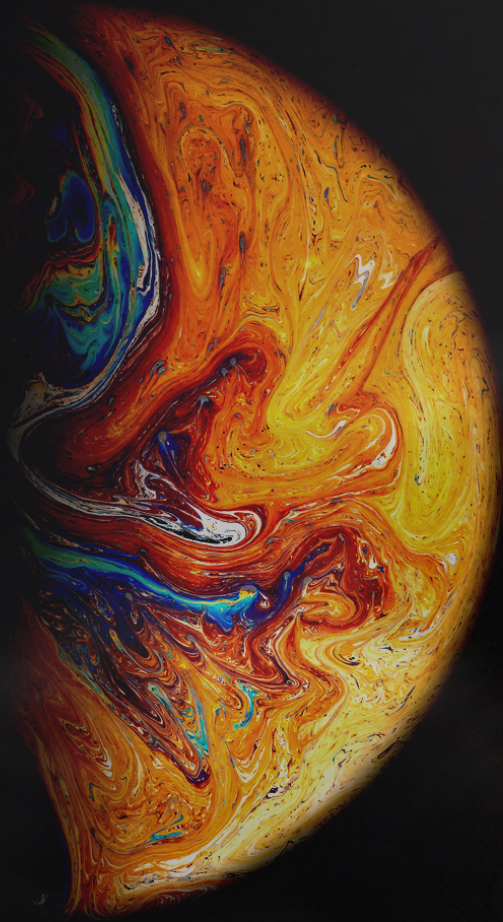


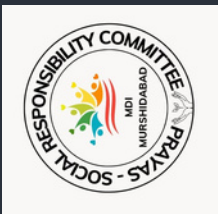
March, 2023

# PRAYATNA

Monthly Corporate  
Social Responsibility  
Magazine



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**Social responsibility** is part of the continuing commitment by businesses to behave ethically and contributes 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 remuneration and benefit in some way from society. But we cannot remain satiated as sole 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 spread 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.

Siemens India is a leading technology company that provides innovative solutions in the areas of electrification, automation, and digitalization. With a history of more than 150 years in India, Siemens India has a strong presence in the country and is committed to creating a positive impact on society through its products, services, and CSR initiatives. The company is known for its focus on sustainability, innovation, and customer-centric approach, and has a wide range of offerings in industries such as energy, healthcare, infrastructure, and mobility. Siemens India's operations span across manufacturing, research and development, engineering, and services, with a strong emphasis on digital technologies and solutions.



Siemens India's CSR initiatives in the area of digitalization are focused on promoting access to digital technologies and resources, enhancing digital literacy, and supporting innovation and entrepreneurship. The company has launched several programs aimed at promoting digital literacy and providing access to digital technologies to underprivileged communities. Siemens India has established several Digitalization Centres across the country, providing access to state-of-the-art technologies and resources to students, researchers, and entrepreneurs. These centres offer training, mentoring, and access to tools and equipment to help individuals and communities develop digital skills and foster innovation.

The company's CSR initiatives also focus on promoting entrepreneurship and innovation in India. Siemens India has launched several programs aimed at supporting startups and entrepreneurs in the technology and engineering sectors. The company provides funding, mentoring, and access to resources to help entrepreneurs develop their ideas and bring their innovations to market. Siemens India's focus on digitalization and innovation is aligned with the government's Digital India initiative, which aims to transform India into a digitally empowered society and knowledge economy. The company's CSR initiatives are aimed at supporting this vision and promoting the development of a robust digital ecosystem in India. In addition to its focus on digitalization and innovation, Siemens India's CSR initiatives also focus on sustainability, education, healthcare, and community development. The company is committed to creating a positive impact on society through its products, services, and CSR initiatives, and is aligned with the United Nations Sustainable Development Goals (SDGs).



In conclusion, Siemens India's CSR initiatives focused on promoting digitalization and innovation are aimed at creating a positive impact on society and supporting the development of a robust digital ecosystem in India. Through its focus on digital literacy, entrepreneurship, and innovation, Siemens India is empowering individuals and communities to leverage the power of technology to address some of the most pressing challenges facing India and create a better future for all.



The Salaam Baalak Trust is a well-known Indian organization that works toward the welfare of street children. It was founded in 1988 by Mira Nair, a prominent Indian filmmaker, and a group of street children. The organization aims to provide a nurturing environment to street children, help them lead better lives, and empower them to become responsible citizens of the country.

The trust's name, Salaam Baalak, is derived from the Hindi words 'Salaam' and 'Baalak,' which mean 'salute' and 'child' respectively. The organization's name itself signifies the respect and dignity that it aims to provide to street children. The trust's headquarters are located in Delhi, and it has various centers in different parts of the city.



