

AMITY COMMUNICATION SCHOOL, NOIDA, UTTAR PRADESH



## Navigating Challenges and Achieving Excellence

By- Shivani Tiwari

Bala Vikasa is doing a really good job in helping rural areas in a sustainable way. They have important programs that show they care about people and the environment. One big program helps make sure everyone has clean drinking water, which is really important for the environment. They also work hard to save water and use it wisely.

Bala Vikasa focuses on teaching and helping communities grow in a good way. They have helped over 100 villages, with 50 of them doing really well. When COVID-19 happened, they quickly changed their plans to help villages better.

They started a program to teach village leaders in Telangana, a state in India, to be better leaders. They also did a good job in solving the problem of people not having proper toilets, funding 21,000 toilets. Additionally, They worked with big companies to make things better.

Bala Vikasa's commitment to social responsibility is evident through their successful partnerships with corporate entities including Franklin Templeton, Pernod Ricard, Nomura, and prominent pharmaceutical companies. These collaborations highlight a robust dedication to fostering positive change in rural development.

*"We work together to bring hope and positive changes. With our partners and communities, we want to make villages better, like shining lights of sustainable living. Every time we team up with others, it's a step towards a tomorrow where everyone is responsible and cares about each other."*

By collaborating with well-established corporate entities, they demonstrate a comprehensive approach to addressing the challenges faced by rural communities. These collaborations extend beyond traditional boundaries, catalyzing positive transformations across various sectors in the vast Indian hinterlands.

Bala Vikasa's unwavering dedication, coupled with strategic partnerships, showcases a holistic and effective strategy in promoting social responsibility and sustainable development, contributing significantly to the betterment of rural life in India.



### Bala Vikasa's Socially Responsible Approach Paves the Way for Sustainable Rural Development

In a commendable 32-year journey, Bala Vikasa emerges as a trailblazer in sustainable rural development, championing social responsibility. Founded by Bala Theresa Singareddy and Andre Gingras, recipients of Canada's prestigious Meritorious Service Cross, the ISO-certified organization has significantly impacted communities across Telangana, Maharashtra, Odisha, Andhra Pradesh, and Tamil Nadu.

Executive Director Mr. Shoury Reddy sheds light on overcoming formidable challenges at both community and organizational levels. The assembly of a competent and committed team is pivotal, reflecting Bala Vikasa's commitment to social responsibility. Challenges, ranging from political intricacies to economic disparities, have been adeptly navigated.





# INDIAN STARTUPS

## PHOOL MADE FROM TEMPLE FLOWERS

### Blossoming Hope: The Story of Phool

BY- SHIVANI TIWARI

Their story begins with a seed of an idea—a whisper carried on the gentle currents of the Ganges—a belief that within every petal, every leaf, lies the potential for transformation. With unwavering determination and boundless creativity, Agarwal and Kumar set out to unlock this potential, to harness the latent energy of floral waste, and to fashion from it something extraordinary. Thus, Phool.co was born—a sanctuary where innovation and tradition dance in harmony, where discarded blooms find new purpose, and where sustainable luxury flourishes amidst the fragrant embrace of nature. At the heart of Phool.co's ethos lies a commitment to nurture and protect—not just the environment, but the communities that call this sacred land home. Through their pioneering recycling technology, these modern-day alchemists breathe new life into discarded flowers, transforming them into organic fertilizers and charcoal-free luxury incense products. Each incense stick, each essential oil, becomes a testament to the profound interconnectedness of all living things—a fragrant tapestry woven from the threads of ancient wisdom and modern ingenuity. Yet, Phool.co's impact extends far beyond the boundaries of Kanpur. With the support of visionary investors like Sixth Sense Ventures, the company has blossomed into a global force for change, earning accolades such as the prestigious Fair for Life-Fairtrade and Ecocert Organic & Natural certifications. Their moonshot innovation, Fleather—leather made from flowers—promises to revolutionize the global leather goods industry, offering a humane, vegan alternative to traditional animal leather and ushering in a new era of compassion and sustainability.



Phool.com co-founders Ankit Agarwal and Prateek Kumar

*Photo credit: forbesindia.com*

But amidst the accolades and the global recognition, Phool.co remains rooted in its commitment to its community, its people, and the timeless rhythms of nature. Each product crafted by their skilled artisans is not just a testament to their expertise, but a celebration of the beauty and resilience of the natural world. As Phool.co continues to flourish and grow, may its story serve as a beacon of hope—a reminder that even amidst the chaos of modern life, there exists a place where innovation, compassion, and the transformative power of nature converge in perfect harmony. As Phool.co embarks on its next chapter, fueled by the recent infusion of \$8 million in Series A funding, the horizon shimmers with possibility. Scaling operations, venturing into untapped domestic and global markets, and advancing their research and development endeavors—all are integral parts of their ambitious vision.

