

THE CURRENCY OF CARE

Who Really Wins from CSR?



For Transformation, Not Just Attention:

CSR for Rural India

In recent years, Corporate Social Responsibility in India has taken commendable strides. From sponsoring large-scale education programs to backing health initiatives and environmental campaigns, the corporate sector has actively stepped in to uplift society. Many brands have also found resonance by sponsoring sports and youth talent, CSR efforts that not only support individual dreams but also align with brand visibility and national pride.

But not all impact comes with a spotlight. And not all need is headline-worthy.

While urban-centered CSR and high-profile causes often receive attention and accolades, rural India continues to wait quietly, and often invisibly. Here, change may not look glamorous, but it is urgent. These are the communities where a single medical camp can be life-saving, where building a shelter can offer animals and people safety, and where supporting a school or feeding program can shape futures that would otherwise remain uncertain. Rural India doesn't lack potential it lacks access. And this is where CSR can play its most meaningful role.

By stepping beyond the urban bubble, corporate efforts can bring dignity and opportunity to those who are often last in line.

True CSR must go beyond optics. It must balance visibility with vulnerability. Because while sponsoring a sporting event may get applause, funding a rural sanitation project might prevent disease. One brings attention; the other brings transformation! As corporate citizens, our responsibility isn't just to act but to act where it matters the most. Rural CSR may not always offer instant recognition, but it delivers lasting impact. It tells a story of empathy, inclusion, and nation-building, one village, one life at a time.



If we truly believe in equitable growth, then rural India cannot remain an afterthought.

Because real progress happens when no one is left behind!



**Shiksha Seva
Foundation**
EMPOWERING GIRLS AND WOMEN



Shiksha Seva Foundation

Mr. Manikant Tiwari

Founder & Chairman

As SHE Becomes Wise... We Rise!

English Medium School Despite these challenges, change is happening. Parents who once hesitated are now champions of their daughters' education.

Local leaders are engaging in community meetings, supporting awareness drives, and helping us break generational cycles of inequality. From digital literacy to menstrual hygiene, we equip girls with essential life skills that empower them far beyond the classroom. Our goal is not just education—but transformation. To help young girls become self-assured, self-reliant women. To nurture the kind of leadership that grows from resilience and empathy.

In the densely populated slums, amidst economic hardships and cultural restrictions, a quiet revolution is taking shape. It begins when a young girl picks up a book, steps into a classroom, and dares to dream. At Shiksha Seva Foundation, we've seen that while girl child enrolment has increased in India, dropout rates remain high—especially after puberty. Cultural expectations, domestic responsibilities, and financial constraints often pull girls out of school too soon.

"I wanted to become a teacher, but I thought I'd have to leave school after 6th grade. When the Foundation spoke to my parents, things changed."

— Jiya , Class 7, M.A.





The Role of CSR in Empowering Our Work

Corporate Social Responsibility (CSR) has played a crucial role in advancing our mission. With the support of committed partners, we've been able to scale programs that make a lasting difference in the lives of girls and women. We invite corporates to join us through our initiatives under CSR:

- Udaan – Focused on rescuing and retaining out-of-school girls, this initiative provides foundational learning support, nutrition, and family counseling to bring them back into the formal education system.
- Saksham Scholarship – A need-based scholarship project that offers financial and in-kind support to bright, deserving girls from low-income families.
- Shiksha Smart Class – Designed to bridge the digital divide by equipping under-resourced schools with digital learning tools and interactive teaching systems.

However, accessing CSR funds continues to be a challenge—especially for grassroots organizations like ours. While the Companies Act mandates qualifying companies to spend 2% of their profits on CSR, navigating due diligence, proposal formats, and long timelines can be daunting. Many small NGOs struggle with limited visibility and often get overlooked despite high-impact, community-based work. Approaching companies for CSR is not always easy. It requires building long-term relationships, establishing credibility through robust documentation, and aligning project outcomes with corporate objectives. We encourage corporates to look beyond scale and embrace flexible, trust-based models of support focused on long-term transformation rather than short-term metrics. When a corporate extends a hand, it doesn't just sponsor a project—it transforms a life.

We envision a future where every girl can choose her dreams without fear or compromise. A future where education is not a privilege, but a promise. Behind every empowered girl is someone who believed in her before the world did. Let that someone be you. **Because as she becomes wise—we all rise.**



**Shiksha Seva
Foundation**
EMPOWERING GIRLS AND WOMEN

WHEN SHE LEARNS WE ALL RISE

UDAAN | SAKSHAM SCHOLARSHIP | SHIKSHA SMART CLASS

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CSR Integration In

Core Business Strategy

Dinesh Kumar
Sampathraj,

Partner-
Weldeezy

Click for- [LinkedIn Profile](#)



Over the years, I've observed an encouraging shift in how businesses approach Corporate Social Responsibility (CSR). What once existed on the periphery occasional donations or token projects has begun to take root at the core of corporate strategy. CSR is no longer just about giving back; it's about building forward. One area I believe deserves more strategic attention is the empowerment of the girl child not just as a moral obligation, but as a cornerstone of sustainable development and business growth.