The trust's journey began in 1988 when Mira Nair was shooting a film called 'Salaam Bombay.' During the making of the film, she interacted with many street children and learned about their struggles and hardships. Moved by their stories, she decided to start an organization to help these children. The Salaam Baalak Trust was born out of this idea.

The trust's work revolves around providing shelter, food, education, and medical facilities to street children. It also works towards rehabilitating these children and reuniting them with their families. The trust runs various centers in Delhi, which provide different services to these children. These centers include a day-care center, a night shelter, a health center, and a vocational training center.

The daycare center provides a safe space for children to learn and play during the day. The night shelter offers a place to sleep, food, and medical facilities to children who have nowhere else to go. The health center provides medical assistance to children, while the vocational training center teaches them skills such as carpentry, tailoring, and computer skills

Apart from these services, the trust also runs various outreach programs. These programs aim to identify street children, provide them with basic needs, and encourage them to join the trust's centers. The trust's staff includes social workers, teachers, doctors, and volunteers who work towards achieving the organization's goals.

Over the years, the Salaam Baalak Trust has helped thousands of street children in Delhi. The trust's work has received recognition and support from various organizations and individuals, including the United Nations. The trust has also been featured in many films and documentaries, bringing awareness to its work.



In conclusion, the Salaam Baalak Trust is a shining example of how individuals can make a difference in society. The organization's work towards the welfare of street children has touched many lives and inspired many others to join the cause. The trust's journey from a film to a successful organization shows that small steps can lead to significant changes. The trust's work is a reminder that every child deserves a chance to lead a better life, and it is our responsibility as a society to make that happen.



Anu Aga is an inspiring businesswoman and social worker who is the Director on the Board of Thermax Limited, an engineering firm that offers products and services in the fields of environment and energy. In October 2004, she stepped down as Thermax's chair. According to Forbes magazine, she was one of the eight richest Indian women and was among the top 40 wealthiest Indians in 2007.

Mrs. Aga has been concentrating on charitable initiatives since she retired and is intimately connected to the Thermax Foundation. Her passion is in education, and she is actively associated with Akanksha, an NGO that supports education for disadvantaged kids in Mumbai and Pune.



The Foundation oversees five schools for kids from lower income groups in collaboration with the Municipal Corporations of Pune, Pimpri Chinchwad, and Akanksha. Mrs. Aga serves as the board chair for "Teach for India," an organisation that works to close the educational equity gap, and she is actively involved in its projects.

Ms. Aga has participated actively in a number of national and local organisations, such as the Confederation of Indian Industries (CII), and she previously served as the Chairperson of CII's Western Region.

The topics of corporate governance, corporate social responsibility, the role of women, and education have been the focus of much of her writing and speaking.

The ALL Ladies League, the all-ladies wing of ASSOCHAM, awarded her the Mumbai Women of the Decade Achievers Award. She turned to social work after leaving Thermax, and the Government of India honoured her with the Padma Shri for Social Service in 2010. She is Teach For India's current Chairwoman. On April 26, 2012, President Pratibha Patil nominated her to serve in the Indian Parliament's Upper House, the Rajya Sabha.

When asked about her thoughts on philanthropy, Aga said, “Philanthropy isn't about just writing a cheque. That's the easiest thing. Get deeply involved with a cause. It is not a rule. It is how I think. I don't pick up many causes, just one or two and I'm actively involved with at least one of them. For me, it is education for the underprivileged and human rights. I'm not so involved with that [human rights]. I just give monetary help.”



Thermax's female executives have written the company's narrative. It was originally Anu Aga, and it is currently Meher Pudumjee, her daughter.

The two spend a lot of time discussing topics, including sexual harassment, with the female employees at their company. Aga believes that a support network is insufficient. It is resilience that must lead the way.

