

A PRAYAS INITIATIVE

PRAYATNA

AUGUST 2023

"The 'Great Green Wall' is an initiative to increase the amount of arable land in Sahel"

*Do
you
know?*

*Amazon
sustainability
program*

*Sunny
Varkey*

*Chairperson of GEMS
Education and
Philanthropist*



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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. Humankind's development can measure the overall development of a country. Rural areas must be a country's primary concern as it is the root of the flourishing tree 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 makes itself an abode for our sustenance. This 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 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 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 can illuminate the readers' minds and inspire them to partake in the celebration that is the act of doing good.

MESSAGE FROM THE CHAIRPERSON

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Our esteemed Chairperson, Dr. Paroma Mitra, shares her inspiration 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 to be the axis for 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, enlightening, and invigorating."

History is evident that the next generation has been the answer to solving 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 can create an identity for themselves, which will help make an impact.

'Prayas', the SR committee of MDI Murshidabad, is one of the special committees working for the less privileged, trying to bridge the gap through various events and programs.

This committee has been actively cooperating with corporate houses to bring change through various programs such as educating children, health checkups and awareness campaigns.

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Amazon is the biggest international technology firm in the world, Amazon continues to set the standard for digital streaming services, cloud computing, online retail, and artificial intelligence.

Amazon, which has offices in Seattle, Washington, and, Virginia, works through three key business divisions: North America, International, and Amazon Web Services (AWS).

Undoubtedly, Amazon has emerged as the preferred shopping destination for everyone. The largest online marketplace in the world has thousands of brands and millions of sellers, and its delivery vans regularly travel the globe, having a considerable negative influence on the environment.



Through several initiatives, Amazon's environmental sustainability programme seeks to reduce the company's environmental effects. One is switching to renewable energy sources to run the company on renewable energy by a specific date. In addition, they put much effort into improving energy efficiency and cutting carbon emissions from their packaging, transportation, and daily operations. Amazon is committed to integrating sustainable practices—such as decreasing waste and fostering recycling—into its supply chain. The business also invests in innovative and sustainable technology, helping fund initiatives like renewable energy and electric delivery vehicle projects. They have committed to becoming net-zero carbon by 2030 and are actively striving to reduce their carbon impact. Initiatives to protect forests and biodiversity are also a part of Amazon's sustainability efforts. They also encourage transparency and reporting on their progress. Through these measures, Amazon seeks to lead in environmental responsibility within the e-commerce and technology sectors.

THE GREAT GREEN WALL



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Imagine a living symbol of hope, the largest living structure on the planet, one that stretches 8,000km across Africa, ushering in a new era of sustainability and economic growth. Launched in 2007 by the African Union, the game-changing African-led Great Green Wall initiative aims to restore the continent's degraded landscapes and transform millions of lives in the Sahel. This ambitious project is being implemented across 22 African countries and will revitalize thousands of communities across the continent. It brings together African countries and international partners under the leadership of the African Union Commission and the Pan-African Agency of the Great Green. Over USD 8 billion has been raised and pledged to support this game-changing initiative.

The GGW initiative's ambition is to restore 100 million hectares of currently degraded land, sequester 250 million tons of carbon, and create 10 million green jobs by 2030. This will help communities living along the Wall to grow: one of humanity's most precious natural assets: fertile land. economic opportunities for the world's youngest population . food security for the millions that go hungry every day.



Growing a World Wonder is UNCCD's campaign to raise awareness about the Great Green Wall. The campaign aims to inspire a global popular movement to deliver this urgent African-led dream by 2030. It centres on the core narrative that the Great Green Wall is a compelling symbol of hope addressing challenges ranging from climate change to food security, migration to resource-driven conflict. It is a concrete example of man and nature working together to create a unique legacy – a new world wonder for the next generation. The campaign aims to boost global awareness of the initiative in public spheres, policy debates, as well as media and cultural sectors with a clear view towards inspiring long-term public and private investment.

Sunny Varkey

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Sunny Varkey is a Dubai-based education entrepreneur and philanthropist. Varkey is the founder and executive chairman of the global advisory and educational management firm GEMS Education. GEMS Education is the largest operator of private kindergarten-to-grade-12 schools in the world, with a network of over 80 schools in various countries. Sunny Varkey was born in 1957 in Kerala, India, his journey in education began with humble roots. Born into a family of educators, he understood the value of learning from an early age. Inspired by his father's commitment to education. Varkey set out to create a positive impact on society through innovative teaching methods and a student-centric approach.



