

A PRAYAS INITIATIVE

PRAYATNA

OCTOBER-2023

GODREJ

"Brighter living"

PRADAN

'One Nation ,One
Dream'

*ROHINI
NILEKANI*

Rohini Nilekani is an Indian writer, author and philanthropist.[1]. She is the founder of Arghyam Foundation, a non-profit that focuses on water and sanitation issues, founded in 2001.



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ABOUT 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. 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



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.

GODREJ GROUP

Established in 1897, the Godrej Group has its roots in India's Independence and Swadeshi movement. Their founder, Ardeshir Godrej, lawyer-turned-serial entrepreneur, failed with a few ventures before he struck gold with a locks business.

Today, the group enjoys the patronage of 1.1 billion consumers globally across consumer goods, real estate, appliances, agriculture, and many other businesses. In fact, their geographical footprint extends beyond Earth, with their engines now powering many of India's space missions.



With a revenue of over USD 4.1 billion, they are growing fast and have exciting, ambitious aspirations.

The Godrej Group is a multinational conglomerate with a strong commitment to corporate social responsibility (CSR). The group's CSR activities are focused on four key areas:

- **Employability and livelihoods:** The group works to create opportunities for employment and self-employment for marginalized and underprivileged sections of society. This includes skill training programs, entrepreneurship support, and social protection initiatives.

GODREJ GROUP

- **Public health:** The group supports programs to improve access to healthcare, preventive care, and sanitation. This includes partnerships with the government and non-profit organizations to address malaria, tuberculosis, and other diseases.
- **Waste management:** The group works to tackle inefficient solid waste management and promote sustainable practices. This includes partnerships with local communities and social entrepreneurs to develop innovative solutions.
- **Watershed management:** The group supports programs to protect and restore watersheds, which are essential for water security. This includes afforestation, rainwater harvesting, and other measures.

The Business Empire of Godrej Group

123-year-old-venture



MAJOR BUSINESS SEGMENTS

Godrej | PROPERTIES

Godrej | CONSUMER PRODUCTS LIMITED

Godrej agrovet
brighter farming

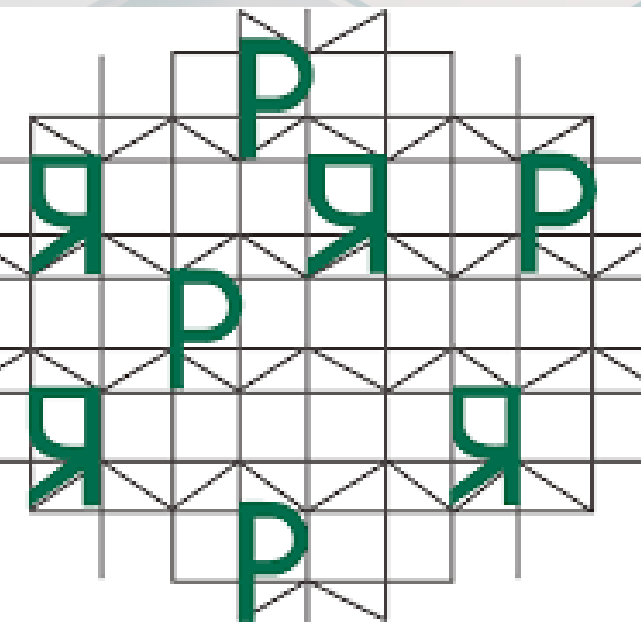
Godrej | INDUSTRIES

Godrej | GODREJ & BOYCE

In conclusion, the Godrej Group's dynamic growth and impact are highlighted by its rich legacy, varied business portfolio, and global presence. The conglomerate has a lifelong dedication to corporate social responsibility (CSR). Its public health, employability, waste management, and watershed conservation programs demonstrate its commitment to promoting sustainable development and societal well-being, and they have set an admirable global standard for corporate social responsibility.

