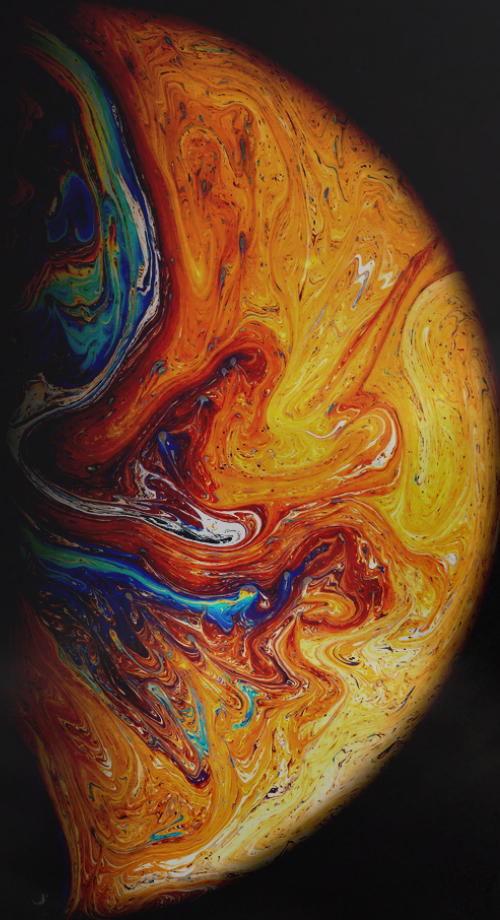


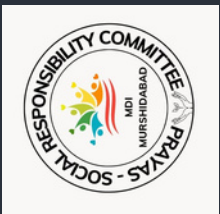
February, 2023

PRAYATNA

Monthly Corporate
Social Responsibility
Magazine



- **About PRAYAS**
- **Message from the Chairperson**
- **Havells India**
- **Nivy Care Foundation**
- **Kochuseph
Thomas Chittilappily**
- **Social Marketing Concept**
- **Tingle your Mind**
- **Team 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.



Havells India is a leading electrical equipment company based in India that is committed to corporate social responsibility (CSR). The company's CSR activities are focused on creating a positive impact on society by promoting sustainable development and improving the well-being of the communities in which it operates. Havells India's CSR initiatives are aligned with the United Nations Sustainable Development Goals (SDGs) and are aimed at addressing some of the most pressing issues facing communities in India. One of Havells India's key focus areas for CSR is education. The company provides scholarships and financial assistance to underprivileged students to pursue higher education. Havells India also supports schools and educational institutions in rural and semi-urban areas, providing access to quality education for thousands of children.



The company has built and upgraded schools, provided educational materials and resources, and supported teacher training programs, helping to improve the overall quality of education in these areas. Havells India is also committed to improving healthcare in underserved communities. The company has built and upgraded healthcare facilities, including hospitals and clinics, in rural and semi-urban areas, providing access to medical care for thousands of people.

Havells India 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. Community development is another area of focus for Havells India's CSR activities. The company supports infrastructure development, including building and upgrading roads, bridges, and community centres in rural and semi-urban areas. Havells India 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. Havells India is actively involved in supporting the underprivileged sections of society through various initiatives. The company provides financial assistance to NGOs for the welfare of the needy, distributes ration, clothes, and other essentials to the poor, and provides education and healthcare facilities to the underprivileged. Havells India 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.



In conclusion, Havells India's CSR activities are aimed at making 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.



India, with its vast population of over 1.3 billion, is one of the most populous countries in the world. Despite its rapid economic growth in recent years, India is still home to a large number of people living in poverty. According to a report by the World Bank, over 270 million people in India still live below the poverty line. This is a significant challenge that needs to be addressed in order to improve the quality of life of the people and the country as a whole.

There are many factors that contribute to poverty in India. One of the main reasons is the lack of education and employment opportunities. Many people in India do not have access to education, and those who do often do not receive quality education that can prepare them for skilled jobs. As a result, they are left with low-paying jobs or are unemployed.



Another factor that contributes to poverty in India is the lack of access to basic necessities such as clean water, sanitation, and healthcare.

To address these challenges, there are several initiatives that are being undertaken by the government and NGOs.

One such initiative is the Nivy Care Foundation, they believe that everyone deserves the opportunity to succeed specially the resistant community which are born in poor families. Every individuals are born equal and deserves to flourish, be happy and enjoy life at its fullest. They should have access to good schools, dress well and live without hunger.

