

## **Report on Kartavya – The NGO Mela 2017**

**Date:** March 03, 2017 (Friday 11:00 am - 04:00 pm)

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### **Introduction**

The practice of CSR or Corporate Social Responsibility as a paradigm for firms and businesses to follow has evolved from its early days as a slogan that was considered trendy by some firms following it to the present day realities of the 21st century where it is no longer just fashionable but a business requirement to be socially responsible.

This evolution has been necessitated both due to the myriad problems that we as a race face which has changed the environment under which firms operate as well as a realization among business leaders that profits as the sole reason for existence can no longer hold good.

The reason why companies must look beyond profits is also due to the peculiar situation that humanity finds itself in the second decade of the 21st century. Given the political, economic, social and environmental crises that humans as a race are confronting, corporations have a role to play since they contribute the most to the economic well being of humanity and in turn influence the political and social trends.

Corporate Social Responsibility refers to ensuring the success of a business by the inclusion of social and environmental considerations into a company's operations. It means satisfying your customer's demands as well as managing the expectations of other people such as employees, suppliers and the community around you. SASMIRA'S Institute of Management Studies and Research envisions itself to be the leading educational institute that creates lasting community relationships and generates sustained, visible impact for our societies

### **ABOUT NGO MELA**

Kartavya- The NGO Mela aims at serving the society through a number of NGOs by providing them a platform to showcase themselves, their motives, their messages & the products made by the respective NGOs. SASMIRA's Institute of Management Studies and Research gives them a platform to exhibit themselves and to convey their messages towards the society. Thereby we see how a small thought of duty towards the society was conceived into an event for a social cause.

It is a fully charity event of Sasmira's Institute of Management Studies & Research aimed to connect NGOs with people including Corporate, public and every one who can help the NGOs that work in remote corners to a central place under one umbrella; give them an opportunity to put up displays, explain what they do, engage interested public into understanding their needs and difficulties.

This event brings in as many as NGOs as feasible under a roof enabling people to see the lot of good work being done. Organizations which work with underprivileged including orphanages, schools for mentally challenged organizations that support disabled; environmental awareness, mahila mandalis and likes participate every year.

### **Objectives of Kartavya – The NGO Mela**

SIMSR's vision is to be a responsible leader in education sector and demonstrate environmental, transparent and ethical behavioral practices which will contribute to the economic and sustainable development within the company, industry, and society at large.

It aims at-

- To help students to gain environment literacy
- To sensitize students about social problems
- To guide the students about their social responsibility towards their community and environment for nation building
- To imbibe the ethical code of conduct among students
- To transform young minds into responsible citizens

### **List of Chief Guest/Guest of Honour**

1. Chief Guest - Prof. Bhaskar Mehta ( President,NAB)
2. Shri. Mihir R. Mehta ( Vice President, SASMIRA)
3. Shri U. K. Gangopadhyay (Executive Director, SASMIRA)
4. Dr. Amit Oak (Director, SIMSR)

### **List of participating NGOs**

Kartavya aims at serving the society through a number of NGOs by providing them a platform to showcase themselves, their motives, their messages & the products made by the respective NGOs. The platform gives them another way to exhibit them and to convey their messages towards the society. Thereby we see how a small thought of duty towards the society was conceived into an event for a social cause. We have 17 NGOs with us this year.

1. Sahara
2. Akar
3. Manisha
4. Nuzhat
5. Animedh
6. Resource
7. Srujna
8. Trueblue



### **Rope Mallakhamb Performance by Kamala Mehta School for Blind**

Rope Mallakhambh is a martial art tradition of Maharashtra, where gymnasts perform feats around a rope. Uday Deshpande, a renowned Mallkhamb artiste and trainer, and director of Shree Samantha Vyayam Mandir, in association with Kamala Mehta School for Blind, directed the performance. It featured along with 20 visually impaired girls whose ages range from 6 to 14.