THE EVOLUTION: FROM CHEQUE-WRITING TO CHANGE-MAKING

There was a time when CSR was a feel-good side note in annual reports. Today, I see more companies embedding it directly into their business models aligning profitability with purpose. This transition, to me, is not only timely but necessary. The world's challenges from gender inequality to education gaps are far too urgent to be addressed with half-hearted gestures.

I've spoken to business leaders who once viewed CSR as a compliance checklist. Now, they're thinking in terms of "shared value" how solving social problems can open new markets, build consumer trust, and create loyal talent pools. This isn't charity; it's smart, strategic business.

1. Why Integrated CSR Just Makes Sense

In my experience, companies that embrace embedded CSR tend to enjoy longer-term returns. Brands that lead with purpose win stronger consumer loyalty. Teams rally behind missions bigger than revenue. And let's be honest, innovation often thrives under constraint. When a business tries to solve a real-world problem, like period poverty or girls' school dropout rates, the solutions can lead to entirely new product lines or distribution models.

One example that stands out to me is a company that designed low-cost sanitary pads and partnered with women-led micro-distributors to deliver them in rural areas. It supported health, created jobs, and built a loyal customer base. That's integrated impact.

2. Why Supporting the Girl Child Must Be Central

If there's one area where embedded CSR can truly transform the future, it's in the support of the girl child. And I say this not just as a writer but as someone who has seen the ripple effects firsthand.

When girls are educated, entire communities shift. When they're healthy, economies grow. When they lead, systems change. Companies that invest in girls' education, health, and entrepreneurship aren't just "doing good", they're investing in a more equitable, prosperous society. And here's the thing: the business case is solid. Brands that fund girls' STEM programs today could be nurturing the engineers and innovators of tomorrow. Retail companies that uplift women-led supply chains build both resilience and social capital.

3. The Models I Admire

What excites me most are the companies that move beyond writing cheques and instead integrate girl child support into their operational DNA. Some embed scholarship programs into their marketing budgets. Others train their employees to volunteer as mentors or provide digital literacy classes in underprivileged schools. I recently spoke with a CEO who proudly tracks "number of girls reached" as a key performance indicator right alongside quarterly revenue.

This isn't CSR as window dressing. It's CSR as strategy.

FINAL THOUGHTS

To me, the future belongs to businesses that embed responsibility—not out of obligation, but out of opportunity. Supporting the girl child is not just "the right thing to do"; it's a strategic imperative that intersects with workforce development, innovation, and market expansion.

I believe we're witnessing a fundamental realignment. The best businesses now ask: "How can we create value by solving real problems?" If your company can answer that and keep girls at the center of the solution—you're not just leading in CSR. You're leading, period.

"We often think the work for the girl child is already being done but the gap between awareness and action remains vast. As Maya Angelou said, 'Nothing will work unless you do.' It's time businesses did more than care it's time they committed."



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T A R G E T S

A C H I E V E



Nature and Nurture: Planting Seeds of Hope



Muskurate Raho Organization

Founder - Roshan Shrivastav



In a world that often feels overwhelmed by challenges, nature and nurture remind us of our deepest roots of how healing the planet and healing people go hand in hand. At the Muskurate Raho Organization, we've come to see these forces not just as complementary, but as inseparable. Nature gives us the resources to live, and nurture teaches us how to care for the earth, for each other, and for the generations that follow. Founded in February 2021 as a youth-led movement in Mumbai by Founders Nishi Mishra and Roshan Shrivastav. Muskurate Raho was born from a simple idea: to bring people together in acts of kindness, compassion, and sustainability. What began as a few friends cleaning up their local Dadar beach has grown into a community-driven NGO committed to environmental restoration, youth empowerment, and grassroots advocacy.

Nature as a Teacher, Nurture as a Tool

Our work finds its roots in weekly cleanup drives at Mahim & Dadar Beach under "Project Makeover Mahim" wherein so far we have collected over 4.3 lakh Kg's of trash from the shores of Mumbai, Sapling plantations at Aarey Forest where we have planted around 4600+ saplings of 5-6 feet taller height saplings. We are one of the few organisations who believe in quality rather than quantity so we do Restoration Drives with the motive to give nourishment and water to the planted saplings in summers and winters. We also conduct "Project Pathshala" where we teach underprivileged kids soft skills which are not a part of their curriculum along with awareness campaigns and orphanage visits.

These aren't just environmental activities—they are opportunities for people to reconnect with the earth and with each other. Each piece of plastic removed, every tree planted, every child taught is a small but powerful step toward a more conscious and connected world.