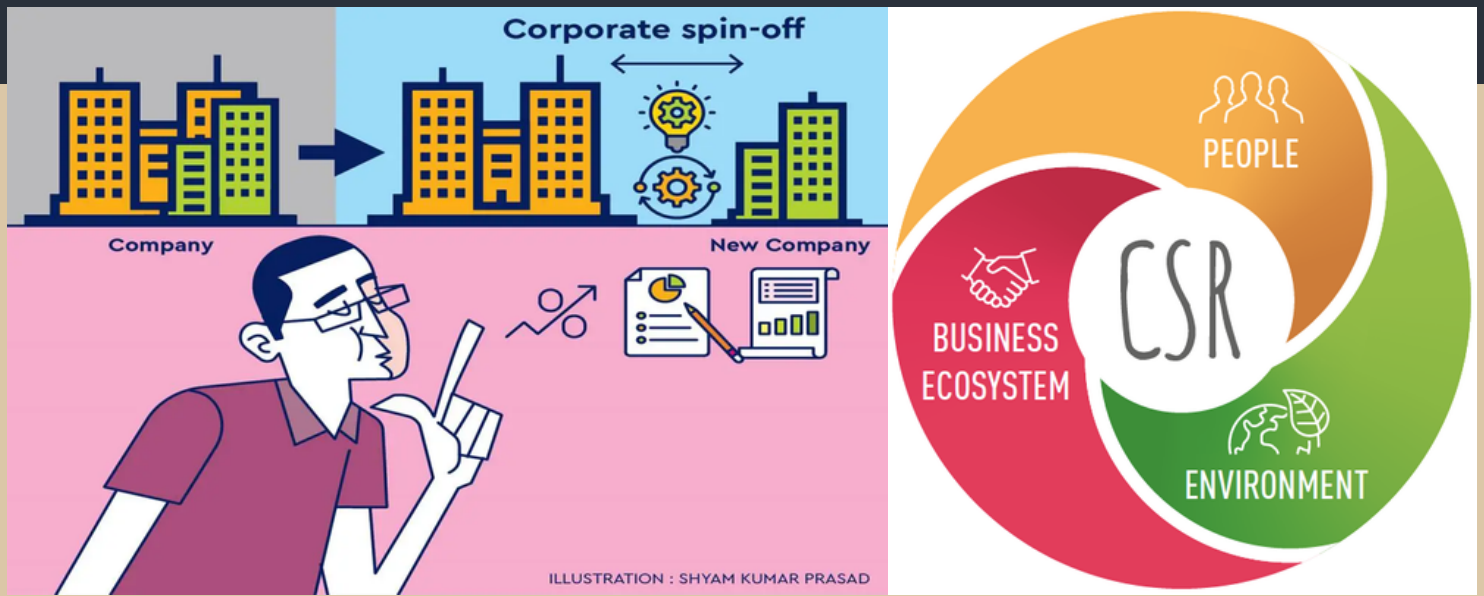
The term "green washing" describes how the goals of CSR are subverted in superficial attempts to practise CSR. Green washing is the practise of a company using corporate spin to claim that it is promoting environmentally friendly policies when, in reality, the company does not live up to the rhetoric. This is a practise that should be avoided, and as stated in the preceding sections, some companies usually "walk the walk," with no instances of the company engaging in practises that it otherwise publicly condemns. The Corporate Governance Council is the nodal committee for ensuring that there is no "spin" because it is responsible for overseeing the activities of its CSR and ethical standard compliance



Opponents of CSR point to the current economic downturn and how difficult it is for them to practise CSR when the emphasis is on cutting costs and improving the bottom line. In this context, it is pertinent to consider the following excerpt from a Business Week article, "At the root of these innovations is a corporate philosophy that strives for some kind of good beyond mere profits. At the same time, goodness can be beneficial to the bottom line. In an era of financial crisis, climate change, vast economic disparities, and pandemics, the existence of companies attempting to right wrongs and fix things is certainly reassuring."

Until now, this article has considered opposing viewpoints on CSR, and as can be seen from the "slant" of the quotations we have chosen as well as our opinions, it is our firm belief that a firm does indeed exist for reasons other than profit, and thus, the practise of CSR should be enforced rather than simply suggested.

We live in a time when author James Martin has highlighted the dangers inherent in our current paradigm and has stated that the central challenge of our time is to ensure that we transition to a new paradigm. As a result, the need of the hour is for businesses and regulators to embrace CSR, and the idea that a firm exists solely to make profits belongs to the old paradigm.



To summarise, we believe that companies and businesses should collaborate with government agencies to promote sustainable practises and alleviate the severe environmental and social problems that plague us, and that firms should look beyond their bottom line and include a social component in their accounting statements as a means of measuring the environmental and social impact of their businesses.

It is important to remember that we did not inherit the earth, but rather borrowed it from our children. As a result, we have a responsibility to make the world livable for future generations and to prioritise sustainability over destruction.



1. **What is greenwashing?**
2. **Why CSR should be enforced?**
3. **Which council keeps the check for compliance with CSR?**
4. **Anu Aga is associated with which NGO?**
5. **She is the chairwoman of which institute?**
6. **What is Siemens India's focus in its CSR initiatives?**
7. **What is the aim of the Salaam Baalak Trust?**

**Do share your answers at -**

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

**[https://www.instagram.com/prayas\\_mdin/](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"**