what corporations want and what universities teach. In other words, many universities have a disconnect between their research and the emerging trends that industry and corporations are dealing with. This disconnect can be bridged through close engagement and collaboration between university researchers and faculty, resulting in objectives that are aligned between these stakeholders. Furthermore, by establishing chairs and fellowships, corporations can gain increased exposure and involvement with academia. This is true of the majority of the world's leading universities, which have dedicated programmes funded by corporations.

Finally, combining CSR and brand building with funding and close collaboration with primary and secondary education is a win-win situation for all stakeholders. As the title suggests, it is preferable to catch them young and watch them grow. In other words, identifying future leaders, nurturing talent, and incubating ideas beginning in high school and college is a noble initiative that benefits both students and corporations while also helping to align the objectives of academia and business.



- 1. What projects does Bajaj Finserv supports pertaining to renewable energy?**
- 2. What are the various areas where the company has put its efforts to make a positive impact in the society?**
- 3. what percent of graduates are employable in India?**
- 4. How corporations can benefit from investing in education programs?**
- 5. Subroto Bagchi is the co-founder of which company?**
- 6. Subroto Bagchi is part of the Board of Governors of which institute?**
- 7. What is Subroto Bagchi's most recent book?**

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



**MOHAMMED
RAQIB**



**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"**