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The Power of Positivity and Collective Action

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One of our mottos is simple: Smiles are contagious. Whether it's a volunteer cleaning a beach for the first time or a volunteer planting a sapling with their own hands, we believe that joy and action go hand in hand. When people come together with positivity and purpose, it creates ripples far beyond what we can measure. It builds resilience—in communities, in ecosystems, and in spirits.

Our Journey with CSR: A Call for Deeper Support

Over the years, we've been fortunate to receive CSR support for specific drives. We've partnered with **Morgan Stanley, Tata AIA, Axis Bank** and among others. We've even partnered with **H&M**. Collaborations that helped amplify our impact and introduced new communities to our mission. We're deeply grateful for their trust and partnership.

However, most of these associations were limited to *single-event engagements*. While impactful, one-off partnerships often fall short of creating sustainable, long-term change. What would truly make a difference is long-term collaboration—where CSR isn't just about funding a one-time event but about becoming a partner in our journey. We hope more organizations see the value in supporting grassroots youth-led initiatives like ours, where every rupee goes directly into action and impact.



A Gentle Invitation

If you're reading this and wondering how you can help—start small. Join a drive. Sponsor a cleanup or plantation drive. Share our story. Or just talk to the children around you about the planet. Each of these acts plants a seed of hope. Muskurate Raho means Keep Smiling—and that's exactly what we aim to do, every day, with your help.

From Disability to Possibility

A Journey of Hope and Transformation

“एक सहारा, एक मुस्कान, और एक मौका—कभी-कभी बस इतना ही काफी होता है जिंदगी बदलने के लिए।”

In a quiet corner of Udaipur, far from the palaces and postcard views, something extraordinary has been unfolding—not a tale of royalty, but one of resilience, compassion, and second chances. At the heart of this transformation is Narayan Seva Sansthan (NSS), founded by Padma

Shri Kailash ‘Manav’, a visionary who believed that physical disability should never mean a life without dignity or opportunity. What began as a humble initiative decades ago has blossomed into a global movement—restoring mobility, confidence, and livelihoods to thousands across India and beyond.

A Vision Born of Empathy

Kailash ‘Manav’ saw, early on, what many chose to ignore the silent suffering of those with physical disabilities, especially in rural areas. Where others saw disability as a curse, he saw potential. Where others looked away, he reached out. His vision wasn’t just about free surgeries or prosthetic limbs. It was about rebuilding lives from the inside out, emotionally, socially, and economically. That belief forms the core of NSS’s mission even today.

Taking Help to the Doorstep

Through their “Kuan Pyaase Ke Paas” initiative—literally meaning “taking the well to the thirsty”—NSS brings medical and mobility aid directly to people who need it most. Remote villages, underserved regions, forgotten families—no one is too far.

In over four decades, NSS has:

- Performed 4.7 lakh+ corrective surgeries
- Distributed 3.9 lakh+ prosthetic limbs, calipers, and mobility aids
- Trained thousands in skills to earn and live with dignity

What you read here aren’t just statistics.
Each number is a life rewritten!





Faces of Hope: Stories That Move You

Utkarsh, a young boy from Bihar, was born with deformed legs. In many places, that would have meant a lifetime of exclusion. But after surgery at NSS, Utkarsh walks, learns, and plays like any other child.

Rupesh, a man from Maharashtra,

lost his leg in a tragic road accident. He found NSS through a YouTube video. Today, with a free prosthetic limb and vocational training, he's preparing to open his own mobile repair shop.

These are not rare exceptions—they are everyday miracles at NSS. Walk through their corridors, and you'll meet hundreds like Utkarsh and Rupesh, each with a story of transformation.

More Than Medical – Fighting Stigma and Silence

The road isn't easy. Disability in India is still deeply stigmatized, especially in rural and conservative communities. Many people with disabilities are seen as burdens, even cursed. Families hide them. Schools reject them. Employers ignore them.

NSS knows that changing this mindset is as important as offering treatment. That's why they invest in awareness, education, and inclusion.

They host mass weddings—more than 2,459 couples to date—helping disabled individuals find companionship and dignity. They run schools and vocational training centers, turning dependence into independence.

Because real healing means more than just walking again—it means being seen, heard, and valued.

When Corporates Care: CSR That Changes Lives

Progress like this doesn't happen in isolation. NSS's journey is supported by a growing circle of corporate allies:

- SBI and PNB donated ambulances and school buses
- Indian Oil & Riello UPS backed community transport services
- Oikocredit enabled sustainable energy through solar solutions

These partnerships help fund surgeries, training, rehabilitation, and community outreach. When businesses invest in people, especially those on society's margins, the impact multiplies.

Join the Movement.. Because Possibility Begins With You

What makes this mission powerful is that anyone can be part of it.

Whether you're an individual, a company, or a volunteer, there are many ways to support:

- Sponsor a surgery or mobility aid
- Integrate NSS into your CSR efforts
- Volunteer your time, skills, or voice
- Attend NSS camps, events, or simply help raise awareness

Your contribution—big or small—can change the course of someone's life.

