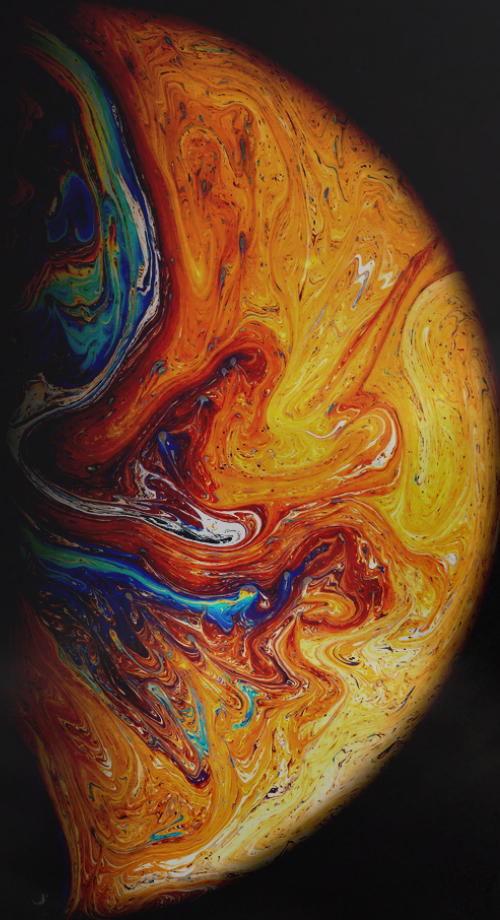


April, 2023

PRAYATNA

Monthly Corporate
Social Responsibility
Magazine



About PRAYAS

Message from the Chairperson

Vedanta

Teach For India

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Tingle your Mind

Team Prayas



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.

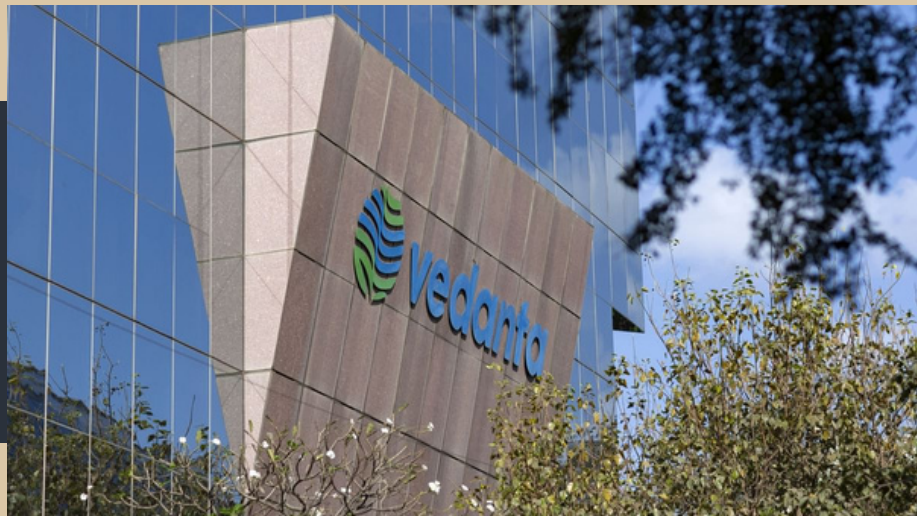
Swami Vivekananda once said, "And here is the test of truth — anything that makes you weak physically, intellectually, and spiritually, reject as poison; there is no life in it, it cannot be true. Truth is strengthening. Truth is purity, truth is all-knowledge; truth must be strengthening, must be enlightening, 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.

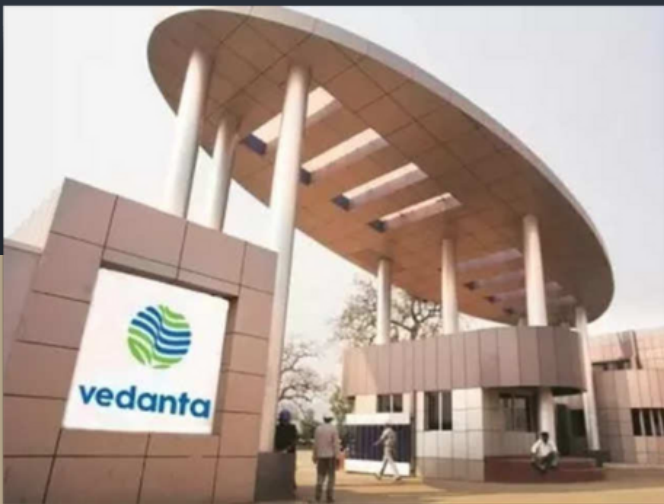
This committee has been actively involved in cooperation with corporate houses to bring a change through various programs such as providing education to children, health checkups and awareness campaigns.