Yet, amidst the whirlwind of growth and expansion, one thing remains unwavering—their steadfast commitment to their mission, their people, and the planet they call home. In the grand tapestry of life, Phool.co isn't merely a company—it's a symphony of resilience, a testament to the boundless potential of nature, and a testament to the transformative power of fragrance. As their story continues to unfold, may it serve as a source of inspiration for us all—to embrace the beauty of sustainability, to cherish the fragrant offerings of the earth, and to sow the seeds of change for generations to come. For in Phool.co's journey, we find echoes of our own aspirations—to leave the world a little better than we found it, one fragrant bloom at a time.

## PHOOL'S SOCIAL AND COMMUNITY IMPACT

**Environmental Preservation:** Phool isn't just good for communities, it's good for the planet. They've diverted a staggering 22,060+ tons of floral waste, preventing pollution and protecting waterways. This translates to 11+ tons of harmful flower pesticide offset, ensuring cleaner air and healthier ecosystems.

**Education:** Breaking the cycle of poverty starts young. Phool has opened 19 schools, providing educational opportunities for the children of their employees, investing in a brighter future for generations to come.

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**Empowering Women:** Over 300 women from marginalized communities have found dignity and financial independence through Phool. They're not just employees; they're skilled artisans, meticulously handcrafting fragrant products.

## MAHINDRA'S PLANET POSITIVE APPROACH TO CLIMATE ACTION

BY- ANURAG KUMAR

Mahindra, a leading global conglomerate with operations spanning automotive, aerospace, technology, and more, has recognized the urgent need to address climate change and its disproportionate impact on vulnerable communities. Mahindra has adopted a 'Planet Positive' approach embedded within its business ethos, aiming to mitigate environmental degradation while promoting social and economic equity. This case study delves into Mahindra's commitment to sustainability, focusing on its environmental initiatives, community engagement, and stakeholder value creation. Mahindra's journey towards environmental sustainability begins with its commitment to renewable energy adoption.

Understanding the urgency of mitigating climate change, Mahindra has embarked on ambitious initiatives to transition towards clean energy sources such as solar and wind power.

One of Mahindra's flagship projects is its collaboration with Renew Power to establish a Special Purpose Vehicle (SPV) for large-scale solar power projects. This partnership has enabled Mahindra to significantly reduce its carbon footprint by investing in renewable energy infrastructure and reducing Scope 2 emissions. Moreover, Mahindra has demonstrated leadership in energy efficiency by implementing internal carbon pricing mechanisms and investing in innovative technologies to enhance energy productivity. By aligning with global initiatives such as EP100, Mahindra aims to double its energy productivity and achieve carbon neutrality by 2040.

**Waste Reduction:**

In its pursuit of environmental sustainability, Mahindra has prioritized waste reduction and circular economy principles. By adopting innovative technologies and process optimizations, Mahindra aims to minimize waste generation and maximize resource efficiency across its operations.



**Biodiversity Promotion:**

Mahindra recognizes the intrinsic value of biodiversity in sustaining ecosystem health and resilience. Through its Mahindra Hariyali initiative and strategic collaborations with environmental organizations, Mahindra promotes biodiversity conservation and ecosystem restoration, contributing to global biodiversity conservation goals. Mahindra's 'Planet Positive' approach exemplifies its dedication to addressing climate change while advancing social equity and economic prosperity. Through targeted initiatives to reduce carbon emissions, replenish water sources, enrich biodiversity, and engage with communities, Mahindra is demonstrating that sustainable business practices can drive positive environmental and social outcomes. As Mahindra continues to integrate sustainability into its core operations, it remains committed to fostering a more inclusive, resilient, and sustainable world for current and future generations. Mahindra's CSR journey towards becoming Planet Positive by 2040 exemplifies its leadership in environmental sustainability and corporate responsibility. By setting ambitious goals, adopting science-based targets, and implementing innovative solutions, Mahindra is demonstrating its commitment to addressing climate change and creating a more sustainable future for all. Through collaboration, innovation, and collective action, Mahindra is poised to lead the way towards a carbon-neutral economy and inspire positive change across industries and communities. Mahindra's CSR journey towards becoming Planet Positive by 2040 exemplifies its leadership in environmental sustainability and corporate responsibility. By setting ambitious goals, adopting science-based targets, and implementing innovative solutions, Mahindra is demonstrating its commitment to addressing climate change and creating a more sustainable future for all. Through collaboration, innovation, and collective action, Mahindra is poised to lead the way towards a carbon-neutral economy and inspire positive change across industries and communities.