Redefining What's Possible

At Narayan Seva Sansthan, disability is not the end of a story—it's the start of a new one. Every prosthetic fitted, every child who takes a first step, every person who starts earning again—these are not just victories. They are quiet revolutions.

Because when compassion meets action, we don't just change lives we redefine what's possible.



DID YOU KNOW



CSR FUNDED INDIA'S FIRST-EVER COMMUNITY RADIO BY TRIBAL WOMEN. THE STATION IS CALLED "RADIO DHADKAN", RUN BY RURAL WOMEN IN MP, AND IT SHARES LOCAL STORIES, RIGHTS AWARENESS, AND EVEN PLAYS WEDDING SONGS



CSR MONEY HAS FUNDED EVERYTHING FROM TOILETS TO TIKTOK TRAINING. YES, TIKTOK CLASSES IN RURAL AREAS WERE ONCE PART OF A YOUTH DIGITAL LITERACY PROJECT. IT STARTED WITH MOBILE LEARNING AND ENDED IN VIRAL DANCE MOVES.



CSR HELPED BUILD INDIA'S FIRST 'PLASTIC-FREE VILLAGE' MOHANGIRI IN ODISHA BECAME PLASTIC-FREE THANKS TO A WASTE MANAGEMENT INITIATIVE SUPPORTED BY CSR FUNDS—AND NOW TRAINS OTHER VILLAGES!



CSR ISN'T NEW – IT'S OLDER THAN GOOGLE, APPLE, AND EVEN TUPPERWARE. IN 1953, THE TERM CORPORATE SOCIAL RESPONSIBILITY FIRST APPEARED IN A BOOK TITLED SOCIAL RESPONSIBILITIES OF THE BUSINESSMAN. YEAH, BUSINESSMAN. THE WOMEN WERE ALREADY DOING SOCIAL WORK FOR FREE.



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WHY INDIA MADE CSR MANDATORY

Huge Developmental Needs

Gaps in education,
healthcare, sanitation.

Tapping Corporate Power

Government saw
businesses as key
nation-builders.

Need for Accountability

Prevent PR stunts &
enforce real impact.

Boost Long-Term Impact

Encourages sustained,
measurable development.

VS

WHY OTHER COUNTRIES HAVEN'T

Preference for Voluntary Action

CSR should come from
conscience.

Fear of Over-Regulation

Might deter business &
foreign investments.

Business Freedom Philosophy

Let companies decide
how and when to give.

One-Size Doesn't Fit All

Countries with fewer gaps
don't feel urgency.

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“IF ONLY SOMEONE WOULD LISTEN”

GIVING VOICE TO OUR ELDERS



RAJESHWARI CHOWDHURY

Director – Resource Mobilisation at
HelpAge India

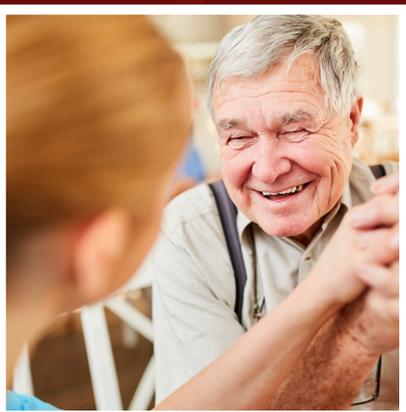
AGEING IN SILENCE

“We are told the plan, not asked. That hurts more than staying silent.” “Even if we live in the same house, we eat alone.” “Children don’t sit and talk anymore. They are always on their phones.” These are some of the feelings shared by elders surveyed for HelpAge India’s latest ‘2025 India Intergenerational Bonds (INBO) research report titled *‘Understanding Inter-generational Dynamics and Perceptions on Ageing.* -

Like them, countless seniors spend their time not in comfort and companionship, but in silence. The joy of having lived long enough to see the world change often comes shadowed with feelings of loneliness – of being unheard, unseen, and left behind.

THE UNSPOKEN REALITY OF ELDER ABUSE

Elder abuse is more than just physical harm – it includes emotional hurt, financial exploitation, verbal abuse, neglect, and social isolation. It is often hidden behind closed doors and hushed tones, making it one of the least reported yet most pervasive forms of abuse. At its root lie deep-seated societal attitudes that devalue ageing. Seniors are frequently seen as burdens rather than beings brimming with life experience, wisdom, and continued aspirations. Ageism, whether casual or systemic, normalises exclusion and mistreatment – turning golden years into grey zones of disregard.



WHY LISTENING MATTERS

Listening is powerful. It tells an elder: You still matter. You are still heard. In the INBO report, approximately 75% older persons and youth respectively, identified ‘youth having busy schedules’ as the top barrier to intergenerational interaction.

This disconnect isn’t rooted in apathy, but in missed opportunities. When older adults are truly heard, they feel respected. Their stories – of resilience, loss, love and lessons – become shared threads that weave generations together.

