

SIES College Of Management Studies

Annual Event Report 2020-21

By

CSR Sahyog Committee

Mentored By

Dr. Durga Surekha, Faculty CSR, SIES

Batch 2020-2022

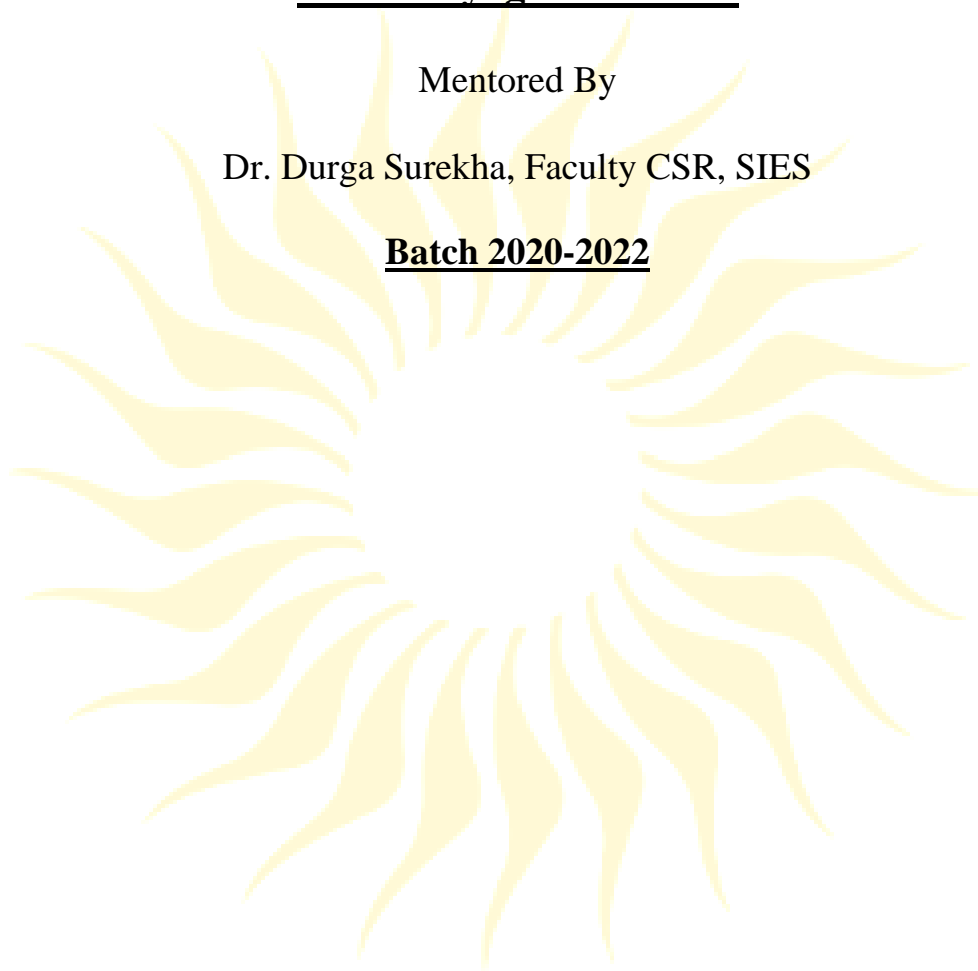


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CSR Sahyog Committee- Batch of 2020-21

Organ Donation Awareness Week

INTRODUCTION:

Organ Donation Awareness Day is celebrated on 13th of August each year. We are living in a world with advanced technology in the field of Medicine that makes it possible to remove and transfer organs and tissues after death/brain death of an individual. Spreading this idea and influencing people to take a pledge for donating their organs and tissues after their demise can truly be the most generous gift to give away to another human being who is battling with their own life. Organ Donation Awareness is also necessary to make people aware, inform them about the procedures and remove their doubts as well as their stigmas with respect to this topic.

METHODOLOGY:

Organ Donation Awareness would generally be carried out in several forms by arranging meetings and seminars, interactive games and plays, distributing pamphlets and other paraphernalia, all in a physical environment. However, the year 2020 being the year of lockdowns and online education, the entire model of CSR was shifted to online digital platforms. As the first event of batch 2020-22, the CSR Sahyog Committee decided to pan out this occasion for an entire week instead of one day to maximize impact. The events were executed from 17th August 2020 to 23rd August 2020. In fact, going virtual has been a blessing in the sense that we were able to ensure that our messages and event announcements were able to reach students and SIES faculty members much faster than usual just with the click of a button on our smartphones.

The larger part of the week was focused on sharing information on organ donation as well as a brief introduction of the CSR committee across social media to all the junior & senior batches of PGDMA & B, PGDM Pharma and PGDM Biotech as well as the senior batches of MMS and AIMA. The highlight of the week was our webinar session on 21st August with keynote speakers and activities for attendees.

THE PROCESS:

Pre-Event: 16th August'20

As we are in a virtual world, things were not normal nor were they simple. We had to organize the whole event digitally and this was the first event of **Batch 20-22**. Virtual communication required a lot more dedication than in a physical environment. With all the ideas dancing in our minds, the first task was to brainstorm and schedule the whole event in our very first meeting. We as a team delegated the work amongst each other so everyone gets equal amount of work and started working on it with great enthusiasm.

NOTE: All Announcements mentioned are circulated via WhatsApp on Student Groups and to all

Senior and Junior CRs to cascade the same as well as to few of the faculty on Direct Message.

❖ **Day 1: 17th August'20**

Announced Introduction of Organ Donation Awareness Campaign with **Poster 1**.
Two Hours later, we announced the Poster Making Competition details with registration to be done

within 3 days on Google Forms link along with **Poster 2**.

(Link: https://docs.google.com/forms/d/e/1FAIpQLScI2BzCmCyiYDfU3y3gBTiPA6LbVCDunvEoP0VHBH92N_LJMYw/viewform?usp=sf_link)

Poster 1



Poster 2



❖ **Day 2: 18th August'20**

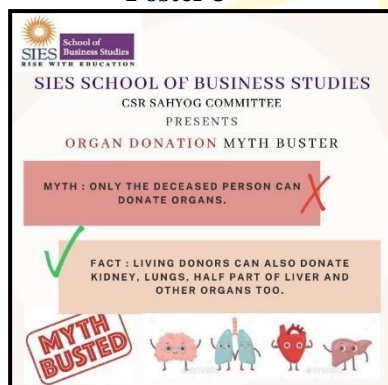
All Volunteers came together online to create a Short Promotional Video (in a Skit format) on Organ Donation Awareness and circulated the same to ensure great interactions and engagements as well as to put a face to the CSR Committee. Glimpses of the video are as below:



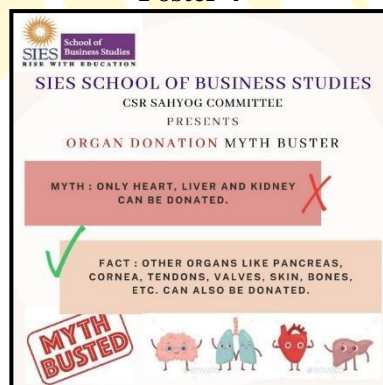
❖ Day 3: 19th August'20

There are many myths looming around Organ Donation. So, we decided to bust some of them. Below are **Posters 3 and 4** which were circulated to the college.