Nivy Care Foundation understand that access to capital is often the biggest barrier to success. That's why they provide basic business setups, such as stationery stalls and tea stalls, to those who are downtrodden but hardworking, to start a small business. This helps them become capable to achieve basic necessities such as clothes, food, shelter, medicine and education. That's why Nivy Care Foundation works on dreams to provide every individual it's basic rights.

At Nivy Care Foundation you can help our nation build in various ways Spreading awareness about their mission You can help us by spreading a word of Udyami Bharat Campaign, which will help people to know the basics, of what this mission is and how it helps. This would trigger interest in people to join their mission.

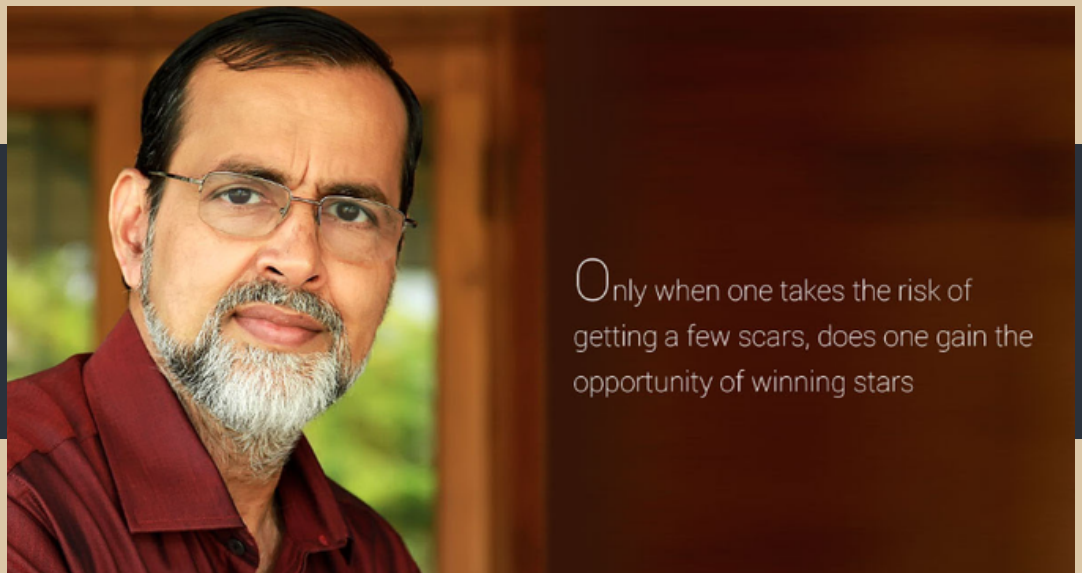
Nivy Care Foundation's mission is to provide basic business setup that has minimum expense of INR 20,000 to INR 25000 per family, since they provide them business setup such as tea stall, book stall etc



About Nivy Care Foundation

Nivy Care Foundation has two directors - Abhishek Dayal and Savitri Dayal. The Corporate Identification Number (CIN) of Nivy Care Foundation is U85300UP2022NPL174958. The registered office of Nivy Care Foundation is at 548/CHA/166, Deepnagar Dodha Khera LKO Lucknow Lucknow , Uttar Pradesh.

Kochouseph Thomas Chittilappilly, apart from being a business tycoon, author, and investor, is a hearty philanthropist. He is the founder, chairman, and CEO of V-Guard Industries, as well as the Wonderla series of amusement parks. Shri Kochouseph Chittilappilly founded the K Chittilappilly Foundation (KCF) with the primary goal of conducting corporate public philanthropic initiatives in India without regard to gender, caste, religion, or any other category. K Chittilappilly Foundation is a non-profit organisation that was incorporated in accordance with Section 25 of the Companies Act. It has its registered office at Kakkanadu, Kochi. The Foundation offers the community assistance in a number of ways. It helps to directly and through volunteer organisations provide medical support to impoverished and needy individuals.



Only when one takes the risk of getting a few scars, does one gain the opportunity of winning stars

The vision of the foundation is to hold hands with communities that are less fortunate to ease their suffering and provide them the tools they need to change their own lives. They go by the mission of offering financial assistance to the less fortunate members of society during times of serious illness, accidents, or other health-related occurrences, and to bring about change that gives marginalised groups more control over their own lives by providing the resources, knowledge, and tools they need for improved housing, self-employment, education, and social advancement.