What You Can Do

You don't need grand gestures to make a difference. Try:

Setting aside time to talk — really talk — to the elders in your life & Encourage your children to learn from their grandparents' stories.

Take them out on special social outings – could be a movie, picnic, a cup of coffee or on a holiday to a destination of their choice.

Become their support system if they undergo a health crisis and be there for them, through meaningful gestures like taking them to the hospital, helping with their medication, fixing the doctors appointment etc.



Assist them with Digital Literacy, help them become digitally empowered.

Involve them in the family's decision-making processes, take their view or opinion

Call out ageist jokes or casual disregard, even in passing. Supporting or volunteering with eldercare initiatives in your community.

CHANGE BEGINS WITH CONNECTION AND CONNECTION BEGINS WITH CURIOSITY, COMPASSION, AND CARE.

A HOPEFUL TOMORROW

Ageing is not a problem — it is a privilege. It's a time rich with memory, grace, and quiet strength.

Let's be a society that doesn't just care for its elders, but truly honors & celebrates them. Because when we build a world that listens to its seniors, we're creating a future that listens to all of us.



WHEN CHILDHOOD DOESN'T END AT 18

Growing Up as a Special Child

KSHITIJ NGO



Most children spend their early years learning how to walk, talk, and dream. For some, though, childhood never truly ends—not at eighteen, not even beyond. For adults with intellectual disabilities, turning eighteen doesn't open the door to adulthood. It often slams shut the only world they've known—a world of supportive teachers, structured routines, and safe friendships. Suddenly, the nurturing arms of special needs schools let go, and families are left staring into a silence no one prepared them for.



Kshitij is not just a centre—it is a second home. A sanctuary. A place where adults with intellectual disabilities are not forgotten, but embraced, celebrated, and empowered to grow—at their own pace, with their own dignity.

These individuals—some living with brain damage, autism, Down syndrome, or dyslexia—come to Kshitij after school ends at eighteen. Here, the journey doesn't stop. It begins again.

In sheltered workplaces, they learn:

- Functional skills like brushing their teeth, cooking a simple meal, folding laundry, shopping independently, handling money. Imagine the confidence in holding a coin and knowing its value.
- Vocational skills through hand-crafted art—block printing, paper bag making, diya decoration, beading, baking cookies and chocolates. The sparkle in their eyes when someone buys what they've made is more than joy—it's proof that they matter.



WHAT HAPPENS WHEN A CHILD WHO STILL NEEDS GUIDANCE IS EXPECTED TO GROW UP OVERNIGHT?

That question haunted four mothers in Mumbai in 1997—each raising a child with special needs, each watching their child age out of systems that once promised care. But instead of surrendering to helplessness, they built a haven: Kshitij.

EVERY EFFORT IS CELEBRATED. EVERY MILESTONE IS A VICTORY.

At Kshitij, therapy is not an afterthought—it is a thread woven into each day. Occupational therapy, counselling, and structured autism programs offer consistency and care. And when an adult receives their weekly stipend, their self-worth grows quietly, steadily—like a plant leaning toward sunlight.

But behind this magic is an enormous effort. Skilled teachers work closely—often one-on-one—adapting methods to suit each adult's pace. This individualized care is the heart of Kshitij's model. It's what makes transformation possible.

And yet, in a world that measures impact in numbers, this kind of deep, one-at-a-time progress is often overlooked.



WITH A LITTLE HOPE, WE CAN DO A LOT

Getting CSR support hasn't been easy for Kshitij. Most companies want to fund large-scale projects with big numbers. But at Kshitij, real change happens one person at a time—with a lot of care, time, and a dedicated team. That means we need more staff for fewer adults, but the impact is deep and lifelong.

Right now, we can only support a limited number due to space and resources. With CSR help, we can welcome more adults with intellectual challenges and give them a safe, structured place to grow.

All they need is a little more support.

Because every adult with special needs deserves a place where they're not just taken care of—but seen, known, and uplifted.

Because when the world says, "You're on your own now," Kshitij whispers, "You're not."



PAWS ON THE PAVEMENT, HOPE IN OUR HANDS



By Samdhana Association for Animal Welfare



Arshi Singh

Founder & director

Samdhana Association for Animal Welfare was born out of heartbreak—and hope. Founded by three devoted animal lovers, Arshi Singh, Kabir Luthria, and Harbans Singh, our mission is simple: no street animal should sleep hungry or suffer alone. Every day, with the help of a few selfless volunteers, we feed between 300 to 400 community animals—sometimes even twice a day—in specific pockets of Mumbai: Andheri East (WEH), Goregaon East, and Ghatkopar. Cats, dogs, abandoned litters, and aging streeties look out for us, just like we look out for them. We would love to feed more, offer medical help, and provide ambulance support—but we fall short of funds.

We aren't an organization run by grants or big CSR partnerships. We are ordinary citizens doing heartfelt work on the streets—with our own time, energy, and personal contributions. 50% of the feeding is supported by us, and the rest comes through small monthly donations—through our ₹500 and ₹1,000 sponsorships. Yet, despite these efforts, feeding and caring for hundreds of animals daily is a challenge that never ends.