Poster 3



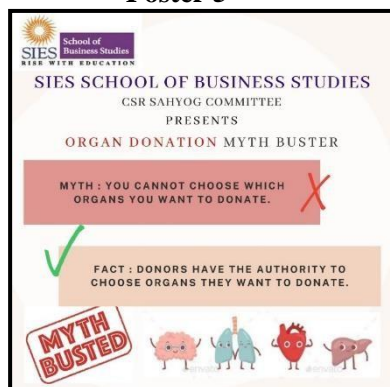
Poster 4



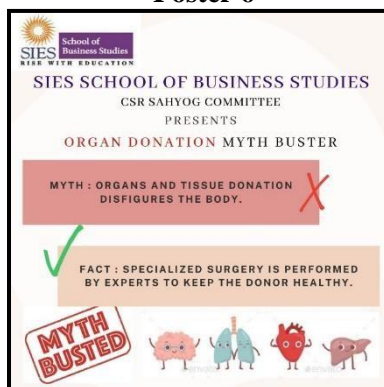
❖ Day 4: 20th August'20

Sharing myth buster posters were continued on Day 4 with **Poster 5 and 6**. We also made the announcement of the Webinar to be held on 21/08/20 with **Poster 7**.

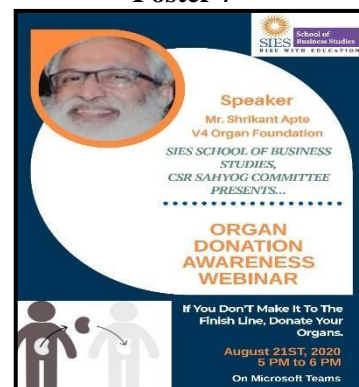
Poster 5



Poster 6



Poster 7



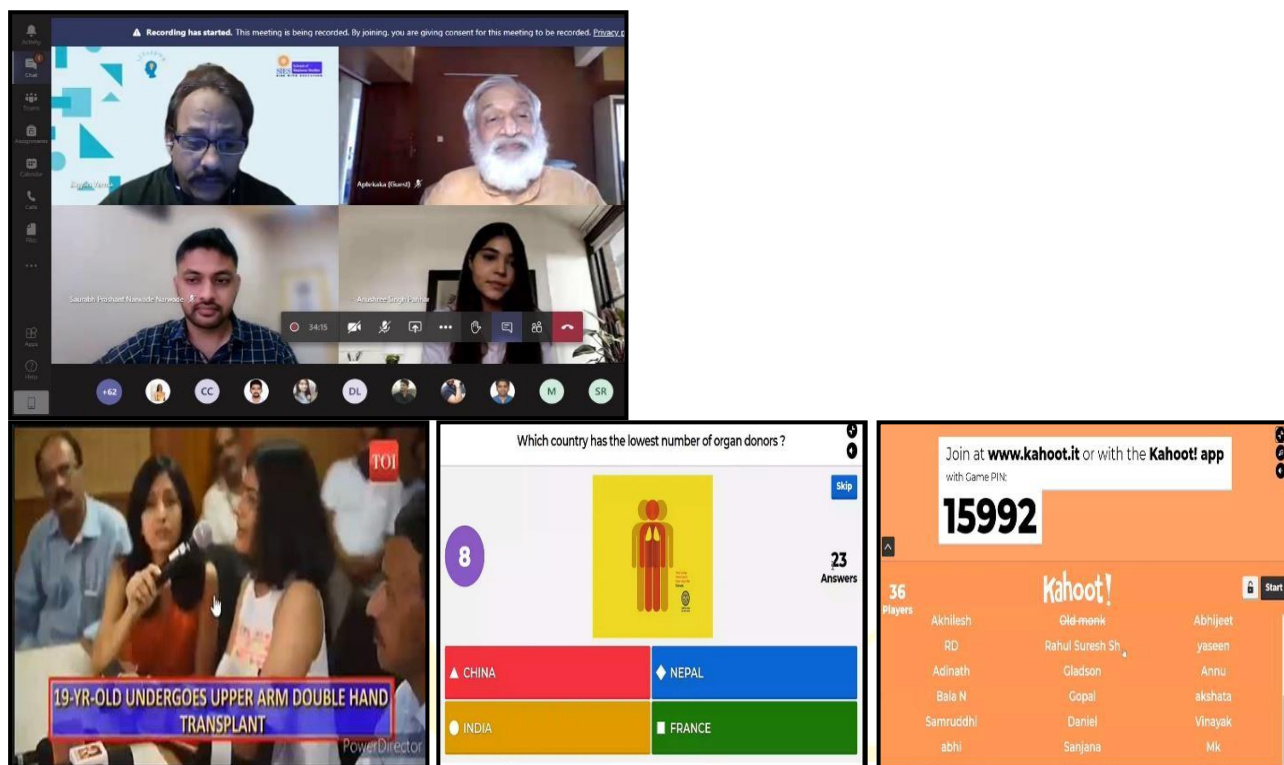
❖ Day 5: 21st August'20

Organ Donation Awareness Webinar was organized on MS Teams. [Scheduled time: 5 PM to 6 PM; Actual Time: 5:05 PM to 6:25 PM] The itinerary of the Webinar is as below in ascending order:

- Introduction and greetings by Anchors (Anushree Singh Parihar and Saurabh Narwade)
- Brief Message from Director of our college, Dr. Bigyan Verma.
- Lecture and Presentation by Keynote Speaker – Mr. Shrikant M. Apte (Aptekaka)
- Interactive Quiz game for attendees. Platform – Kahoot App; Anchor – Garima Pandey.
- Announcement of Winners for the Virtual Poster Making Competition by the Judge and Guest Mrs. Meera Suresh.
- Closing Statement and Vote of Thanks by Anchors

Below are glimpses of the Webinar:



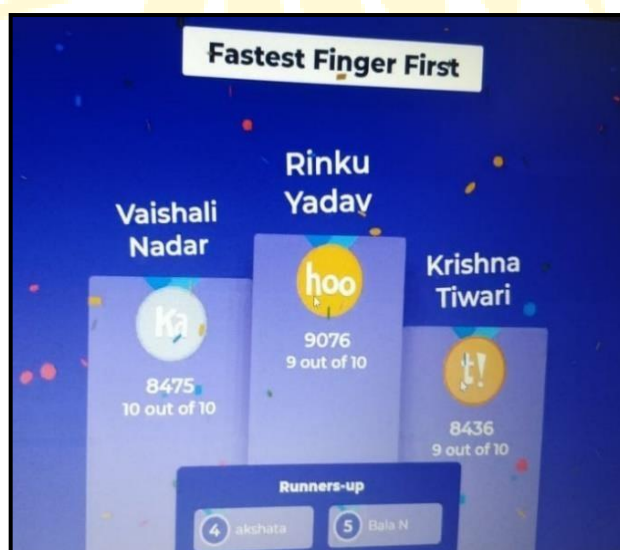


❖ Day 6: 22nd August'20

All the artworks submitted for the Virtual Poster Making Competition by students was compiled into a short video and was circulated to the college.

❖ Day 7: 23rd August'20

For the last day, we circulated a message with the following details: (1) A Thank You Note, (2) List of Website links where students can pledge to donate their organs and (3) A feedback form for all the activities on Organ Donation Awareness Week.



LEARNINGS:

The most crucial learning of this exercise was, without a doubt, the impact of an individual's choice to donate their organs and tissues after demise. We learnt about some shocking statistics where of all the

lives that could have been saved through an organ donation, only 3% manage to live. Another wonderful statistic was that one donor alone can save up to 8 lives by organ donation and enhance up to 50 lives with tissue donation. These are truly motivating figures because there are real people behind these numbers who can have a second chance at life. Organ donation is very helpful for the grieving.

process. Similarly, donating organs could mean removing the depression and pain of others. Most noteworthy is that organ donation could also remove the dependency on costly routine treatments.