Vedanta Limited is a leading natural resources company in India with operations in the fields of zinc, lead, silver, copper, iron ore, aluminum, power, and oil and gas. The company's CSR activities are guided by the principle of sustainable development, which ensures that its operations have a positive impact on society and the environment. Vedanta's CSR initiatives are focused on education, healthcare, women empowerment, sustainable livelihoods, and environmental sustainability, and the company has demonstrated its commitment to these areas through several key programs.



Education is a key focus area for Vedanta's CSR activities, and the company has set up schools and provided scholarships to underprivileged children in the communities where it operates. The company's flagship program, Nand Ghar, aims to transform the early childhood education and health ecosystem in rural India. Nand Ghar centers provide children with access to quality education, healthcare, and nutrition, while also creating livelihood opportunities for women in the community. Vedanta's healthcare programs have also had a significant impact on the communities, with the company setting up hospitals and providing access to affordable healthcare. The company's flagship program, Vedanta Hospitals, aims to provide world-class healthcare facilities to the underserved population in remote and rural areas. The company has set up hospitals and clinics in several locations, providing access to quality healthcare to over 2 million people.

The company's sustainable livelihoods initiatives have helped create job opportunities for the local communities, with a focus on women empowerment. Vedanta's flagship program, Sakhi, aims to create a gender-just society by promoting entrepreneurship and economic empowerment among rural women. The program provides women with training and support to start their businesses, and over 32,000 women have benefited from the program so far. In addition to these initiatives, Vedanta runs several community development programs, including skill development programs, community infrastructure development, and disaster relief and rehabilitation programs. The company's CSR program is aligned with the United Nations Sustainable Development Goals (SDGs) and has won several awards for its impact on the communities. Vedanta's commitment to CSR is a testament to its vision of creating sustainable value for its stakeholders while contributing to the development of the communities in which it operates.



In conclusion, Vedanta's CSR activities are comprehensive and impactful, with a focus on education, healthcare, women empowerment, sustainable livelihoods, and environmental sustainability. The company's flagship programs, including Nand Ghar, Vedanta Hospitals, and Sakhi, have made a significant impact on the communities where Vedanta operates, providing access to quality education, healthcare, and economic opportunities. Vedanta's CSR program is aligned with the UN SDGs, and the company's commitment to sustainable development is a testament to its vision of creating sustainable value for its stakeholders while contributing to the development of the communities in which it operates.

Teach for India is a non-profit organization that is dedicated to providing quality education to children from low-income communities in India. Founded in 2009, the organization is part of the Teach for All network, which operates in more than 50 countries around the world.

The mission of Teach for India is to bridge the education gap in India by providing quality education to all children, regardless of their socio-economic background. The organization recruits talented and committed individuals, called fellows, to teach in under-resourced schools across the country.



The fellows are young professionals and recent graduates from diverse backgrounds who undergo a rigorous selection process that assesses their leadership potential, commitment to social change, and academic and professional achievements. After being selected, the fellows undergo an intensive training program that equips them with the skills and knowledge necessary to be effective teachers and leaders in their classrooms and communities.

Once they complete the training program, the fellows are placed in partner schools across the country where they teach full-time for two years. They work to create a positive learning environment in their classrooms, and engage with parents and the community to ensure that all children receive the support they need to succeed in school and in life.

Teach for India's approach to education is based on the belief that all children have the potential to succeed, regardless of their background. The organization works to create a level playing field for all children by providing them with access to quality education and the tools and support they need to reach their full potential.

The impact of Teach for India's work can be seen in the lives of the children it serves. The organization has reached over 50,000 children across the country, and its fellows have been recognized for their commitment and dedication to education. Many of the children who have been taught by Teach for India fellows have gone on to pursue higher education and successful careers, breaking the cycle of poverty and transforming their communities.



Teach for India's work is not without its challenges. The organization operates in a complex and often difficult environment where issues such as poverty, inequality, and lack of infrastructure and resources can impact the quality of education. However, the organization remains committed to its mission and is constantly innovating and adapting its approach to ensure that all children receive the education they deserve.

In conclusion, Teach for India is a powerful force for change in India's education system. Its commitment to providing quality education to all children, regardless of their background, is inspiring, and its fellows are making a real difference in the lives of the children they teach. As India continues to grow and develop, the work of Teach for India will be more important than ever, and the organization will play a critical role in shaping the future of the country.