Have You Noticed Them Too? The Everyday Struggles of Street Animals

Every street dog or cat is a life, a soul waiting to be seen. But their world is one of constant danger—road accidents, starvation, disease, abandonment, and even cruelty. These are not 'stray' animals. They are 'community animals'—legally protected and spiritually connected to the places they inhabit.

Left Behind and Alone The Heartbreak of Abandoned Pets

We're witnessing more pedigree dogs being abandoned by owners unwilling to take responsibility. These animals cannot survive the streets—they are either attacked by other dogs, fall ill, or die scared and alone. While we do our best to help, we cannot take them in—we don't yet have the facility for that. For now, we help by feeding, coordinating rescues, and providing immediate care when we can.





When There's No One to Call The Gaps That Leave Animals (and Us) Helpless

There is no consistent government support—no functional ambulance system or free shelter access. Volunteers often use their own vehicles, fund treatments out-of-pocket, and deal with public resistance. While legal provisions like the PCA Act and ABC Rules exist, they remain poorly enforced, leaving animals and feeders vulnerable.

We Show Up, Rain or Shine

Despite the odds, Samdhana continues—day after day, year after year. Our volunteers feed, coordinate sterilizations, and help provide basic medical support. Whether it's feeding at 11 PM in the rain or rushing to a dog hit by a vehicle, our work is relentless. The wag of a tail or grateful eyes of a cat are the only reward we need.

Not Their Problem. Our Responsibility.

Street animals reflect the soul of our cities. Feeding and caring for them fosters empathy and safety. Sterilized, vaccinated animals are calmer and healthier, creating harmony in neighborhoods. When we care for the voiceless, we raise the collective compassion of our communities.



What If Corporates Cared Too?

We have not yet been supported through CSR initiatives—and that gap is deeply felt. Maybe animal welfare is not seen as “urgent,” but isn't compassion for the voiceless the foundation of any humane society? CSR funds could sponsor food, spay/neuter drives, or support medical care. Even small contributions from corporates can make a huge difference to our mission.



Scan to Learn More

**Your Rs. 500/- can feed 40
Community Animals a Day!**

**Because like us, they too wake up
Hungry Everyday**

Join Our Monthly Subscription Plan





While CSR initiatives in India often focus on education, healthcare, and the environment causes that undeniably deserve attention there's a silent crisis unfolding on our streets.

Millions of stray animals wander through cities and villages, hungry, injured, and invisible to most. They, too, deserve compassion and care. Who holds the power to make a real, lasting difference in the lives of India's countless stray animals?

The answer lies with those who have the resources and reach to create meaningful change. Corporate Social Responsibility so often directed toward education, healthcare, and the environment can also become a lifeline for the voiceless. Imagine a world where a company's kindness could mean warmth, safety, and healing for a suffering animal. That world is possible if we choose to make animal welfare part of the CSR conversation.

A second chance?

From Streets to Safe Havens: Build Better Shelters

A rusty gate, a leaking roof, a dark corner with barely a blanket is the reality for many existing animal shelters in India. But it doesn't have to be. With corporate funding, these spaces can be transformed into safe, healing havens. A company's support can turn cold concrete into comfort and despair into dignity.

Paws in Pain? Heal Them with Compassion

Every day, countless animals suffer silently, injured, sick, or unable to fend for themselves. But compassion backed by action can change that. Corporate support can fund sterilization drives that humanely control stray populations, provide vaccines to prevent deadly diseases, and sponsor surgeries that save lives. With each initiative, pain gives way to relief, and suffering turns into survival. All it takes is someone to care enough to act.

Empty Bowls, Full Hearts: Feed the Forgotten

Imagine going to sleep every night with an empty stomach and no promise of a meal tomorrow. That's the harsh truth for thousands of stray animals. From nutritious food and clean water, small efforts sustained by big-hearted corporations, can mean everything to a hungry soul. Because no creature should have to beg for kindness.

Adopt, Don't Shop: Boost Awareness & Adoptions

Love shouldn't come with a price tag. Yet, while thousands of loving animals wait in shelters, people still turn to breeders and pet stores. CSR-backed campaigns can change this mindset shifting hearts toward adoption, compassion, and responsible pet ownership. Brands can help rewrite how India sees its animals not as commodities but as companions.

Train the Guardians: Empower Animal Heroes

Behind every rescued animal is a human hero who are shelter workers, ambulance drivers, local volunteers. But to truly save lives, these heroes need tools, knowledge, and training. Corporate funding can empower them and the result? A more skilled, responsive, and compassionate ecosystem—ready to protect and serve animals better, every single day.