## Amid the market riot due to COVID-19 TCS is still providing to society when it matters:

BY- OINDRILA MUKHOPADHYAYI

The Rs. 674 crores investment in CSR indicates the company's determination to make a positive effect beyond its core business operations. The money that TCS donated has been put towards a number of projects that try to lessen the pandemic's effects in different ways. This entails supplying medical supplies, maintaining the infrastructure for healthcare, and helping populations that are at risk due to the crisis's economic effects. For TCS, improving healthcare systems has been a major area of attention. The corporation has made significant financial contributions to support frontline healthcare workers, upgrade medical facilities, and buy necessary medical equipment. This is a critical strategic investment that will strengthen the healthcare system and allow it to properly address the current healthcare crisis. Furthermore, TCS has been instrumental in helping communities hit hard by the pandemic's economic effects. The business's CSR efforts have focused on relief efforts, like giving food and necessities to communities in need, sponsoring impoverished children's education, and creating employment possibilities for individuals impacted by the recession. The proactive CSR strategy adopted by TCS is consistent with its



guiding principles of sustainable development and social responsibility. The corporation emphasises the value of contributing to societal well-being, acknowledging the interdependence between businesses and communities. TCS not only exhibits its dedication to the welfare of society by designating such a considerable money for COVID-19 relief operations, but it also sets an encouraging example for other firms to follow suit. TCS's extensive CSR programmes serve as an example of how businesses may use their resources and knowledge to effectively contribute to society in times of need. TCS's dedication to corporate social responsibility (CSR) shines a light of hope as the globe struggles to address the problems brought about by the ongoing epidemic. It demonstrates the transformative power of CSR in creating a society that is compassionate and resilient.

## Developing companies diversifying their portfolio when it comes to CSR



BY- SATAVISHA DAS

Corporate Social Responsibility (CSR) policies implemented by multinational companies (MNCs) in developing nations generally aim to address social and environmental issues while promoting sustainable development. These policies are designed to ensure that businesses operate ethically and contribute positively to the communities and environments in which they operate. Here are some common elements found in CSR policies of multinational companies in developing nations:

**Community Development:** MNCs often engage in community development initiatives, such as building schools, healthcare facilities, or infrastructure projects, to contribute to the overall well-being of the local population.

**Education and Skill Development:**

CSR policies may include programs focused on education and skill development. This could involve supporting local schools, providing scholarships, or offering training programs to enhance the employability of the local workforce. This involves promoting transparency, fair labor practices, and adherence to local laws and regulations.

**Human Rights and Labor Standards:**

- MNCs are expected to respect and promote human rights, including fair labor practices. This may involve ensuring safe working conditions, fair wages, and compliance with labor laws.

**Tata Group (India):** Tata Group is a well-known Indian multinational conglomerate with a strong commitment to CSR. The Tata Trusts and various Tata companies have been involved in numerous social and environmental initiatives, including healthcare, education, and rural development.

Tata Group has a long-standing commitment to corporate social responsibility. The Tata Trusts, philanthropic organizations associated with the group, play a significant role in social development. Tata companies engage in various initiatives such as healthcare, education, rural development, and environmental sustainability. For instance, Tata Consultancy Services (TCS) has implemented programs focused on digital literacy and skills development.

**Unilever (India):** Unilever, a global consumer goods company, has a significant presence in South Asia. They have been recognized for their sustainability and CSR initiatives, including efforts related to water conservation, sanitation, and promoting sustainable agriculture. Unilever has a Sustainable Living Plan, a comprehensive CSR strategy that aims to improve health and well-being, reduce environmental impact, and enhance livelihoods. Unilever's initiatives in South Asia include projects related to water conservation, sanitation, hygiene education, and sustainable sourcing of agricultural raw materials.

The company actively involves itself in community development and has specific goals for reducing its environmental footprint.