From the standpoint of organizing this entire week, the 19 of us volunteers, with the help of our seniors and advising faculty, managed to pull off the very first Online CSR Event of SIES SBS ever. As there was no core team or head for the CSR Sahyog Committee assigned yet, the entire planning, conceptualizing, organizing, coordinating and execution was solely based on the backbone of teamwork and team spirit. Our physical distance did not affect the efforts put in our task (thanks in part to the availability and advancement of communication technology).

Each volunteer learnt something new in the roles they played:

- ✓ Interpersonal aspects such as Anchoring, Coordination, Formal Communication, Event hosting and planning.
- ✓ Technical aspects such as Form Creation and understanding the technicalities of online platforms.
- ✓ Creative aspects such as improved Poster and Video Editing.

These are some of the new activities we learnt or improved on a virtual platform. Trust in each other's abilities to collectively make the event a success was at the forefront of our learnings from our very first event as a team.

RECOMMENDATIONS:

1. Keep the communication and dialogue of Organ Donation alive and active among students and faculties to increase influence and number of pledges taken.
2. Real-life stories can be promoted for people to be able to relate more and empathize.
3. An active social media handle can be used well for promoting such campaigns.
4. Providing Organ Donation Educational Resources
5. Delegation and distribution of work can be more efficient amongst the volunteers as well as increased participation.

EXTERNAL FACULTY/SPEAKER DETAILS:

- ❖ Mr. Shrikant Murlidhar Apte (Apte Kaka): Founder of V4Organs Foundation; BSc, LLB, CAIIB, Advocate, High court, Mumbai. Working for 'Promotion of Public Awareness regarding Organ Donation'.
- ❖ Mrs Meera Suresh: Zonal Transplant Coordinator of Sneha Bandhan Trust at Navi Mumbai.



CSR Sahyog Committee [Batch of 2020-21] Logo-Making Competition

INTRODUCTION

With the shift of PGDM lectures from physical to online classrooms and social media platforms playing a major role in communication of students and professors, the necessity of having an online presence became evident for the CSR Sahyog Committee. Be it on WhatsApp groups, Instagram handles or LinkedIn, the first thing that comes to our sight is the group picture. A logo can therefore, give a good brand identity and also bring a fresh look to the committee.

To create excitement and curiosity for the newly joined PGDM Core, Pharma and Biotech batches of 2020-22, it was decided to turn this opportunity into a competition for them.

METHODOLOGY:

The Logo-making competition was arranged by the senior committee (batch of 2019-21) for the junior batches. The announcement for the competition, reminders, instructions and results were made via WhatsApp Groups to all the junior batches of PGDM Core, Pharma and Biotech (MMS and AIMA had not joined yet). The initial method of collecting data of participants was by providing a shared [Google Drive](#) where they can fill their details, but due to the risk of being editable by any user, it was decided that participants directly email their designs and batch details personally.

PROCESS:

- **12th Aug'20:** Announcement of Logo-making competition and Google Drive details shared.
- **30th Aug'20:** Reminder for submission of designs along with renewed contact details shared.
- **1st Sept'20:** Instructions for the format requirements of the logo and notice of deadline sent across to participants.
- **2nd Sept:** Received all design submissions from 13 participants with a total of 26 design entries.
- **4th Sept'20:** All submitted logos by participants are shared with the junior and senior CSRSahyog Committee members to finalize the logos.

The below posters announcing the winners was shared with the college on **6th Sept'20**:

Following Message provided by the CSR Sahyog Committee was posted on the Instagram Handle 'sies_csrsahyog' and the SIESCOMS Official LinkedIn Group:



We are proud to give a new recognition to the CSR Sahyog Committee with the 'Launch of CSR Logo' today!

About the visual graphics in the Logo:

The brilliant SIES Sun is encircled by the green leaves that represent the CSR Sahyog Committee. It denotes that we are a part of and will always withhold the values of SIES in our work i.e. Passion, Trust, Responsibility, Integrity, Gratitude, Humility, Excellence, and Respect.

With this new beginning of our academic year, we the CSR Sahyog Committee will ensure that it brings in a lot of positivity and happiness in everyone's lives.



CSR Sahyog Committee [Batch of 2020-21]International Literacy Day

INTRODUCTION:

While literacy rates around the world has improved relatively over the past 20th century, the global illiteracy rate in 2019 is 13.69%. This accounts to roughly 98 to 99 Crore people which is a figure only below the total population of India and China. UNESCO celebrates International Literacy Day every September to remind the public of the importance of literacy as a matter of dignity and human rights, and to advance the literacy agenda towards a more literate and sustainable society. The CSR Sahyog Committee found it necessary to raise awareness about this issue as India has the largest illiterate population. With right information and encouragement, every individual can do their bit to contribute in the reduction of illiteracy, and also remain grateful for their privileged.

METHODOLOGY:

Although International Literacy Day is celebrated on 8th September alone, the committee decided to extend the event for 5 days additional days. The aim for doing this was to keep sharing information and raising more awareness about the topic as well as to simultaneously promote the newly created Instagram handle of CSR Sahyog Committee: **sies_csrsahyog**. This time the focus was to be more on providing information about Literacy in the world and less on student participation. Committee members were responsible for sourcing information and creating posters on the same.

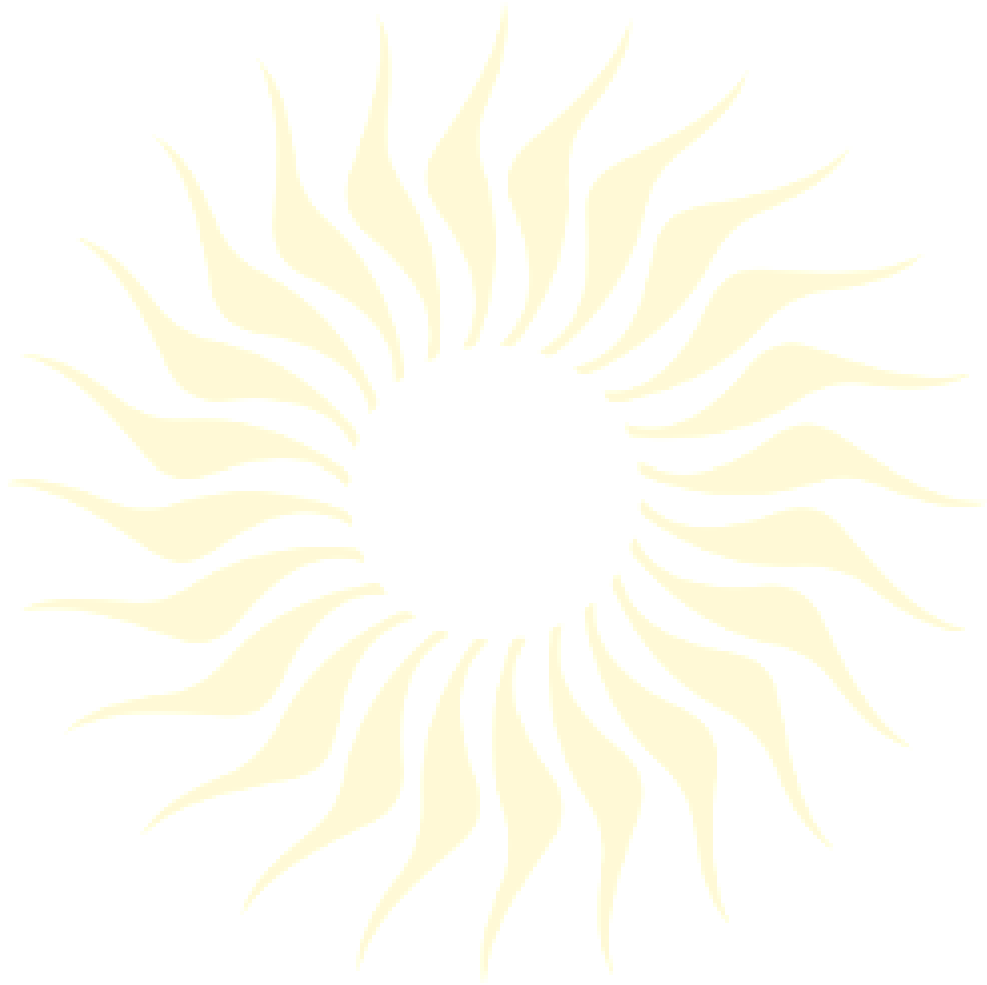
THE PROCESS:

