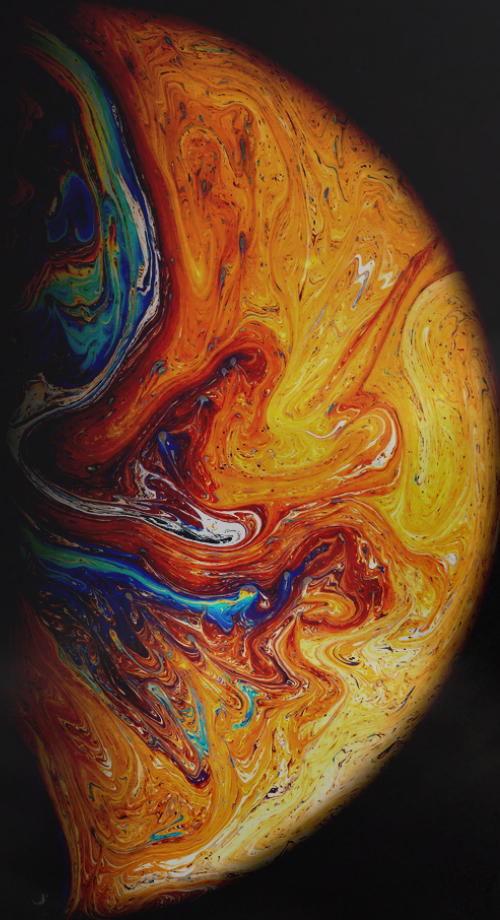


May, 2023

PRAYATNA

Monthly Corporate
Social Responsibility
Magazine



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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.

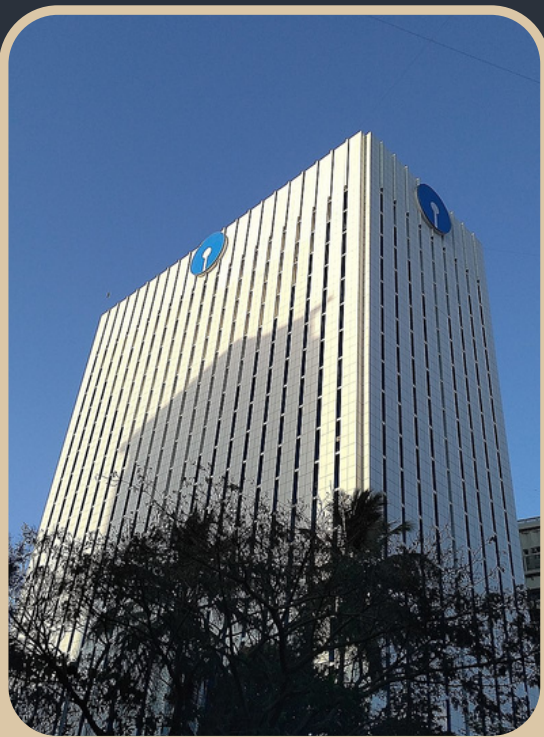
This committee has been actively involved in cooperation with corporate houses to bring a change through various programs such as providing education to children, health checkups and awareness campaigns.

State Bank of India (SBI), the largest bank in India, has established itself as a leader in corporate social responsibility (CSR) with its longstanding commitment to making a positive impact on society. With a comprehensive range of CSR initiatives, the main focus of SBI is to bring about social uplifting in the lives of citizens, particularly those from socially and economically disadvantaged communities. By going beyond the mandatory requirements, SBI exemplifies its dedication to creating value for stakeholders and contributing to the nation's progress.



Recognizing the transformative power of education, SBI has launched numerous initiatives to enhance educational opportunities for underprivileged students. The bank provides scholarships, vocational training programs, and supports digital literacy campaigns to bridge the education gap. SBI is committed to improving healthcare infrastructure and ensuring access to affordable and quality healthcare services across the country. The bank supports the development of healthcare facilities in underserved areas, organizes health camps, and collaborates with healthcare institutions to provide essential medical services. By addressing healthcare disparities, SBI contributes to the well-being and overall health of communities. To uplift rural communities and foster economic empowerment, SBI focuses on livelihood enhancement programs by promoting skill development and entrepreneurship, SBI enables individuals to become self-reliant. The bank offers vocational training, facilitates access to credit, and supports small-scale enterprises, empowering individuals to generate sustainable livelihoods and contribute to economic growth.

SBI recognizes the importance of environmental conservation and sustainable practices. The bank actively undertakes initiatives to promote renewable energy, water conservation, afforestation, and waste management. By advocating for sustainable farming practices and encouraging organic agriculture, SBI promotes environmental stewardship and raises awareness about the importance of preserving natural resources. SBI Foundation, a section 8 company established by SBI, acts as a catalyst for transformative change by partnering with various stakeholders. Through collaboration, SBI Foundation implements innovative CSR projects in education, healthcare, environmental sustainability, and rural development. By leveraging synergies and expertise, the foundation maximizes the impact of its initiatives and creates sustainable change on a larger scale.