**Infosys (India):** Infosys, an Indian multinational IT services company, has been involved in various CSR initiatives, particularly in the areas of education, healthcare, and rural development. They focus on leveraging technology for social impact. Infosys focuses on leveraging technology for social impact. The company has undertaken various initiatives in education, including digital literacy programs and the adoption of schools to enhance infrastructure and teaching quality. Health and illness programs, especially in rural areas, are also part of their CSR efforts. Infosys Foundation, the philanthropic arm of the company, plays a crucial role in implementing these initiatives.

**Grameenphone (Bangladesh):** Grameenphone, a leading telecommunications company in Bangladesh, has been involved in several CSR activities, especially in the areas of education, healthcare, and poverty alleviation. Grameenphone, being a telecommunications company, has implemented CSR initiatives that leverage its expertise in technology. The company has been involved in projects related to education, healthcare, and social development. For example, Grameenphone has initiatives to provide digital education and healthcare services in rural areas, contributing to the overall development of communities.

Dialog Axiata (Sri Lanka): Dialog Axiata, a telecommunications company in Sri Lanka, has been recognized for its CSR initiatives, particularly in the fields of education, health, and disaster response. Dialog Axiata's CSR initiatives in Sri Lanka cover areas such as education, healthcare, and community development. The company has implemented projects to enhance digital literacy, support education infrastructure, and provide healthcare services. Dialog Axiata also focuses on environmental sustainability through initiatives such as e-waste management.

Nestle (Pakistan): Nestle, a global food and beverage company, has a presence in South Asia, including Pakistan. They have been involved in CSR initiatives related to nutrition, water, and rural development. Nestle, as a global food and beverage company, has CSR initiatives in Pakistan that focus on nutrition, water, and rural development. The company is involved in projects related to clean water access, nutrition education, and supporting rural communities, especially in the agricultural sector.

HBL (Pakistan):

Habib Bank Limited (HBL), one of the largest banks in Pakistan, has been

engaged in various CSR activities, including education, healthcare, and community development.

Habib Bank Limited (HBL) engages in CSR initiatives that cover education, healthcare, and community development. The bank supports education through scholarship programs and infrastructure development. HBL is also involved in healthcare initiatives and disaster relief efforts.

HDFC Bank (India):

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Bharti Enterprises (India):

Bharti Enterprises, with interests in telecommunications,

agribusiness, and retail, has been actively involved in CSR initiatives, including education, healthcare, and environmental sustainability. Bharti Enterprises, with interests in telecommunications, agribusiness, and retail, has CSR initiatives aligned with its business sectors.

Bharti Foundation, the philanthropic arm of Bharti Enterprises, is involved in projects related to education in rural areas, with a focus on the holistic development of students. The company also engages in healthcare and sanitation initiatives.

ICICI Bank (India): ICICI Bank, one of the largest private sector banks in India, has a strong CSR focus, particularly in the areas of education, healthcare, and rural development. ICICI Bank's CSR activities are diverse, covering areas such as education, healthcare, rural development, and skill enhancement. The bank has set up ICICI Foundation for

Inclusive Growth to drive many of its social initiatives. Education programs, skill development initiatives, and financial inclusion projects are part of ICICI Bank's CSR portfolio.

## IKEA Invests in Renewable Energy

BY- MUSKAN SINGH SAWHNEY

Move over, meatballs and flat-pack furniture, because IKEA is making headlines for a different kind of assembly: a €4 billion investment in renewable energy! This Swedish furniture giant, synonymous with affordable home furnishings, is setting its sights on sustainability with a bold commitment to greening its operations.

Why Renewables? The answer lies in the urgency of climate change. IKEA, like many corporations, recognizes the need to reduce its carbon footprint and transition towards a more sustainable business model.

This €4 billion investment isn't just a greenwashing gimmick; it's a strategic move towards a future powered by clean energy. Planting the Seeds of Change: Over the next three years, IKEA will become a renewable energy dynamo, strategically investing in wind and solar farms primarily across Europe and North America, where it has a significant presence. Imagine vast wind turbines spinning across Scandinavian landscapes and sunlight glinting off solar panels atop IKEA stores, generating clean energy not just for the company, but potentially for surrounding communities as well.

Powering Up the Present, Transforming the Future: The ambition is audacious: enough renewable energy to power all of IKEA's stores and facilities in these regions by 2025.