❖ Pre-Event: 2nd September'20

The committee members gathered on MS Teams to discuss the activities to be held. At the end of our brainstorming session, it was decided to focus on providing information around Literacy and Illiteracy along with actively promoting the CSR Insta-handle. Only one event was arranged for the college students which required minimum voluntary participation since there was active student participation needed in the previous CSR event. A set of groups were created amongst the committee members who were equally assigned with executing a task on each day. The next crucial thing decided was to start an official Instagram handle for the CSR Sahyog Committee that would allow us to share relevant information about Social Responsibility and connect with students more easily.

NOTE: All Announcements mentioned are circulated via (1) The committee Insta-handle posts, and via (2) WhatsApp on Student Groups and to all Senior and Junior CRs to cascade the same as well as to a few of the faculty on Direct Message. (Instagram is henceforth written

as IG).



❖ Day 1: 4th September'20

We announced the campaign of spreading awareness for International Literacy Day with Poster 1. Along with this, we provided the instructions for the awareness campaign which students could voluntarily participate in. The details of the task are:

- Share a Book or an E-book with any 3 friends and acquaintances and let them know about International Literacy Day.
- Encourage them to further share this information along with a book/e-book to 3 of their own contacts.
- Take a Photo of giving the book or a Screenshot of the E-book message.
- Post this as your IG story along with your thoughts and tag the CSR IG Handle: **@sies_csrsahyog** with the hashtag #internationalliteracyday
- This kind gesture will be shared on CSR IG story on 8th Sept.

Later, we announced the launch of the CSR Sahyog Committee IG Handle and provided the link for following the account: [@sies csrsahyog](https://www.instagram.com/sies_csrsahyog)

❖ Day 2: 5th September'20

The below sample screenshot was shared to provide clarity on how to go about the awareness campaign along with a sample message for the students to share further.



Sample Message:

Hi, 8th September 2020 is International Literacy Day. I want to show my gratitude towards my good fortune of being literate by passing on this book to you and spreading the joy of reading. I request you to pass your favorite books further to 3 friends and post your screenshot on Instagram story by tagging [@sies csrsahyog](https://www.instagram.com/sies_csrsahyog) with the hashtag #InternationalLiteracyDay. Let's create a chain so that everyone can be part of this kind gesture.

The next activity of the day was to share national and global statistics about literacy and illiteracy in India through posters 2, 3, 4 and 5.

❖ Day 3: 6th September'20

The information shared in Poster 6 and 7 is about two exemplary education leaders and visionaries in India who struggled in unfavorable and sometimes even hostile environments to raise India's teaching and learning standards.

❖ Day 4: 7th September'20

On the day before International Literacy Day, we decided to promote the unsung heroes i.e. such individuals and groups who are actively striving to elevate illiteracy

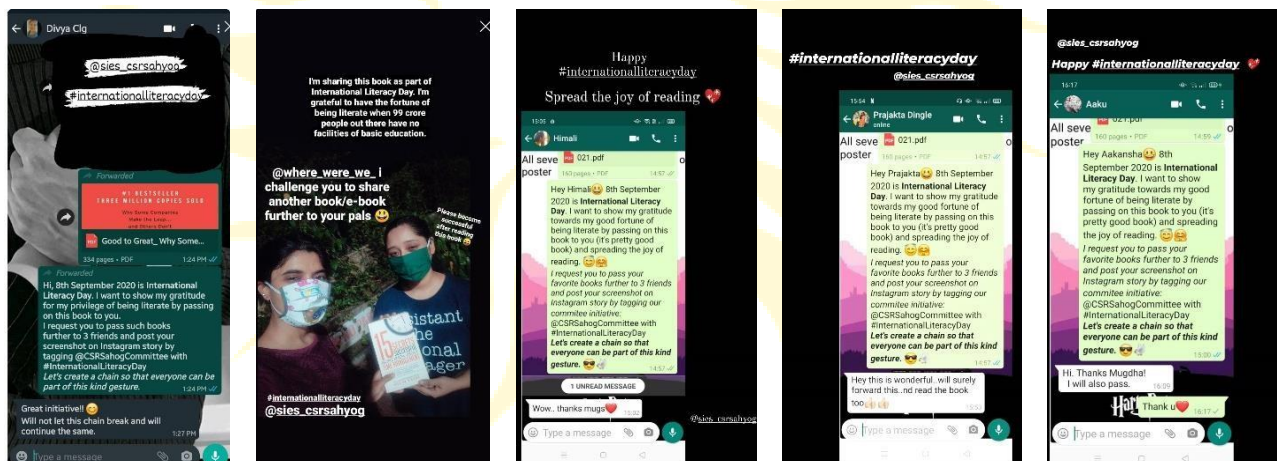
in the socially backward communities of India.

We also shared a brief informative video about Vanavasi Kalyan Ashram. Screenshots of the same are below:



❖ Day 5: 8th September'20

A Thank you message and motivational words were shared with all students who participated in the awareness campaign along with Poster 12. Below are a few of the photos and screenshots that we received and were tagged in. These were posted on the CSR IG Story.



❖ Day 6: 9th September'20

On the last day, the CSR Sahyog Committee announced their new campaign with Shri Shashwat Foundation along with Posters 13 and 14. This campaign is taken up by the committee member volunteers to assist the teachers of TMC School No. 50, Kokanipada, Thane (West) and help bridge the technological gap between the teachers and the students of this school.

LEARNINGS:

International Literacy Day had opened our eyes to the stark realities of literacy or rather the illiteracy in the world, and India in particular. Most students, being from urban backgrounds are unaware of how widespread illiteracy is even in the year 2020. It is a known fact that socio-economic development of an individual and a family comes from better education. While a majority of work is required from central and state governments in terms of availability of educational facilities, individuals and corporates can play a major role to fast-forward in reducing the illiteracy in India. We learnt that many non-profit organizations are working every day to uplift socially backward communities and provide them with basic education. Every individual can in fact contribute by volunteering and/or donating to these causes.

For the committee members, considering the limitations of online virtual platforms, we were able to devise new activities for the students and utilize social media platforms to our advantage in increasing the views of each activity. Some of the things we learned are as follows:

- ✓ Improved skills on poster-making using Canva application
- ✓ Improved team coordination among the group members
- ✓ Easier coordination due to distribution of work and properly set up line of communication
- ✓ Learning to attract students from their busy schedule and interact in CSR activities

RECOMMENDATIONS:

1. More interesting activities should be created to have increased student participation
2. The number of educational visionaries was only two. More examples can be shared
3. Soft copies of Biographies and articles related to illiteracy can be shared with all the students which they can forward to others since every person would not have an e-book.
4. Deadlines to submit work can be reduced to avoid last-minute changes or delays in announcements.