State Bank of India's CSR initiatives exemplify its commitment to social development, environmental sustainability, and inclusive growth. With a focus on education, healthcare, livelihood enhancement, and environmental conservation, SBI actively contributes to empowering communities and driving sustainable development.

Through its holistic approach and substantial financial allocations, SBI sets a commendable example for responsible banking and establishes itself as a leading force in corporate social responsibility in India.



What Are Green Supply Chains, and What Do Net Zero and Carbon Footprint Mean?

Concerns about climate change are growing, and with a global push towards sustainability and commitments to Net Zero carbon emissions in the near future, businesses must seek ways and means to incorporate environmentally friendly practises into their value chains.

One such critical intervention could be "reening" supply chains or becoming carbon-neutral in end-to-end global supply chains. Before we continue, we will define and explain some of the terms used thus far and in the following sections.



To begin with, any international, or even domestic, business relies on supply chains to survive. These supply chains can be made Net Zero compliant, which means that the emissions and "savings" in carbon footprint can be balanced so that the net result is zero carbon emissions.

The term "carbon footprint" refers to the amount of carbon emissions that a business's process or practise emits over the course of its existence. Taken together, these terms are critical for environmentally friendly and sustainable businesses and practises.

How Can Companies Make Their Supply Chains More "Green"? Best Practises for Achieving Net Zero

How should companies go about "greening" their supply chains? For one thing, they can concentrate on using EVs (Electric Vehicles) to transport their goods between production and sales locations. Let's take a look at how this works and why it does reduce carbon footprints.

Businesses can use EVs to green their supply chains because they do not emit carbon because they run on electricity, as opposed to oil-guzzling trucks and trailers. Given that transportation is a major (if not the entire) component of the supply chain, using EVs can be a "game changer" for businesses attempting to achieve Net Zero compliance.



However, even transshipment and translocation hubs that are part of the supply chain can be made Net Zero by using renewable energy sources and automated and energy-efficient goods handling and sorting.

Indeed, if companies are serious about greening their supply chains, there is no better way to do so than by using electric vehicles. However, global supply chains rely on massive ships to move goods, and this is where multinationals will face challenges as they strive for Net Zero, though land-based greening can help.

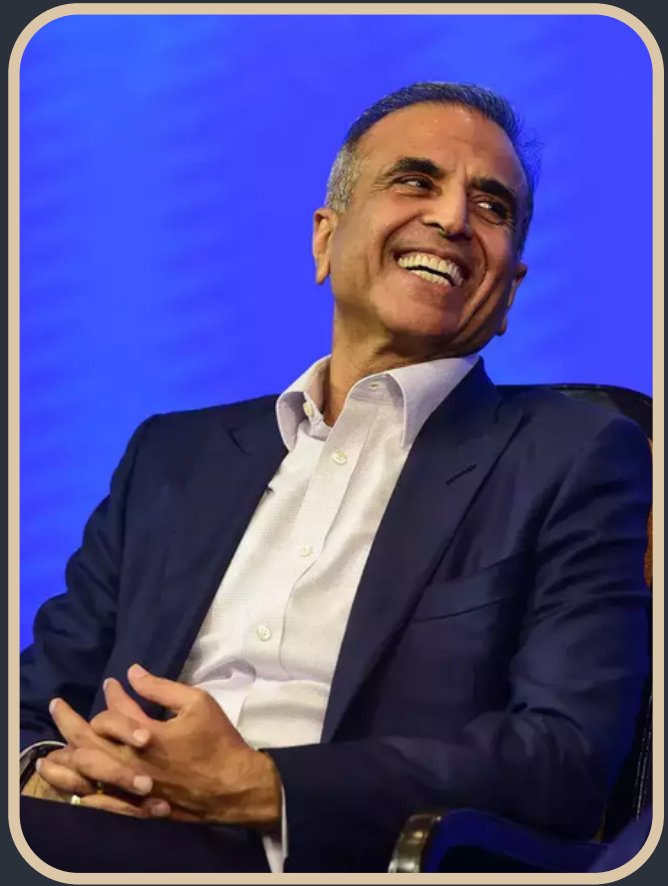
Sunil Mittal is an Indian entrepreneur and philanthropist who is the founder and chairman of Bharti Enterprises, one of India's leading conglomerates. Born in 1957 in Ludhiana, Punjab, Mittal began his entrepreneurial journey in the early 1980s by importing and selling portable generators. He then went on to establish Bharti Enterprises in 1985, which started as a small-scale bicycle parts manufacturer and has since grown into a diversified business group with interests in telecom, retail, financial services, and more.



Apart from his business achievements, Mittal is also known for his philanthropic activities. He established the Bharti Foundation in 2000, which focuses on improving education in rural India. The foundation has built over 250 schools in rural areas and provides free education to over 50,000 children. It also provides training to teachers and supports various other educational initiatives.