At the heart of Varkey's legacy stands GEMS Education. What started as a single school in Dubai has grown into a vast network of K-12 schools across multiple continents. By collaborating with public and private clients, non-profit organizations, and influencers, GEMS has provided education to thousands of children not only in the UAE but also in Saudi Arabia, Ghana, Lesotho, Libya, Singapore, Egypt, Uganda, Jordan, Switzerland, USA, and Kenya, among others. In December 2010, Sunny Varkey consolidated and structured his various donations and charitable initiatives by creating the Varkey Foundation (initially the Varkey GEMS Foundation) as the philanthropic arm of GEMS. The foundation intends to impact 100 impoverished children for every child enrolled at GEMS schools via enrolment and education-access initiatives, worldwide teacher training programs, advocacy campaigns, and physical projects such as building classrooms, schools, and learning centres. Bill Clinton launched the foundation. In March 2011, the foundation partnered with UNESCO for girls' education in Lesotho and Kenya, and donated \$1,000,000 to the effort.

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In September 2011, a further \$1 million was pledged by UNESCO to train 10,000 school principals in India, Ghana, and Kenya. In 2014, the foundation's Teacher Training Programme committed to training 250,000 teachers within 10 years in under-served communities worldwide, and many other such activities have been a regular part of this foundation. The foundation of GEMS Education rests on the belief that quality education should be accessible to all, regardless of geographic location or socioeconomic background. His philanthropic efforts have helped establish educational projects in underserved communities, enabling children to access the education they deserve, from promoting gender equality to supporting refugees' educational needs. Sunny Varkey's journey is a testament to the transformative power of education. His unwavering dedication, innovative spirit, and global impact have redefined educational standards and created opportunities for countless students worldwide. As we look to the future, his legacy is a guiding light, inspiring us to push the boundaries of what is possible in education. Mr Varkey's visionary ambition and campaigning efforts have been widely recognised. In 2012, he was named UNESCO Goodwill Ambassador for Education Partnerships. The United Arab Emirates Ministry of Education conferred an award of distinction for Mr Varkey's service to education in 2011. The Indian Government honoured him in 2009 with the Padma Shri Award, one of the highest civilian honours, and the Rajiv Gandhi Award for Eminent Educationist in 2008.

Green innovativeness has long been considered one of the most significant components of economic progress, environmental sustainability, and improved living standards. Green innovation has developed as a strategic aim both in theory and practice because of the interaction between sustainability and innovation. The main objective of this study is to get a deeper understanding of the motivations behind, strategies towards, and problems of incorporating sustainable development issues into biodegradable plastic product innovation. Biodegradable materials have the potential to replace traditional petroleum-based plastics across a range of products and contribute to a more circular economy. The degradation might occur in the soil, water, anaerobic digestion facility, or compost, depending on the target application.



However, the uptake of these materials will not succeed unless consumers, manufacturers, and regulators are convinced of their efficacy. Therefore, this study used a qualitative technique and numerous case studies to fulfil the research goals of getting more profound insights from biodegradable plastic firms and non-governmental organizations (NGOs) to examine biodegradable plastic product innovation. To begin with, this study develops a conceptual model that highlights eight important environmental components of innovation in bioplastic products, such as saving energy, public policies, and reductions in material and pollution control, as outlined in product life cycles. Therefore, this research shows that firms are motivated to produce biodegradable plastic for various reasons. The findings also demonstrate that environmental rules may provide possibilities for risk mitigation, profitability and image preservation, and the establishment of new businesses and be a source of restrictions and regulatory compliance. The study's findings are then summarized and incorporated into a concept that illuminates many elements of green product innovation while also answering the difficulties and dangers that businesses confront. Finally, the consequences for business leaders, academics, and policymakers are discussed.



Q1 By what time Amazon is committed to becoming net zero?

Q2 How much hectare land will be restored under the GGW initiative ?

Q3 How much did gems education donated for girls education in Lesotho and Kenya in 2011?

Q4 Why Amazon is putting more effort towards the environment sustainability programme?

TEAM PRAYAS

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SAURABH SAHU



DEBARATI DAS



PRITAM ASHUTOSH



NIMISHA KUMARI



POOJA



MOHAN SINGH



**ANGANA
BHATTACHARYA**



ARPIT AGARWAL



Devi Prasad nayak



Akshat Dua



Arka M. Bhowmic



Aryan Ujjain



Chandrashekhar Yogi



Abhinav Mishra



Tanushree Roy



Tanmay Debnath

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