This isn't just about reducing the company's carbon footprint; it's about sending a powerful message to the world. IKEA, the household name for affordable furniture, is proving that sustainability doesn't have to be a luxury item. It's a message that resonates with consumers and inspires other businesses to follow suit. Beyond Bricks and Mortar: IKEA's commitment goes beyond simply powering its stores. The company is also exploring innovative ways to incorporate renewable energy into its products and supply chain. Imagine solar panels seamlessly integrated into your next Billy bookcase or sustainably sourced wood harvested from responsibly managed forests. The possibilities are endless, and IKEA is leading the charge.

**A Global Ikea Effect:** This €4 billion investment isn't just about IKEA; it's about creating a ripple effect across the entire furniture industry and beyond. By demonstrating the feasibility and profitability of renewable energy, IKEA is paving the way for other companies to follow suit. Imagine a future where sustainable furniture isn't just an option, but the norm, thanks to the trailblazing efforts of this Swedish giant.

IKEA's bold move towards renewables is a welcome change in the furniture industry. It's a reminder that even the most traditional companies can embrace change and become agents of positive transformation. By investing in a sustainable future, IKEA is not just building furniture, but building a better world for us all. Let's hope this €4 billion leap inspires others to join the green revolution and turn the tables on climate change.



## UNILEVER COMMITS TO PLASTIC-FREE FUTURE

BY- MUSKAN SINGH SAWHNEY

Unilever has pledged to halve its use of virgin plastic by 2025 and achieve a net-zero plastic footprint by 2030. This ambitious commitment aims to tackle the ever-growing plastic pollution crisis head-on, safeguarding our planet and the health of its inhabitants. The urgency of Unilever's pledge is undeniable. Plastic pollution has become a global scourge, clogging oceans, poisoning wildlife, and infiltrating our food chain. Microplastics, tiny fragments of plastic, have been found everywhere from the deepest trenches of the Mariana Trench to the frozen peaks of Mount Everest. The consequences for ecosystems and human health are dire, prompting a collective call to action.

In response to this pressing challenge,

Unilever's plastic-free future plan isn't a singular strike, but a multi-pronged attack. The company is tackling the issue from various angles:

**Redesigning Packaging:** Say goodbye to bulky plastic containers and hello to innovative, minimalist packaging that uses less material. Imagine sleek cardboard boxes for your favourite ice cream or lightweight pouches for your laundry detergent.

**Reimagining Reusables:** Embrace the circular economy with refillable and reusable packaging options. Picture shampoo bottles you can refill at designated stations or sturdy glass jars for your favourite spreads, reducing plastic waste generation altogether.

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Bioplastics derived from renewable sources like corn starch or algae might soon grace your supermarket shelves, offering a biodegradable and eco-friendly solution.

**A Global Transformation:** This plastic-free revolution isn't limited to a few select products or regions. Unilever is committed to implementing these changes across its entire global portfolio, reaching millions of consumers worldwide. It's a ripple effect that has the potential to reshape the entire consumer goods landscape, making sustainability the new normal.

**Challenges and Hope:** The road to a plastic-free future won't be without its obstacles. Infrastructure changes, consumer behaviour shifts, and technological advancements will all play a role. However, Unilever's bold commitment serves as a beacon of hope, inspiring other companies and individuals to join the fight against plastic pollution.

By embarking on this ambitious journey, Unilever is not just protecting our planet and its inhabitants, but also paving the way for a more sustainable future for generations to come. Let's join hands and support their efforts, ensuring that one day, the only plastic we see is found in history books, not in our oceans.





## Nestlé and Fairtrade Partner Up to Improve Cocoa Lives

BY- MUSKAN SINGH SAWHNEY

Nestlé, the world's largest food and beverage company, and Fairtrade, a non-profit organisation promoting ethical trade practices.

In a landmark partnership, Nestlé, the world's largest food and beverage giant, and Fairtrade, the renowned ethical trade advocate, have joined forces to tackle these issues head-on. Their mission: empower cocoa-farming communities and build a brighter future for generations to come.

To address child labour concerns and unfair pricing in the cocoa supply chain. Child labour and unfair pricing remain dark stains on the cocoa industry, particularly in West Africa, the source of over 60% of the world's cocoa. Poverty, lack of resources, and gruelling work conditions push families to involve children in hazardous labour, hindering their childhood and threatening their well-being.

Côte d'Ivoire and Ghana, which produce over 60% of the world's cocoa. The partnership will provide farmers with training on sustainable farming practices, financial literacy, and child protection measures.