CSR Conference

CSR is becoming an inescapable priority for Businesses and corporates. As it moves up the boardroom agenda, it is increasingly being integrated into corporate level strategic planning. Especially in today's world when sustainable development mantras are doing rounds all over the global economy it becomes imperative to integrate a detailed sustainability vision into long-term strategic plan attributing to the realization of the Sustainable Development Goals and a promising society advocated in Society 5.0. CsiGlobal New York, in association with SIES College of Management Studies discussed these ideas in a 2-day conference session - **Aligning Business Strategies with CSR and Sustainability**. Here, prominent leaders in the field of sustainability and researchers from across the globe came together to share their insights.



PROCESS

❖ Pre-event:

One of the members of CSR Committee, Anushree Singh Parihar, was chosen as the volunteer moderator for the 2-day conference. Dr. Manisha Saxena was the moderator for the research papers. Along with this, the Director of SIESCOMS, Dr. Bigyan Verma sir gave the inaugural speech on both days.

❖ Day 1: 4th September'20

The highlights of Day 1 of the conference were CSR, Corporate Sustainability and how distinct they are as well as the importance of ESG-positive companies from a business perspective. The speakers also gave detailed explanation on steps to execute sustainable

strategy.

❖ Day 2: 5th September'20

9 research teams of knowledgeable professionals presented their papers and brought forth interesting insights to understand the importance, relevance and challenges of CSR and Sustainable development.

Screenshots of the meeting:



❖ Post-event:

There were 6 winning research papers and the presenters were provided with certificates (shown in Sample 1) and the other 29 research papers were also presented with participation certificates (shown in Sample 2).

❖ Interview with the Anchor

The CSR Editorial team had a chat with the Moderator of the conference – Ms. Anushree Singh Parihar, who is also a fellow student at SIES School of Business Studies (PGDM) and a fellow CSR Committee Member. We take a look at her experience:



Editorial Team: Was this your first-time anchoring or moderating an event?

Anushree: This wasn't my first time moderating an event but it was certainly one of a kind, as I hadn't anchored an online conference before, and that too a very interesting topic of sustainability.

Editorial Team: How did you feel moderating this event?

Anushree: Right from the moment I discovered that I am chosen as a moderator for this conference, I was quite excited because this was the first time, I was going to be a part of an International Conference. It was an amazing experience, I've learnt a lot, got a chance to interact with a lot of people, professionals to be precise. Constantly juggling between lectures/studies and the conference work, I think I've mastered the art of time management as well. It was a great experience overall.

Editorial Team: Can you tell us a bit about the conference?

Anushree: So, it was a 2 Day conference on Aligning business Strategy with CSR and Sustainability jointly organised by CASI Global New York and SIES School of Business Studies. On the first day we had international key note speakers connected from all across the globe. The speakers gave their insights on execution of sustainability strategy, moving from sloganeering to executionary aspect of CSR, drawing a distinction between CSR and sustainability, triple bottom line, the need to build resilience in business, the complexities of CSR and sustainability and various other aspects. On second day of the conference, we had 2 international speakers followed by research paper presentations. A lot of knowledgeable professionals and students from various colleges presented their research paper, highlighting importance, challenges and other aspects of CSR.

Editorial Team: What, according to you, are the key-pointers that a management student should take-away from this conference on CSR and Sustainability?

Anushree: The main agenda of this 2-day conference was to highlight various aspects of integrating CSR and sustainability into the strategic vision of businesses. As CSR is here to stay for the foreseeable future, management students who will be entering the corporate world need to have a clear understanding of it. Especially in current times when sustainability mantras are doing rounds all over the global economy, CSR has become a priority for businesses. In the light of it, corporates look for leaders who can think and act responsibly and in the interest of all stakeholders of their business.

Editorial Team: What was the experience of a global platform such as this, that too as your first-ever official event?

Anushree: So, whenever you are a part of an event that's happening on a global platform, the level of responsibility and the expectations from you are very high. As a session moderator my role was not just restricted to being on the front. There was a lot that I had to manage at the backend also in terms of coordinating with the speakers and presenters, keeping a check on how the presentations will be displayed, connecting with everybody

personally, spreading information and reminders across through regular mails so that everybody's on the same page. Also, since it was a virtualevent, a lot had to be taken care of technically as well. It was a whole new experience and I'veenjoyed every bit of it and taking away a lot of learnings.



**CSR Sahyog Committee [Batch of
2020-21]World Suicide
Prevention Day**

World Suicide Prevention Day (WSPD), on 10 September, is organized by the International Association for Suicide Prevention (IASP). The World Health Organization (WHO) has been a co-sponsor of this day. The purpose is to raise awareness around the globe that suicide can be prevented.

The CSR Sahyog Committee found it necessary to inform students, raise awareness and provide them with national helpline numbers for suicide prevention. It was observed that many students shared the message further on to their contacts.

Message and Posters shared with the college on WhatsApp and Instagram on 10th Sept'20:

"Despite of growing awareness on mental health, as per a report by NDTV, India had recorded a 3.4% increase of suicides in 2019 than the previous year which accounts to 341 deaths per day by suicide! Suicide is Always preventable. And Destigmatizing mental health issues is the responsibility of every individual. On this World Suicide Prevention Day (10th September), let's share these phone numbers to all our contacts and know that someone will always be there when you need help without any judgement."

**CSR Sahyog Committee [Batch of
2020-21]World
Alzheimer's Day**

World Alzheimer's Day is an international campaign by Alzheimer's Disease International (ADI) celebrated on 21st September every year to raise awareness and challenge the stigma that surrounds the illness Dementia which has 4 types, the most common type being Alzheimer's Disease.

The CSR Sahyog Committee finds it necessary to highlight these topics to the students and the faculty of SIES to bring to their notice about the many health-related challenges that people and their families go through and also to remind them to take care of their own health from early on and keep healthy living as the biggest priority in life.

Message and Posters shared on WhatsApp and Instagram (21st Sept'20):

The Poster and write-ups were divided into 3 segments – (1) The facts about World Alzheimer's Day and Alzheimer's disease, (2) How should one treat an individual who is suffering from Alzheimer's Disease, and (3) Health and lifestyle tips to avoid Alzheimer's disease from an early age.

The same order has been followed with the posters below:

CSR Sahyog Committee [Batch of 2020-21]

NGO Virtual Internship Orientation (3rd October 2020)

INTRODUCTION

NGO Internship is a flagship program of SIESCOMS and SIESSBS. Since the year 2008, SIESCOMS has been sending the management students for the NGO Internship Program with a view of giving them hands-on exposure. This experience is essential in order to develop social sensitivity and responsiveness among the students. This Endeavor has two objectives:

- ♦ To provide the students with practical exposure of how an NGO operates at ground level, and
- ♦ To help the students in sharpening their skills, to apply managerial principles, theories and paradigms in a social sector. In this program, each student is assigned to an NGO where they work closely with them to understand the functioning and culture of these organizations.

Every year students intern with NGOs that partner with our college or they have the choice to choose any other external NGO of their choice, provided that they follow the same process as other students. However, this batch of 2020-2022, locked in our homes due to the Covid-19 Pandemic, conducted its first-of-its-kind, Virtual NGO Internship. This was possible, thanks to the NGO Partners, Shri Shashwat Foundation (Pankhanda Village, Thane West).