In his own words, “If we can control our thoughts, we can control our minds. And if we can control our minds, we can control our lives.”

The primary areas of service to the society in which Mr. K. Chittilappilly devotedly contributed to or addressed are:

1. Humanitarian activities:
 - a) Kidney Donation
 - b) Euthanasia
 - c) Social responsibility
2. Socially conscious activities
 - a) Head load issue
 - b) Stray dog menace
 - c) Environmental issues



KCF has been able to connect with a sizable population of those who fall under the poor and marginalised categories in a variety of ways, especially when it comes to providing financial assistance for the medical care of specific patients who fall below the poverty line and are afflicted with conditions that require lengthy treatment, as well as assistance with BPL families' children's education. It also provides support to NGO's for several welfare activities. Additionally, it also engages in infrastructure development activities. KCF has been able to establish connections with a sizeable group of people who fit into the poor and marginalised categories in a variety of ways, particularly when it comes to funding medical care for particular patients who live below the poverty line and have conditions that require extensive treatment as well as help with BPL families' children's education.

As one of the biggest taxpayers in India, Chittilappilly has received the Rashtriya Samman award from the Indian government. He has also received the Malayala Manorama Newsmaker of the Year 2011 award.

To conclude with Mr. K. T. Chittilappilly's inspiring words about social service: “Giving back becomes meaningful, only when nothing in return is expected - benefits, recognition, tangible or otherwise. Your biggest and sole reward is the realisation that you've made a significant change in someone's life. And if not ‘significant’ then a positive change nevertheless!”

Societal Marketing is based on the societal welfare principle. It emphasises that an organisation must make strategic marketing decisions while keeping consumer desires, organisational needs, and, most importantly, the long-term interests of society in mind.

Societal marketing is simply a natural extension of the principles of Corporate Social Responsibility and Sustainable Development. It emphasises the importance of an organisation not ignoring the long-term welfare of society in order to achieve its mission and vision. An organisation should have moral and environmentally friendly strategies in place, as well as ensure that appropriate acts and laws are followed.



In today's world of growing environmental destruction, scarcity of resources, rapidly increasing population, and neglected social services. The societal concept of marketing is being questioned. "Are organisations doing an outstanding job of customer satisfaction in line with meeting long-term societal welfare?" is the question. Consider the fast food industry as an example. They do serve tasty food, but it is loaded with health risks. The burgers, as well as the fries and pies, are high in fat. Such products are packaged in a convenient manner, resulting in a large amount of waste. As a result, in the process of satisfying customers, these fast food restaurants are raising health and environmental concerns.

The following factors should be considered in societal marketing:

The needs of the consumer are of the utmost importance. Genuine, modern, and continuous product development should be carried out in order to increase the product's life and value. The emphasis should be on developing long-term customer relationships rather than doing business. Do something good for society. In short, an organisation should market a product while keeping consumer, organisational, and long-term societal needs and welfare in mind.

The Societal Marketing concept is important because of the following benefits such as it ensures that all economic resources are directed in the proper direction. It cultivates entrepreneurs and managers in a specific society. It improves people's living conditions. It accelerates the country's economic development. The closer organisations get to their customers, the more clearly they realise that the goal of any organisational business lies outside the business, i.e. in society. As a result, this motivates organisations to make significant contributions to the welfare and upliftment of society.

The Body Shop is a great example of a company that uses the societal marketing concept: Body Shop is a cosmetics company founded in 1976 by Anita Roddick. For its products, the company only uses natural, vegetable-based ingredients. It is completely opposed to animal testing and supports community trade as well as total environmental protection. As a result, it completely encompasses the concept of Societal Marketing.

To summarise, the societal marketing concept states that a company's job is to assess the needs and wants of the target markets and to provide the highest level of satisfaction to its customers, ensuring both consumer and societal welfare.



- 1. Which series of amusement parks was Mr. K. T. Chittilappilly the developer of?**
- 2. Which award did he win for being one of India's largest taxpayers?**
- 3. Examples of brands practising societal marketing?**
- 4. what are some of the Benefits of Societal Marketing?**
- 5. How is societal marketing related with Corporate social responsibility?**
- 6. What is Havells India's key focus area for CSR?**
- 7. What are some of the areas in which Havells India supports community developmen?
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 is



**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"**