Fairtrade will also offer a premium price for certified cocoa beans, encouraging farmers to adopt responsible practices. This initiative holds immense promise for a better future. It can increase income, financial literacy, and sustainable practices can empower farmers and their families, creating a brighter path for generations. It can eradicate child labour ensuring that children can receive education and pursue their dreams without risking their health and safety. This partnership sets a powerful precedent, potentially inspiring similar collaborations and a more ethical and sustainable cocoa industry. It's a beacon of hope for West African cocoa communities, illuminating a path towards a brighter and fairer future.



## FUJIFILM India launches CSR Campaign to eradicate Tuberculosis

BY- OINDRILA MUKHOPADHYAYI

Since 2021, FUJIFILM, a company well-known for its inventiveness in imaging and healthcare technologies, has made notable progress in India's fight against tuberculosis (TB). The company's most recent commercial highlights the significant contribution of their handheld x-ray gadget, the FDR Xair, to the eradication of tuberculosis (TB) and highlights its remarkable corporate social responsibility (CSR) initiatives. To make a significant impact on public health, FUJIFILM has been actively committed in combating the tuberculosis epidemic in India. In the fight against this infectious disease, a revolutionary handheld x-ray equipment called the FDR Xair has emerged as a game-changer. The commercial film demonstrates the device's technological capabilities as well as the real-world effects it has had on tuberculosis detection and treatment. Since 2021, the FDR Xair has been implemented in a number of Indian healthcare settings as the focal point of FUJIFILM's CSR initiatives. Because the gadget is portable, screening may be done more freely, which makes it particularly useful in places with limited resources or remote locations where typical imaging equipment might not be feasible. This calculated tactic fits with FUJIFILM's mission to significantly improve areas affected by tuberculosis. The FDR Xair's high-quality imaging capabilities and portability allow medical professionals to perform diagnostic assessments on-site. This speeds up the diagnosis procedure and makes it easier to identify TB patients early on, which is crucial for stopping the disease's spread. FUJIFILM's endeavours extend beyond supplying cutting-edge technologies. The business has worked with NGOs, government agencies, and healthcare organisations to raise public awareness of tuberculosis (TB), its symptoms, and available treatments. This all-encompassing strategy demonstrates FUJIFILM's recognition that solving public health issues necessitates a blend of cutting-edge technology, instruction, and community involvement.



## ONGC INVESTS RS. 552.98 CRORES IN CSR INITIATIVES FOR FY 20-21

BY- OINDRILA MUKHOPADHYAYI

The Oil and Natural Gas Corporation Limited (ONGC) has committed a significant amount of Rs. 552.98 crores to various programmes in the fiscal year 2020–2021, demonstrating its commitment to corporate social responsibility (CSR). In the face of the COVID-19 pandemic, ONGC committed Rs. 300 crores to the PM CARES Fund and allocated the remaining funds to important sectors like rural development, healthcare, sports, education promotion, and the environment. ONGC's notable gift of Rs. 300 crores to the PM CARES Fund demonstrated the company's proactive stance in the battle against the epidemic. This large financial commitment was intended to assist the nation's efforts to fight the severe health crisis, highlighting ONGC's feeling of duty to the country's welfare throughout the challenging times.

In addition to helping with pandemic relief, ONGC's CSR programmes covered a wide range of industries and demonstrated a comprehensive commitment to social advancement. The majority of the money that were allotted have gone towards rural development, which has addressed the particular difficulties that rural people face. The development of infrastructure, skill-building initiatives, and support for agricultural methods are perhaps among the initiatives in this domain that are working to improve rural communities as a whole. An additional focus of ONGC's CSR initiatives has been the advancement of education. The company's educational expenditures are in line with the notion that a population with a high level of education is essential for sustainable development. ONGC's dedication to education acts as a catalyst for the empowerment of future generations, whether via skill development initiatives, infrastructural improvements in educational institutions, or scholarships. Additionally, ONGC has included environmental protection in its CSR programmes, highlighting the company's commitment to sustainable operations. Investments in healthcare, particularly during a pandemic, would help populations in need, strengthen the healthcare system, and provide medical aid. The commitment to sports shown in ONGC's CSR portfolio demonstrates an understanding of the critical role that sports play in developing talent, encouraging healthy lifestyles, and creating community well-being.



