

## **Report on**

### **Corporate Social Responsibility Initiation 2016**

Corporate Social Responsibility Initiation 2016 organized by Sasmira's Institute of Management Studies and Research on September 17, 2016. (Saturday) from 11.00 am to 1.30 pm. Sau.Sindhutai Sapkal, the legendary woman who single handedly fought abuse and injustice to be a ray of hope for thousands of destitute children was Chief Guest for the event. Along with her Ms. Smita Zankar, Manager, Resource Mobilisation, Indian Association for Promotion of Adoption and Child Welfare (IAPA) was also invited. Shri U.K. Gangopadhyay, Executive Director, SASMIRA, Dr. Ritu Bhattacharya, Principal, Sasmira's Institute of Commerce and Science (SICS), Dr. Amit Oak, Director, SIMSR were also present for inaugural function.

**Prof. Rupali More, Head Academics, SIMSR** addressed the audience with the objectives of SIMSR's

Sasmira's Institute of Management Studies and Research aims at inculcating a culture of social responsibility among aspiring managers of today through various events within SIMSR as well as by working with NGOs and corporate on significant projects. The objective is to harness the management acumen in making a difference to the society. CSR is about "Giving back to the society"

Every activity conducted at SIMSR is driven by the volunteerism of SIMSR students, without who not a single activity could be made possible.

The Institute has an overall CSR objective to share knowledge and best practices through a CSR network dedicated to continuous development and improvement.

Every year we will review the Institutes objectives and priorities and, where appropriate, set new revised priorities within which targets can be set for the year ahead.

#### **SIMSR's CSR Objectives**

1. SIMSR supports initiatives/projects that provide sustainable solutions to the most pressing social challenges
2. To give back to the community by assisting the disadvantaged
3. To support ongoing national advocacy initiatives
4. There are numerous national campaigns that need support to have a greater impact e.g. HIV/AIDS, environment and health and sanitation campaigns.
5. To Create awareness about the Institute and build its public profile

SIMSR's specific funding areas will be education, health, water, Environment, sports and natural disasters through donation in areas outlined in its CSR Policy

#### **Target Set for the Year:**

We have decided to contribute to the Needy People, NGO, and Orphanages etc for the academic year 2016 with the help of Management contribution, Corporate sponsorship, Students, Contribution, Staff contribution and any other person who wish to contribute for the cause decided by SIMSR.

## **Summary of proposed activities planned at SIMSR for the Academic Year 2016-2017:**

### **• The Literacy Drive**

The drive will be ongoing activity aimed at teaching the mess workers aimed at getting them to a basic level of literacy and general awareness that will make their work easier for them and provide them the opportunity to grow in their careers.

### **• The Newspaper Drive**

The drive will be Monthly activity that raises funds for the club's activities through the sale of used paper, at the same time, encouraging the practice of recycling and reuse.

### **• Blood Donation Camps**

SIMSR, in association with organizations like Breach Candy Hospital organizes blood donation camps where the entire campus comes forward to enthusiastically 'donate blood to save lives'.

### **• Awareness Drives and Cause of the Fortnight**

The drives will be undertaken from time to time to create awareness among the students. They are aimed at reducing wastage of food, electricity and water on campus which creates awareness about a cause every month through information distribution, activities and competitions generating awareness amongst the students about important issues.

### **• Tree Plantation Drives**

The club also organizes tree plantation drives. Saplings will be planted in certain identified areas close to SIMSR and arrangements will be made to ensure that they are taken due care of it so that they go on to become flourishing trees. Thus, SIMSR creates a direct impact on the environment and ensures a better world to live in.

### **• Old Reusable Materials Donation**

The club wants to encourage people on the campus to donate old clothes that are then distributed through NGOs. These organizations will make use of these clothes for relief work, and for providing clothing to underprivileged sections. A specific drive will take place specifically for collection of winter clothes. The drive will be separately conducted when a batch of students leave campus such as when the senior batch graduates so that all reusable materials like books, can be collected for donation .

### **• Visit to Orphanages and NGO**

Volunteers will visit to Orphanages and Old age Homes on various occasions and Festivals like Childrens' day, Diwali Celebration etc. They will teach children through games, computers etc. They will employ the method of experiential learning to make studying fun for children.

### **• Collaborations through Live Projects and Tie Ups**

SIMSR wish to go beyond being a social initiative club by working with the Government, NGOs and CSR departments of corporate to identify opportunities where students can utilize their management prowess to make a difference to the society.

### **Chief Guest Introduction:**

Ms. Nisha Tatkar, Assistant Professor, SIMSR introduced the Chief Guest to the audience. The journey of Sou. Sindhutai Sapkal was also presented in a video clip prepared by MMS first year students Mr. Rishikesh Ahir, Ms. Shalaka Patharkar, Ms. Neharika Dinde and Ms. Shivani Bendre.

### **About Sindhutai:**

Sou. Sindhutai Sapkal also known as Mother of Orphans is an Indian social worker and social activist known particularly for her work for raising orphan children.

Childhood nickname "Chindi" meaning torn cloth. She was named thus as an unwanted child. Her father's name was 'Abhiman Sathe'. She could attend school until 4th grade, attended part-time due to other family responsibilities. She was brought up in abject poverty. Got married at the age of 10. Her husband abandoned her at the age of 20, and she left home with her infant daughter. She later donated her biological child to the trust Shrimant Dagdu Sheth Halwai, Pune, only to eliminate the feeling of partiality between her daughter and the adopted ones. As of 2012 Sindhutai Sapkal has nurtured about 1442 orphaned children. Many of the children that she adopted are well educated lawyers and doctors, and some, including her biological daughter are running their independent orphanages. One of her child is doing PhD on her life.

Till date she is honoured by more than 500 awards. She used all that money to buy land to make home for her orphan children. She has started construction and still looking for more help from the world.

The 2010 marathi film *Mee Sindhutai Sapkal* is a bio-pic inspired by the true story of Sindhutai Sapkal. The film was selected for world premiere at the 54<sup>th</sup> London Film Festival.

### **Guest Invitee:**

Ms. Smita Zankar, is currently working with the Indian Association for Promotion of Adoption and Child Welfare (IAPA) as Manager, Resource Mobilisation . She is an alumna of Tata Institute of Social Sciences of the 1990 MA - Social Work programme with specialisation in Family and Child Welfare. Over the last more than two decades Ms. Zankar has worked in different organisations providing services in the area of child development and child welfare with focus on Rights of Children. She has briefly worked with organisations functioning in issues of senior citizens. She has planned and conducted training on different topics with a range of groups - students, parents, corporate staff, NGO staff and community workers. Documentation is also an area which interests her. She has guided MA Social Work students through their field experience.

The feedback about the programme was Fabulous; approximately 200 Participants were present for the programme inclusive of MMS First and Second year students, Faculty of SIMSR, Delegates from other Management Institute and Delegates from Corporate. We were able to generate funds of **Rs.80,000/-** (Eighty Thousand only) Which is donated to Sou. Sindhutai Sapkal for her Aashram Sanmmati Bal Niketan Pune.