Mittal has also been involved in various other philanthropic activities. He has contributed to healthcare initiatives in India, including funding the construction of a cancer hospital in his hometown of Ludhiana. He has also supported disaster relief efforts, including donating funds for relief after the 2004 Indian Ocean tsunami and the 2015 Nepal earthquake.

In recognition of his philanthropic contributions, Mittal has received several awards and honours. He was awarded the Padma Bhushan, India's third-highest civilian award, in 2007. He has also received the Ernst & Young Entrepreneur of the Year Award, the GSMA Chairman's Award, and the US-India Business Council Leadership Award, among others.



In addition to his business and philanthropic endeavours, Mittal has also authored a book titled "The Road Ahead", which provides insights into his entrepreneurial journey and the challenges and opportunities in the Indian business landscape. The book was published in 2007 and has been well-received by readers and business leaders alike.

Mittal's success in both business and philanthropy has made him a role model for many in India. He is often cited as an example of how entrepreneurship can be used to drive social change and improve the lives of people in rural communities. His contributions to education and healthcare have had a significant impact on the lives of many individuals in India.

In conclusion, Sunil Mittal is a successful Indian entrepreneur and philanthropist who has made significant contributions to education, healthcare, and disaster relief efforts in India. His efforts have been recognized through various awards and honours, and his book "The Road Ahead" has provided valuable insights into his entrepreneurial journey. Mittal's commitment to using his success to make a positive impact on society has made him a respected figure in India and beyond.

Wildlife SOS: Rescuing and Protecting India's Precious Wildlife

In a country as diverse and ecologically rich as India, the preservation of wildlife and the protection of its habitats are of paramount importance. Amidst this urgent need for conservation, Wildlife SOS, a prominent non-governmental organization (NGO), has emerged as a leading force in rescuing and safeguarding the country's precious wildlife. Founded in 1995, Wildlife SOS has relentlessly worked to combat wildlife trafficking, mitigate human-wildlife conflict, and provide care and rehabilitation for distressed animals. This article delves into the inspiring work of Wildlife SOS and highlights its impact on safeguarding India's wildlife.



Rescue and Rehabilitation: At the heart of Wildlife SOS's operations lies its dedication to rescuing and rehabilitating animals in need. The organization has established several rescue centers across India, which serve as safe havens for animals that have fallen victim to poaching, trafficking, or accidents. Wildlife SOS specializes in the rescue and rehabilitation of large mammals, such as elephants and bears, which often endure unimaginable cruelty and exploitation.

The Elephant Conservation and Care Center in Mathura is a shining example of Wildlife SOS's commitment to these majestic creatures. Here, rescued elephants, previously subjected to abusive practices in circuses, temples, and other captive environments, find solace. The organization's team of experts provides medical care, nourishment, and emotional support to help elephants heal physically and psychologically. Through their tireless efforts, Wildlife SOS has successfully rehabilitated numerous elephants, enabling them to live out their lives in a more natural and compassionate environment.

Mitigating Human-Wildlife Conflict: As human populations continue to expand, conflicts between humans and wildlife become increasingly common. Wildlife SOS recognizes the importance of addressing these conflicts in a humane and sustainable manner. The organization actively collaborates with local communities, government bodies, and other stakeholders to implement innovative strategies that minimize conflict and promote coexistence.

One notable initiative is the establishment of Bear Rescue Facilities, such as the Agra Bear Rescue Facility. Wildlife SOS has played a pivotal role in rescuing and rehabilitating previously exploited bears in the brutal practice of "dancing bears." Through a process of sensitization and education, the organization has worked closely with communities to eradicate this outdated tradition and provide alternative livelihood opportunities for bear owners. By addressing the root causes of conflict and raising awareness, Wildlife SOS strives to create a harmonious relationship between humans and bears.



Conservation and Advocacy: Beyond rescue and rehabilitation, Wildlife SOS actively engages in conservation efforts to protect wildlife and their habitats. The organization conducts research, advocates for stronger legislation, and collaborates with governmental and non-governmental entities to secure the future of endangered species.

Wildlife SOS's involvement in the fight against wildlife trafficking is particularly noteworthy. Recognizing the urgency of combatting this illegal trade, the organization collaborates with law enforcement agencies, participates in anti-poaching operations, and raises awareness about the consequences of wildlife trafficking. Their efforts have led to significant breakthroughs, including successful rescues, arrests, and the prevention of countless animal lives being lost to the illicit wildlife trade.



1. What is the primary focus of SBI's CSR initiatives?
2. Which section 8 company implements SBI's CSR projects?
- 3 . How to make supply chains more green?
4. What is the profitability of businesses in making supply chains more green?
5. Which is the famous company founded by Sunil Mittal?
6. Which awards have Sunil Mittal won?
7. What is the main focus of Wildlife SOS?
8. How does Wildlife SOS contribute to wildlife conservation?

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"