## Tech Giants Collaborate on Ethical AI Principles

BY- MUSKAN SINGH SAWHNEY

Silicon Valley's giants, often seen as rivals locked in a digital gladiator contest, have surprised the world by joining forces in an unprecedented alliance. Microsoft, Google, IBM, DeepMind, and other leading tech companies are putting aside their competitive squabbles to tackle a pressing challenge: the ethical development and deployment of artificial intelligence (AI). Why the Ethical AI Huddle? As AI rapidly infiltrates our lives, from facial recognition software to self-driving cars, concerns about bias, discrimination, and unforeseen consequences have intensified. Imagine algorithms perpetuating racial disparities in loan applications or autonomous vehicles malfunctioning with disastrous results. These potential pitfalls highlight the urgent need for ethical guardrails to guide the development and use of this powerful technology. Building a Moral Compass for AI: This collaborative effort aims to equip the landscape with a robust set of ethical principles. Imagine a comprehensive code of conduct for AI engineers and developers, encompassing core values like:

**Fairness:** Ensuring AI algorithms don't perpetuate existing societal biases or discriminate against specific groups. Imagine AI-powered healthcare tools offering equal access to quality care regardless of race or socioeconomic background.**Accountability:** Clearly defining who is responsible for the actions of AI systems, preventing situations where algorithms operate in a black box with no one accountable for their outcomes. Picture transparent audit trails for AI decisions, fostering trust and preventing misuse. **Transparency:** Demystifying AI algorithms, making their operations understandable to the public and those impacted by their decisions. Imagine readily available explanations for why an AI system made a particular decision, empowering individuals and reducing anxieties about opaque algorithms.**Safety:** Prioritising the safety and well-being of humans in the design and deployment of AI systems.

Picture rigorous testing and risk mitigation strategies to ensure AI technology operates with minimal harm and maximises its benefits for society.

**Global Implications, Collective Responsibility:** This AI ethics initiative isn't a regional endeavour; it has global ramifications. The principles developed by these tech giants have the potential to shape the landscape of AI development and use worldwide. Imagine a future where ethical AI practices are not just guidelines, but a global standard, ensuring responsible AI implementation across borders and cultures.

**Collaboration: The Key to Unlocking AI's Potential:** While this tech alliance is a monumental step, the journey towards ethical AI is far from over. Continued collaboration among researchers, developers, policymakers, and the public is crucial to refine these principles, address emerging challenges, and ensure responsible AI for all. Remember, building a trustworthy and beneficial AI future requires collective effort, and this tech collaboration offers a promising foundation for a more ethical and equitable AI landscape

## HYUNDAI MOTOR'S CSR ARM DONATES RS 2 CRORE FOR TAMIL NADU RELIEF EFFORTS

BY- OINDRILA MUKHOPADHYAYI

In a sympathetic gesture towards the continuing relief efforts in Tamil Nadu, Hyundai Motor's Corporate Social Responsibility (CSR) arm has moved forward with an additional gift of Rs 2 crore. Hyundai's philanthropic gesture demonstrates the company's dedication to social welfare and community support at a time when the state is dealing with the repercussions of natural disasters. Tamil Nadu communities are in desperate need of aid due to the destruction inflicted by storms, floods, and other natural catastrophes in recent times. Hyundai Motor's CSR effort has increased its support to assist the afflicted community in light of the seriousness of the situation

. The donation of Rs 2 crore will go towards a number of relief initiatives, such as the distribution of necessities, health care, and community rehabilitation. Hyundai's corporate social responsibility (CSR) division is well-known for actively participating in projects that advance sustainable development and social well-being, so this extra contribution demonstrates the company's commitment to corporate citizenship. Hyundai is dedicated to CSR in ways that go beyond financial contributions. The business has a history of actively taking part in environmental sustainability initiatives, education initiatives, and community development projects. Hyundai shows the empathy and accountability that are the cornerstones of its corporate social responsibility (CSR) concept by providing assistance during times of need. It is anticipated that the financial assistance given by Hyundai's corporate social responsibility division will have a major effect locally, aiding impacted people and communities in starting over. The money will be carefully distributed to take care of both long-term rehabilitation initiatives meant to rebuild infrastructure and means of subsistence, as well as urgent needs like food, housing, and medical attention. Furthermore, Hyundai's prompt reaction to the Tamil Nadu crisis sets an example for corporate companies looking to take the lead in social welfare. The business's CSR efforts highlight how companies may help create a more sustainable and just world by aligning with the Sustainable Development Goals of the UN.



## CSR Icon Amitabh Shah Joins PM Modi's Viksit Bharat Initiative as Brand Ambassador

BY- OINDRILA MUKHOPADHYAYI



The renowned motivational speaker and CSR icon, Mr Shah, has been appointed as an ambassador for the Government of India's Viksit Bharat Abhiyan.