### **Pole Mallakhamb Performance by Victoria Memorial School for blind**

The students of the Victoria Memorial School for the Blind have been practicing the Indian sport of mallakhamb under the guidance of Shri. Uday Deshpande, head coach at Mumbai's Shree Samartha Vyayam Mandir, the Shivaji Park-based outfit which has conducted various mallakhamb events abroad. None of them failed to impress as they glided up the pole one after the other. Later, they all worked together to form a human pyramid and held their stance for as long as their coach asked them to as the audience cheered these specially skilled children. What makes their display of gymnastics even more impressive is that each and every one of them is visually impaired.



### **Aerial Acrobatics by Aditi Deshpande**

Aerial acrobatics uses a special type of cloth suspended from the top on which one or more people perform aerial acrobatics. Aerial silk is also known as tissue, aerial fabric or aerial cloth. Aerial silk yoga is more popular as a performance act. It is also used as an exercise tool, as it helps to develop strength, flexibility, stamina, neuro muscular coordination and variety of motor skills. Aerial silk is performed without harness , it is performed only on ones own strength and skill. Aditi Deshpande is one of the trainers that takes aerial yoga classes in mumbai, which are a must try. Aerial silk workout always does wonders with individuals' body. Aditi Deshpande and her team performance was well received by audience

### **Free Health Check up**

An ayurvedic health check up in association with Ayushakti Hospital and a full body checkup in association with Healthspring Hospitals was visited by 102 participants.

### **Details about participation- Students as well as external guests**

Around 200 students and 150 participants attended and patronize during the NGO Mela.

## **Student Engagement in the Event**

**Donation Drive / Daan Mahotsav** - Each year Kartavya illuminates a sense of Individual Social Responsibility among the MMS students where they make a conscious effort to contribute to the society. The students do not raise funds by asking for money. Instead they approach people both known and mostly unknown to help them with old newspapers and old clothes from almost 3 months pre-event.

The students of SIMSR I<sup>st</sup> year MMS were this year divided into 4 clans Avengers, Devils, Dragons and Soldiers who fought with each other, BUT, for a social cause. Students collected old clothes and newspapers from neighbors, friends, even strangers. These collected newspapers and clothes were placed in the City of Humanity, a replica structure at the entrance of SASMIRA, depicting SASMIRA Society's commitment towards social cause.

Kartavya Anthem - Our student singers - Aniket Singh(BMS), Vinaya Malvankar(MMS) our singers launched the Kartavya Anthem named "Kartavya Hai" for which music composition and recording was done by Subhanshu Das (BMS). Also special thanks to IIT-Bombay Alumni, IDC, Manisha Swarnkar, prepared a special sand art illustration on the history of Kartavya-The NGO Mela.



**Learning outcome** Every event, big or small, requires an event planning and the discipline of planning is core to managing a successful event. However there are particular challenges in planning an event which needs to be identified and resolved in the process.

- Design an overall CSR strategy while maintaining a broad array of activities with distinct purposes
- Realistically assessing your current CSR and sustainability efforts and design an action plan for achieving greater focus and impact
- Make a strong case for your CSR strategy and report effectively on social, environmental, and business impact—internally and externally
- Improved coordination of CSR efforts across the country
- Students were helped to understand how to create an event that achieves specific objectives for the organization
- Practical exposure to design a planning process that incorporates budgeting, project management, communication and evaluation tools.
- Students working in different activities for the event got hands-on training of the various event elements (food and beverage, design, entertainment, site selection, etc.) and how to cost-effectively employ them.
- Understand the role of the planner on site at the event, and the mindset necessary to oversee successful event coordination.
- Create positive, productive relationships with internal and external stakeholders

### **Conclusion**

The event closed with formal distribution of Kartavya momento to the participating NGOs, winning NGO and Student Clan of the winning NGO and a formal Vote of thanks by Prof. Dinesh Sonkul, Faculty Event Head-Kartavya.