PRADAN

Founded in 1983, PRADAN has evolved over the past three decades as one of the most prominent Indian NGOs working on poverty alleviation. It has built a track record of quality performance, deploying high-quality human resources to work in remote rural pockets with the poor. Their work with around four million people in 8,500 villages (and many more by partnering with government and other civil society organizations) gives us them confidence to systematically engage with poor communities to help them transform their lives at a large scale.



PRADAN has been at the forefront of innovations in rural livelihoods. With thematic expertise in agriculture, livestock, natural resource management and micro-enterprise promotion, their long-term partnerships with funders and institutions have enabled them to make a significant impact in rural India. PRADAN has helped promote sectoral Institutions like Tasar Development Foundation (TDF) and National Smallholder Poultry Development Trust (NSPDT), for small landholders which are among the largest organised efforts in the country.

PRADAN

Besides economic empowerment, systematic engagement by their professionals embedded in the community has helped women from marginalized communities come together as strong collective forces, empowered to engage confidently in their households and with different stakeholders. PRADAN trains and places well-educated people with empathy at the grassroots, who support and engage with robust collectives of women, that strive for large-scale change in human condition.



PRADAN works with 764,539 families in 8,160 villages spread across 37 districts in 7 States, ~70% of who belong to most vulnerable groups such as Dalits and tribals (indigenous community). PRADAN's work has also received recognition through several prestigious awards, including the 'NGO of the Year' award in 2006 by Nand and Jeet Khemka Foundation, and the Resource Alliance Group. In 2009, Deep Joshi, the co-founder of PRADAN, was conferred the Ramon Magsaysay Award for his "pioneering work in rural communities" In 2015, PRADAN was awarded the Times of India (TOI) Social Impact Award in the Best NGO (livelihoods) category. In 2017, PRADAN was awarded the best social enterprise award by Business Standard

ROHINI NILEKANI

Born in 1960, Rohini Nilekani is an Indian author, writer, and philanthropist.[1] She is the creator of the non-profit Arghyam Foundation, which was established in 2001 and focuses on issues related to water and sanitation. In addition, she serves as chair of the elementary education-focused Akshara Foundation. She is the Rohini Nilekani Philanthropies' chairperson.



A philanthropist as well, Nilekani promised the Ashoka Trust for Research in Ecology and the Environment (ATREE) ₹50 crores. In August 2013, she raised approximately ₹164 crores for charitable purposes by selling 5.77 lakh Infosys shares. Forbes Magazine recognised her as one of Asia's Heroes of Philanthropy in both 2010 and 2014. She provides support to about eighty civil society organisations that deal with issues related to animal welfare, independent media, gender equity, and climate change. In March 2022, she took home the Best Grassroots Philanthropist award at the Forbes India Leadership Awards. She was granted the Associated Chambers of Commerce and Industry of India (ASSOCHAM) Philanthropist of the Year 2020–21 Award.

G20 GREEN & SUSTAINABLE GROWTH CONFERENCE

- The G20 Tree Planting Ceremony on October 23, 2023, to symbolize the G20's commitment to sustainable development.
- The 1st P20 Summit under India's G20 Presidency on October 14, 2023, which brought together parliamentarians from G20 countries to discuss global issues.
- The launch of the G20 Inclusive Recovery Monitor in September 2023, which tracks progress on inclusive economic recovery across G20 countries.



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Azadi Ka
Amrit Mahotsav

The conclusions that we drew from this conference was the better results might result from using the G20 to speak for the Global South and by promoting attainable goals within the SDG framework. Sustainability should be viewed broadly to encompass human wellbeing rather than strictly economic activity. The problems caused by climate change require multilateral solutions, such as building resilience funds, de-risking platforms, fostering circular economies, working together on technical advancements, and strengthening partnerships for green energy security and transition.

TINGLE YOUR MINDS



Q1 Which year did Pradan receive the Padma Shri award?

Q2 What motivates Rohini Nilekani's extensive philanthropic efforts and contributions in various fields over the years?

Q3 What are some of the most innovative CSR initiatives undertaken by the Godrej Group?

October season answers

1. 2008
2. The belief that the wealthy have a responsibility to contribute to social good
3. Employability, Environment, ESG goals

TEAM PRAYAS



**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