Why it's More Than Kindness

Helping animals isn't just a noble gesture, it's a strategic one. Supporting animal welfare aligns with India's CSR mandates and global sustainability goals like the UN SDGs. It enhances public health, promotes safer streets, and fosters a more humane society. Most importantly, it tells the world that your brand stands for empathy, integrity, and impact. In a world hungry for purpose, doing good is also good business.

Join the Movement: Create Corporate Impact with Heart

Your CSR investment can be more than a line item, it can be a legacy. Whether it's a recurring grant or a deep partnership with organizations like FIAPO, PFA, or ResQ, your support can change the narrative for animals who have known only neglect.

Imagine a world where your brand helped tails wag again, wings take flight, and lives begin anew.

That world is possible and it begins with you!





FROM SILENT NIGHTS TO SHARED LAUGHTER

The elevator doors opened to a flood of sunlight. Desai Global HQ felt less like a corporate empire and more like a temple of intention. It was quiet, pristine, breathing purpose into glass and steel. I clutched my notebook, heart pounding—not with nerves, but with reverence. I was about to meet her.

MEERA DESAI.

The woman whose food told stories. Whose empire was built not on funding rounds, but on feeling. A woman who had turned memory into movement. She walked in—graceful, grounded. A simple cotton saree, neatly pleated, spoke of strength that didn't need statement pieces.

Meera Desai: *I hope I didn't keep you waiting*

Her voice was calm, the kind that fills a room without raising in pitch.

Interviewer: *Honestly... you're the reason I became a journalist.*

She paused—just a heartbeat—and smiled. Not the polite smile of CEOs. The kind that says *I hear you.*

Meera Desai: *That's a lot to live up to. Shall we begin?*

Interviewer: *Before the success, before the world knew your name... who was Meera when no one was watching?*

She looked out the window, the morning light painting gold across her face. When she turned back, her eyes held something older than memory.

Meera Desai: *I was raised in an orphanage. I don't know who my parents are.*

(Her gaze drifts, not to the window, but inward—as if touching a memory too fragile to hold.)

Meera Desai: *I don't remember when I was found. Just the grey walls, the echo of footsteps, the scent of old books... and the ache of waiting. Waiting to be chosen. But no one ever did.*

Interviewer: *What happened when you turned eighteen?*

Meera Desai: *They handed me a plastic bag with my things. That was it. No goodbye. No next step. Just... out.*

She sipped her tea. The china clinked softly, but her voice didn't waver.

Meera Desai: *A kind clerk helped me get a job sweeping floors at a local library. I was invisible. But Mrs. Sharma—the librarian—she saw me. She let me sleep inside. That library saved me.*

Interviewer: *In all that quiet... did you ever feel the weight of being alone?*

Meera Desai: *I had no conversations. But I had books. Shelves and shelves of them. I read like I was starving—economics, policy, recipes, philosophy. I was building myself in silence, in the margins of other people's lives.*

She smiled, lost in thought.

Meera Desai: *One winter, Mrs. Sharma slipped and broke her hip. I took care of her. In return, she offered me a room. Her family... they argued and forgave and laughed at the dinner table. I had never seen anything like it. It felt like being let into someone's heartbeat.*

Interviewer: *Is that when you started cooking?*

Meera Desai: **YESS!** *In her kitchen. She didn't use recipes. She'd say, 'Don't measure. Feel it.' That stayed with me.*

Meera Desai: *Every year, they cooked for the orphanage on their anniversary. One year, she looked at me and said, 'This time, it's all you.' I was terrified. But when I saw those children eat—smiling, remembering—I understood. It wasn't just food. It was **memory. Dignity. Love.***

She let that moment breathe before continuing.....

Meera Desai: *Word reached the orphanage about the food. The trustee called, thinking Mrs. Sharma had made it. But she told him, 'Don't thank me—ask Meera. It was her hands, her heart.' **That moment... shifted everything.***

Interviewer: *Was it all smooth from there?*

She laughed softly—nostalgia woven with a touch of old pain.

Meera Desai: *It wasn't easy. One of my early clients told me my food tasted like something from a temple—too emotional, too traditional. 'Not modern enough,' they said. That night, I cried. I started to wonder if food with feeling had a place in a world chasing trends.*

Interviewer: *What made you keep going?*

Meera Desai: *One day, a girl from the orphanage sent me a small, handwritten note. Just one line: 'Your food reminded me of my mother.' That broke me—in the best way. In that moment, I knew... I wasn't just making meals. I was returning memories. I was giving people pieces of themselves back.*

I saw her differently now. Not as a mogul, but as someone who had carved her place with softness in a world that worshipped sharp edges.

Interviewer: *Do you still cook?*

Meera Desai: *Every Sunday. For girls from the shelters we support. I tell them—food won't fix everything. But it will remind you that you matter.*

She reached into her bag and pulled out a faded, laminated library card.

Meera Desai: *This was my first real possession. No keys. No phone. Just this. It meant I had somewhere to belong.*

A hush settled between us.

The kind of silence that respects where someone has come from.

I had come to interview a titan. I met a girl who had once had nothing—not even a name—and built herself from memory, instinct, and compassion.