METHODOLOGY

Although the event is part of each student's curriculum, the CSR faculty and the CSR Sahyog Committee is responsible for managing the back-end administrative work for the event. The committee members are not only interning in their own respective groups but also coordinating various tasks and acting as a bridge between the NGO and the students.

The internship begins with the orientation of **152 students from the batches of PGDM, PGPM, and PGBM** where all the aspects of the NGO, their work, and the student's responsibilities are explained by the mentors assigned for the internship in a meeting before they are segregated into their respective groups for the next 15-30 days until their internship is completed and they proceed for presentations.

This orientation event was only for students who did not have any pending exams from their graduation. (For those with exams taking place around the month of October/November, a separate orientation and internship was arranged on a later date).

The main task of the CSR Sahyog Committee was to coordinate between the students and faculty and manage the meeting smoothly.

PRE-EVENT: 30th September 2020

A committee meeting was arranged where the CSR Members gathered in an online meet to discuss the proceedings of the event and distribute the back-end work of each member. Simultaneously, the eventhead was also coordinating with the mentors and help them setup a mobile application of MS Teams.

EVENT ANNOUNCEMENT: 2nd October 2020

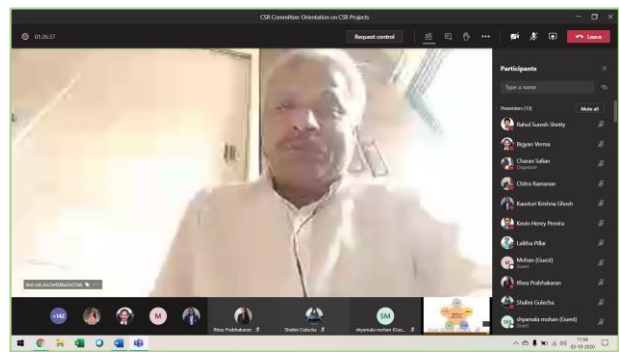
A message was sent on Instagram and across all WhatsApp groups, including the student's official groups with their chairperson notifying them of the date and timing of the orientation meeting. **Poster 1** was also shared along with the announcement.

DAY OF THE EVENT: 3rd October'20

The event began at 11:00 AM as planned and was completed by 12:30 PM. Following was the flow of the event:

- ↓ Event Introduction
- ↓ Talking about SIESCOMS
- ↓ The Lighting of the Lamp event (Saraswati Vandana sang by Kausturi Ghosh)
- ↓ About NGO Internship
- ↓ Addressal by Dr. Bigyan Verma, Director of SIESCOMS
- ↓ Addressal by Dr. Chitra Ramanan PGDM Pharma & Biotech Chairperson
- ↓ Introduction of the 3 speakers from Shri Shashwat Foundation – Mr. Mohan Krishnan, Ms. Shyamala Mohan, Mr. Subhash Shinde
- ↓ Q&A Session
- ↓ Addressal by CSR Sahyog Committee Faculty In-charge Prof. Lalitha Pillai and Dr. Durga Surekha
- ↓ Vote of Thanks

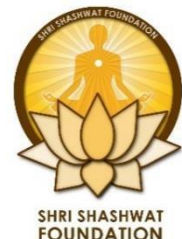
SNAPSHOTS OF THE MEETING:



EXTERNAL SPEAKER/PANEL DETAILS:

❖ About Shri Shashwat Foundation:

Shri Shashwat Foundation is a humble spiritual organization that has focused on developing and improving the standard of living for the residents of the village Pankhanda, located in Thane West at the edge of Sanjay Gandhi National Park. Their goal is to bring a holistic development, not based on charity, but through empowerment of the villagers with projects like school redevelopment, solar energy, water sourcing, videography lessons, and many more.



❖ **Mr. Mohan Krishnan:**

Trustee and Founder member of Shri Shashwat Foundation. Over 38 years of experience in Pharmaceutical sales experience, working with MNC and Indian companies. Retired as GM from Indoco Remedies in Feb 2020. Supporting SSF in various projects and taking care of accounts section of the Foundation.



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President, Founder member of Shri Shashwat Foundation. She was an entrepreneur and Executive partner in Kanya designers and manufacturers.

She is teaching Brahma Yoga Vidya since 2013. She teaches Shashwat Yoga courses via offline and online sessions to people across India and abroad. She is involved in the process of developing Aakash, Basics of computers, scholarship projects, Jeevan Jyoti meditation course for corporates and other organisations. She is active in development of various study projects for management students for Sustainable village development



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Secretary and Founder member of Shri Shashwat Foundation. He worked in construction project management, Engineering, Liaison, CRM and management of labour, supply chain & material etc. He previously carried out CSR activities with Pratham (Mumbai) - Running school on site for children of construction workers. He was also a founder member of NGO earlier named Prabhat Pratishthan.



CSR Sahyog Committee [Batch of 2020-21]

World Mental Health Day

Every year on 10th October, World Mental Health Day is commemorated. This campaign was set up by the World Health Organization or WHO to raise awareness of mental health that people around the world suffer from every day and mobilize efforts in support of mental health. The goal of this year's campaign is to increase investments in mental health. This Day provides an opportunity for all stakeholders working on mental health issues to talk about their work, and what more needs to be done to make mental health care a reality for people worldwide.

This year's World Mental Health Day came at a time when our daily lives had changed considerably as a result of the COVID-19 pandemic. People faced many challenges such as causing constant fear of illness, social isolation, lack of physical activities, being unable to go outside, anxiety, depression & grief. The CSR Sahyog Committee, thus, found it most necessary to recognize and acknowledge this day.

Posters shared with the college on WhatsApp and Instagram on 10th Oct'20:



CSR Members Contribution:

Ajay Kumar – Poster Creation

Editorial Team – Write-up

message Kevin Pereira – Social

Media Relations

INTRODUCTION

Diwali, the festival of lights, symbolizes the victory of light over darkness, of good over evil. Its meaning holds true in our society where social evils such as gender inequality, poverty, physical violence, and many more still persist on a large scale. It is impossible for 1 person to tackle all these issues by themselves. But when people come together and unite for a good cause, society becomes a better place to stay.

Every individual has a social cause they feel close to. The CSR Sahyog Committee took this opportunity during Diwali to give students the creative space to portray their thoughts about the cause they care most about in the form of a Rangoli. Thus, formed the Rangoli Competition where the theme was any social cause of their choice. This allowed students to discuss social causes with their friends, family, and visitors, while simultaneously displaying their artistic talents. The designs students sent across were truly innovative and displayed in-depth meaning about various social causes strongly.

METHODOLOGY:

The participants had 4 days from 14th to 17th November to create their designs and email to the Committee's official Email-id *siessbscsr@gmail.com*. Participants had to email 2 photos – the first was a clear picture of the rangoli itself and the second one was their own photo alongside the rangoli. This was requested to ensure that no plagiarism took place in our online space. They also had to send a brief description of what social problem is their rangoli based upon and what is the message they want to share through this design. The judging parameters for the designs were (1) Creativity (2) Social Message, and (3) Overall Design.

NOTE: All Announcements mentioned are circulated via (1) The committee Insta-handle posts, and via (2) WhatsApp.