This is a significant development that is intended to drive positive change across the country, according to the announcement made recently by Shri Hardeep Singh Puri, the Honourable Minister of Petroleum & Natural Gas and Minister of Housing & Urban Affairs. This calculated action demonstrates the government's dedication to promoting growth and advancement under the visionary direction of Prime Minister Shri Narendra Modi. As the creator of the Yuva Unstoppable NGO, Mr. Shah is well-known for his influential work. He has long been at the forefront of revolutionary projects that emphasise community development, empowerment, and education. His selection as a Viksit Bharat Abhiyan ambassador is a testament to the recognition of his exceptional contributions to the social sector and his ability to inspire positive change. The Honourable Prime Minister's Viksit Bharat Abhiyan seeks to further the country's overall development by harnessing the combined efforts of multiple stakeholders. Mr. Shah's appointment as an ambassador is a calculated decision to leverage community involvement and motivation to further the mission's objectives. Together with ambassadors from a variety of industries, including as business, sports, CSR, NGOs, and government, this innovative campaign has created a cooperative and all-encompassing approach to nation-building. It is anticipated that the ambassadors' combined experience will be extremely important in promoting sustainable development and advancing the government's overarching goal of a wealthy and vibrant India. As an ambassador, Mr. Shah raises awareness of the value of inspiring leadership for both social and economic advancement.

Through the use of Yuva Unstoppables' success and his background as a motivational speaker, Mr. Shah may encourage individuals, groups, and communities to get involved in the projects described by Viksit Bharat Abhiyan. With collaboration between the government and its ambassadors, the Viksit Bharat Abhiyan has the potential to bring about constructive change at the local and national levels. The objective of the mission is to construct a more affluent and inclusive India by combining the efforts of individuals and organisations from all sectors.



## HSBC LAUNCHES \$1 BILLION RACIAL EQUITY FUND

BY- MUSKAN SINGH SAWHNEY

HSBC, a financial behemoth with tentacles stretching across the globe, is taking a powerful stance against racial inequality in the United States. This banking giant has pledged a monumental \$1 billion investment to bridge the racial wealth gap, a chasm that has plagued the nation for far too long. Why Target the Wealth Gap? The statistics paint a grim picture. In the US, the median wealth of Black households is a mere 13% compared to white households, a figure that speaks volumes about systemic and historical injustices. This disparity translates to limited access to capital, financial services, and economic opportunities, perpetuating a cycle of disadvantage for generations. HSBC's Multifaceted Approach: Recognizing the complexity of the issue, HSBC's commitment isn't a one-dimensional fix. Their plan is a multifaceted tapestry woven with threads of: Targeted Investments: Black and minority-owned businesses will receive a much-needed boost through direct investments, fueling their growth and creating jobs within underserved communities.

Imagine bustling hair salons thriving on Main Street or innovative tech startups helmed by talented Black entrepreneurs, all flourishing with HSBC's financial support. Community Development Projects: From revitalising neglected neighbourhoods to fostering educational opportunities, HSBC's investment will touch the very fabric of underserved communities. Picture vibrant community centres brimming with activity, children engrossed in after-school programs, and affordable housing projects offering families a secure haven. Financial Education: Equipping individuals with the tools to navigate the complexities of personal finance is crucial for long-term economic empowerment. HSBC's commitment to financial literacy programs will empower individuals to make informed decisions, manage their finances effectively, and build lasting wealth. Beyond Money: Mentorship and Support: The fund extends beyond mere financial backing. HSBC recognizes the importance of guidance and support, offering mentorship programs to Black and minority entrepreneurs. Imagine seasoned business leaders sharing their expertise, navigating challenges alongside budding entrepreneurs, and fostering a spirit of collaboration and community. A Nationwide Ripple Effect: This \$1 billion investment isn't an isolated act of charity; it's a catalyst for change. With a nationwide reach, HSBC's initiative has the potential to create a ripple effect, empowering communities, closing the wealth gap brick by brick, and paving the way for a more equitable future. A Call to Action: While HSBC's commitment is commendable, it's just one piece of the puzzle. Bridging the racial wealth gap requires collective action. Supporting Black and minority businesses, advocating for fair financial practices, and promoting financial literacy are all steps we can take to dismantle the walls of inequality. HSBC's bold initiative offers a glimmer of hope, a testament to the power of corporate responsibility. Let's join hands, amplify their efforts, and work towards a future where financial prosperity is not defined by the color of one's skin, but by the boundless potential within each individual.