Interviewer: *Thank you.*

She smiled—**Nothing to prove, Nothing to hide.**

Meera Desai: *Tell the story like it belongs to someone who needs it.*

And I will.

Because somewhere, a child still waits to be seen.

Still waits to believe.

And maybe—just maybe—this story will whisper:

"Don't wait to be chosen. Choose yourself. You can become."

Just like Meera did.

And now, maybe... someone else will too.

AS THE FAMOUS QUOTE BY
RALPH NADER SAYS,

'THE LIFE



YOU

SAVE MAY

BE



YOUR OWN.'

“As we near the end of this edition, we bring you a topic that affects us all—whether we acknowledge it or not: road safety. Every day, accidents steal lives, leaving behind families and futures shattered. We often overlook the dangers until it’s too late. But this article by SaveLIFE Foundation isn’t just the last piece of the magazine—it’s the beginning of something far more powerful. A beginning of awareness, of change, of action. Road safety isn’t just a responsibility—it’s a movement we all must be part of.



INDIA'S SILENT

Epidemic



Each year, India records over 1.7 lakh fatalities from road crashes—the highest globally. But these are not mere accidents; they are preventable tragedies causing irreversible human loss and economic hardship.

Understanding the Scale and Impact

Road crashes represent an acute public health crisis, disproportionately impacting low- and middle-income nations, especially the poor. In India, this crisis extends beyond immediate injury, devastating families emotionally and financially. High out-of-pocket medical costs for severe injuries push many households into poverty and debt. Economically, India suffers an estimated 3% annual GDP loss due to road crashes, significantly weakening its potential demographic dividend.

Unpacking the Anatomy of Road Crashes

Effective solutions require deep, scientific understanding of crash causes and injury severity. A common misconception is attributing crashes solely to human error. A nuanced examination often reveals critical gaps in road infrastructure, vehicular safety, and emergency medical response. Consider a scenario: A driver experiencing fatigue veers off the road. While fatigue initially causes the crash, unprotected roadside infrastructure may exacerbate injuries. Similarly, a tyre burst may initiate a crash, but severity escalates dramatically if occupants neglect seatbelts. Clearly, infrastructure design, vehicle safety standards, and user behaviour all contribute significantly to outcomes.



PIYUSH TEWARI, FOUNDER AND CEO,
SAVELIFE FOUNDATION

SaveLIFE Foundation's Approach: Systemic Change and Ground-Level Action

For 17 years, SaveLIFE Foundation (SLF) has championed road safety by blending high-level policy reform with grassroots interventions. SLF's culturally empathetic and evidence-based approach ensures sustainable impact, addressing road infrastructure, enforcement, trauma care, and community behaviour simultaneously.

KEY INITIATIVES INCLUDE:

Zero-Fatality Solutions:

Targeted, data-driven interventions on India's deadliest roads, combining infrastructure upgrades, enhanced enforcement, timely trauma response, and proactive community involvement. Remarkably, this programme achieved a 58% fatality reduction on the Mumbai-Pune Expressway (2016-2023), and a 31% average reduction on various other critical corridors.

Tactical Redesign Trials:

Urban intersection improvements protecting pedestrians and vulnerable users, particularly children.

Forensic Crash Investigations:

In-depth analyses informing targeted interventions addressing infrastructure, vehicular safety, and human factors.



Advocating for Policy and Legal Reforms

Complementing grassroots actions, SLF actively influences systemic reforms through direct engagement with legislators, policymakers, and government bodies. Landmark successes include:

Ban on trucks from carrying protruding rods (2015):

A nationwide ban on trucks carrying protruding rods, drastically minimising a significant hazard on our roads.

Good Samaritan Law (2016):

Legal protection for bystanders assisting crash victims, eliminating fears of procedural harassment.

Motor Vehicles (Amendment) Act, 2019:

Incorporating critical enhancements in child safety, stricter enforcement mechanisms, electronic enforcement, and robust penalties for violations.

The Path Forward: Collaborative Action

Globally, road crashes are the eighth leading cause of death, projected to rise to seventh by 2030. Recognizing crashes as preventable rather than inevitable tragedies is crucial for systemic change. The Indian government has initiated commendable measures: identifying high-risk black spots, introducing the Bharat New Car Assessment Program (BNCAP), and scaling zero-fatality interventions across 100 high-risk highways and districts. However, sustainable impact requires collective action. Corporate Social Responsibility (CSR) initiatives can provide substantial support by funding evidence-based interventions, improving infrastructure, and enhancing trauma care capabilities.

A Call to Collective Responsibility

Road safety is not solely the responsibility of the government or individuals—it requires unified action from all societal sectors. Public and private partnerships, driven by clear objectives and accountability, present the most promising path to safer mobility. The goal is straightforward yet profound: save lives, mitigate socio-economic impact, and make roads safer for everyone.

GO DIGITAL WITH US!

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