THE PROCESS:

❖ 11th Nov'20:

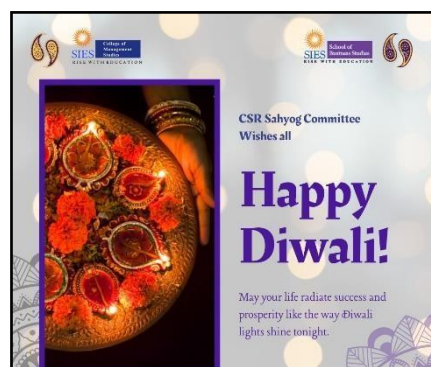
The announcement for the Rangoli Competition was shared along with **Poster 1** Announcement of the Rangoli Competition.



Poster 1

❖ 14th Nov'20:

A message of greetings for Diwali along with **Poster 2** was shared. Also, a reminder messages and instructions for



the Rangoli Competition was shared.

❖ 18th Nov'20

All the submissions received from participants were compiled and was sent across to external evaluators, Dr. Manisha Saxena and Ms. Tanisha Bhatnagar, along with the evaluation sheet to score each design.

Poster 2

❖ 25th Nov'20

Our judges sent across the final scores and picked up the top 2 best designs. The winners were announced along with **Poster 3** and certificates were emailed to the winners. Every design and message were shared on the IG handle.



Poster 3

WINNERS:

Position	Name	Batch (20-22)
First Prize	Tanaya Chaudhari	PGDM Biotech
Second Prize	Prakhar Jawariya	AIMA

Sample of E-Certificates sent to Prize Winners



CSR MEMBERS RESPONSIBILITY:

- Rahul S. Shetty: Poster Creation

- Rhea Prabhakaran: Participant Coordination
- Editorial Team: Write-up Messages
- Kevin Pereira: Certificate Creation and Distribution, Social Media Relations

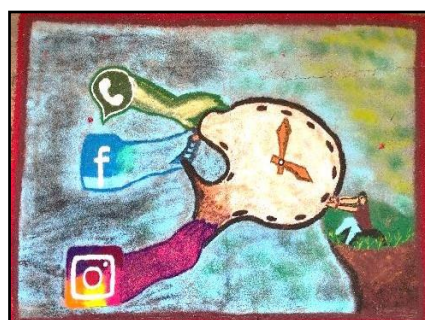
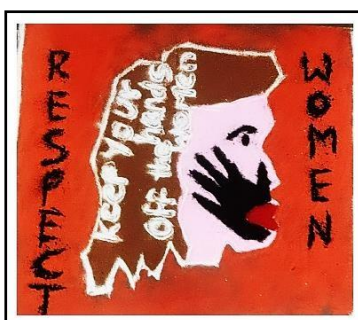
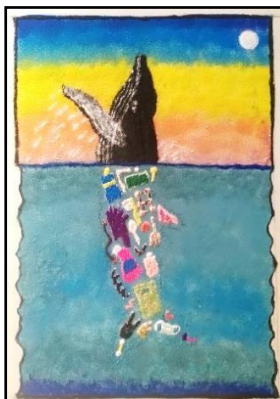
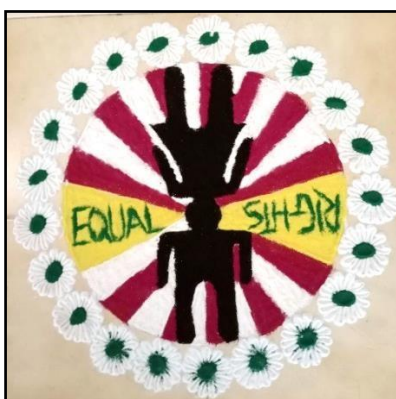
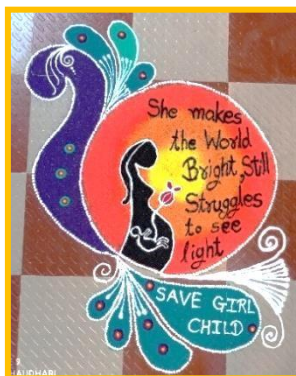
RECOMMENDATIONS:

1. Multiple factors during Diwali vacation generated a low turnout in participation. We learnt that it is important to foresee the students' pre-occupations with the date of CSR activities and events.
2. It is equally necessary to increase the frequency and improve the quality of marketing for each event.

EXTERNAL JUDGES DETAILS:

- ❖ Dr. Manisha Saxena – Principal, Dept. of Hospital Management at Deccan School of Management. She is highly inclined towards traditional art forms like mehendi, rangoli, etc.
- ❖ Ms. Tanisha Bhatnagar – MBBS 3rd year student. She is a very talented basketball and handball player. Actively participates in debates, quizzes and is very interested to Rangoli and Mehendi. She is also an makeup artist.

RANGOLI SUBMISSIONS:



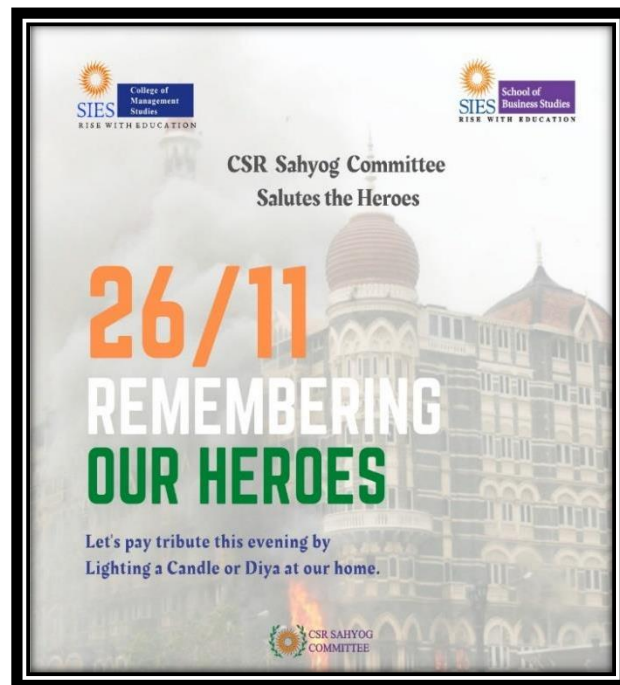
- *End of Report* -

CSR Sahyog Committee [Batch of 2020-21]

26/11 - Day of Remembrance

On 26th November 2009, there was a terrorist attack in South Bombay that shook the citizens for 3 days straight. The CSR Sahyog Committee on behalf of SIES School of Business Studies pays tribute to the Heroes who fought back the terrorists. We remember those brave Police Officers, Army, Civilians, and Hotel Staff who fought back, lost their lives, or received life-long mental and physical trauma. 11 years after the events that shook the city of Mumbai for 3 days, every year on 26/11, all Indians remember that incident with teary eyes.

Poster shared on Social Media (26th Sep'20):



CSR Members Contribution:

Rahul S. Shetty – Poster
Creation Editorial Team –
Write-up message Kevin
Pereira – Social Media
Relations

- End of Report -

CSR Sahyog Committee [Batch of 2020-21]

NGO Virtual Internship Presentation (29th November, 2020)

INTRODUCTION

“No one has ever become poor by giving” - Anne Frank. SIES School of Business Studies, in association with The Shri Shashwat Foundation, conducted the first of its kind a Virtual Internship - Shashwat Gram& Shashwat Paatshala.

After 2 weeks of working actively with their mentors of Shri Shashwat Foundation, 33 set of teams successfully presented their research papers on 29th November, 2020. Each team demonstrated their study meticulously and provided beneficial solutions for uplifting backward communities in a sustainable manner. A set of panellists had a Q&A session with each team to get a thorough understanding on their research paper as well as advised students on areas of improvement.