P.N.C. Menon is an Indian entrepreneur and founder of Sobha Limited, one of India's largest and most respected real estate developers. Born in Kerala, India in 1948, Menon began his career as a carpenter before moving to Oman to work as a civil engineer. In 1976, he founded Sobha Limited in Oman and later expanded the company to India in 1995. Today, Sobha Limited is known for its innovative and sustainable real estate developments, with projects in Bangalore, Chennai, Coimbatore, Delhi, Gurugram, Pune, Thrissur, and other major cities in India.



Menon's notable areas of work include real estate development, construction, and engineering. He is known for his emphasis on quality and sustainability in his projects addition to his work in real estate, Menon has also made significant contributions to the development of India as a whole. Through Sobha Limited, he has created thousands of jobs and helped to spur economic growth in the country. He has also been a vocal advocate for sustainable development, and has worked to promote environmental awareness and conservation in India.

Menon's contributions to the real estate industry and to India as a whole have been recognized with numerous awards and honors. He has received the Padma Shri, one of India's highest civilian awards, for his contributions to the fields of trade and industry. He has also been honored with the Arabian Business Indian CEO of the Year award, the Ernst & Young Entrepreneur of the Year award, and the Forbes India Leadership Award, among others.

Menon is also known for his philanthropic activities. He is the founder of the P.N.C. Menon Foundation, which supports a range of charitable causes, including education, healthcare, and environmental conservation. The foundation has been instrumental in providing scholarships to underprivileged students in India, as well as funding healthcare initiatives and environmental projects.



One of the most notable projects supported by the P.N.C. Menon Foundation is the Shri Jagannath Temple in Bangalore, which was built with the foundation's support and has become a major cultural and spiritual centre in the city. The foundation has also been involved in the construction of schools and hospitals in rural areas of India, as well as in environmental conservation initiatives such as tree planting and waste reduction programs.

In conclusion, P.N.C. Menon is a prominent Indian entrepreneur and philanthropist who has made significant contributions to the real estate industry and to India as a whole. His focus on quality, sustainability, and innovation has helped to make Sobha Limited one of India's leading real estate developers, while his philanthropic activities have supported a range of charitable causes and helped to improve the lives of countless people in India. Through his work and his contributions, Menon has left a lasting legacy that will continue to benefit India and its people for years to come.

The United Nations Global Compact is a set of principles that encourages compact signatories to pursue social and environmental responsibility. Unlike the UN Millennium Development Goals, the UN Global Compact has corporate signatories, making it the UN's first comprehensive and cohesive CSR initiative that directly targets corporations.



There are numerous benefits to having the UN Global Compact, the most important of which is that corporate social and environmental responsibility is easier to track and monitor.

In other words, the UN has the authority to monitor how well the Global Compact signatories implement CSR in their daily operations. However, it should be noted that the UN Global Compact is not legally binding, which means that signatories are under no legal obligation to meet the targets outlined in the Compact.

However, signing the UN Global Compact imposes some responsibility on corporations, and it has been observed in the years since the Compact's inception that corporations are indeed taking steps to realise their CSR objectives.

Furthermore, corporates can wear the UN Global Compact as a badge of honour because of their partnership with the UN.

The UN Global Compact Principles

The UN Global Compact principles include guidelines for social and environmental responsibility that range from allocating budgets for CSR activities to involving indigenous communities and those affected by corporate operations in various locations around the world.

In other words, the UN Global Compact specifies how corporations must involve all stakeholders, including indigenous peoples, civil society, and others.



Furthermore, the UN Global Compact encourages corporations to commit to environmental protection, contributing to socially and environmentally responsible causes, reducing emissions, and implementing CSR-compliant best practises in their operations.

The key aspect of the UN Global Compact is that corporates have realised that signing it will provide much-needed legitimacy to their CSR activities, which has led to many corporates, particularly multinationals, becoming members of the compact. The case of multinational corporations is particularly instructive because they operate all over the world, and thus the UN Global Compact includes specific provisions to govern their operations.



1. What is Vedanta's flagship program for early childhood education and health in rural India?
2. What is the focus area of Vedanta's sustainable livelihoods initiatives?
3. What is the mission of Teach for India?
4. Who are the fellows recruited by Teach for India?
5. Which have primarily been the three notable areas of contribution of P.N.C. Menon?
6. Which awards have P.N.C. Menon won?
7. How UN Global impact will benefit the corporates?
8. What is the Role of UN Global impact in environmental Awareness?

Do share your answers at -

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

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"**