METHODOLOGY

For the presentation, the 33 teams were segregated into 3 channels i.e., 3 meeting links on MS Teams in a set of 11 to complete the entire event within the timeframe of 4 hours – from 9 AM to 1 PM. Each team had 15 minutes to present their paper. After 15 minutes a buzzer alarm would be sounded. For each channel there was assigned the following:

- 1 College faculty for the addressal
- 1 singer for the opening prayer
- 1 mentor from Shri Shashwat Foundation
- 1-2 panelists for evaluating each team
- 2 Committee members – 1 as the host of the event and 1 as the channel coordinator

The CSR Faculty In-charge as well as the even leader was overseeing each channel and ensuring that the work was flowing smoothly. The channel coordinators formed a WhatsApp group with each of the Team Leaders who were under their channel to communicate all information regarding their presentation smoothly. They also coordinated with the panelists and the mentor of their respective channels for conveying information and communication. The hosts were responsible for timing each team's time and setting a buzzer alarm when the time limit was up for each team.

EVENT ANNOUNCEMENT: 28th November'20

A message was sent on Instagram and across all WhatsApp groups, including the student's official groups with their chairperson notifying them of the date and timing of the presentation. **Poster 1** was also shared along with the announcement containing the date and time as well as the panelist names.

RULES AND REGULATIONS FOR THE PRESENTING TEAMS:

- ✓ Each team is allocated 15mins, i.e., 10 mins presentation by 2 members only and 5 mins QnA with all members.
- ✓ During the presentation, a warning alarm would be given at the 8th minute by the host and after the 10th minute, the team must stop presenting. (Time Management is one of the marking criteria).
- ✓ All the members need to attend the session till the end.
- ✓ Login for timing for everyone is 9:45am. A link of the individual channels will be provided soon.

DAY OF THE EVENT: 29th November'20

The event began at 9:00 AM as planned and was completed by 1:00 PM. Following was the flow of the event:

- ↓ Event Introduction
- ↓ Talking about SIESCOMS
- ↓ The Lighting of the Lamp event (Saraswati Vandana sang by Shreya Srinivasan)
- ↓ About NGO Internship and Presentation
- ↓ Addressal by respective faculties of each channel
- ↓ Introduction of the Panelists in their respective channels
- ↓ Presentation of each group for 10-15 minutes followed by Q&A Session by the respective panelist
- ↓ Addressal by CSR Sahyog Committee Faculty In-charge Prof. Lalitha Pillai and Dr. Durga Surekha
- ↓ Vote of Thanks

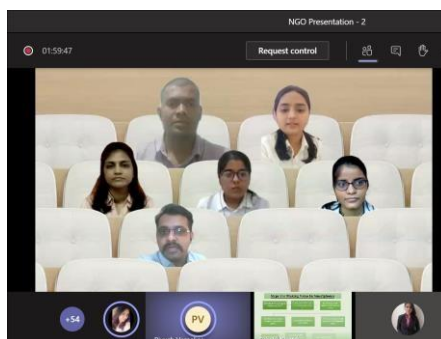
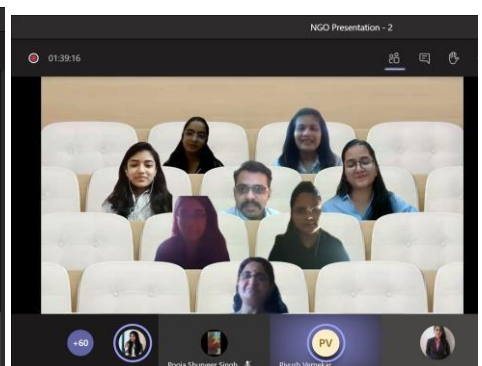
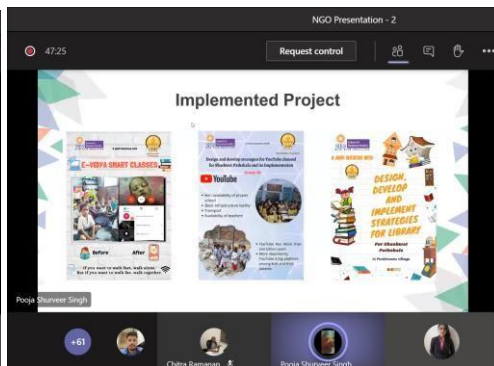
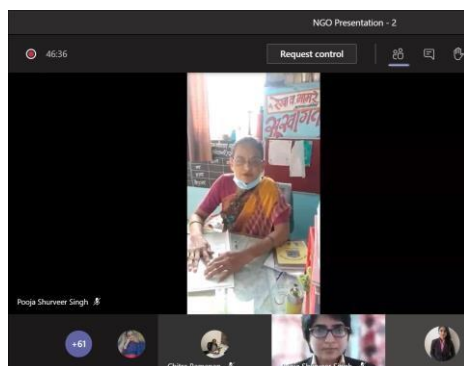
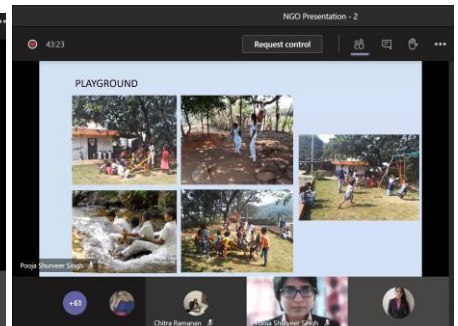
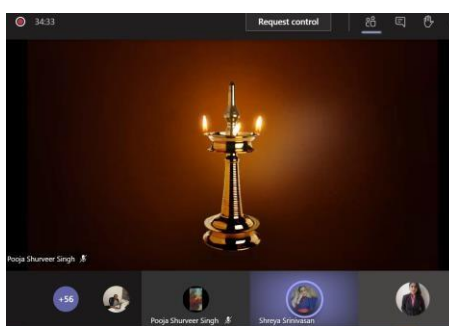
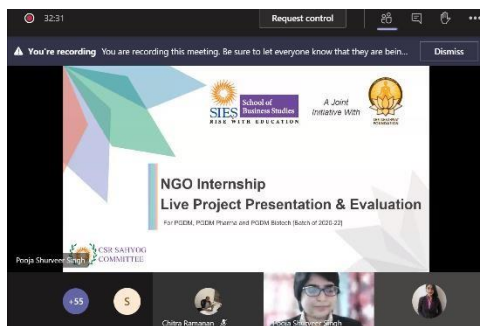
WINNER ANNOUNCEMENT: 12th December'20

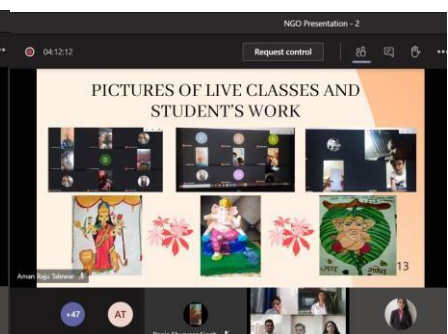
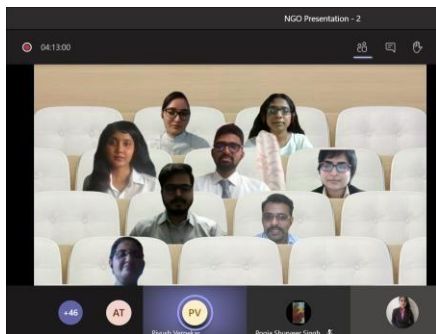
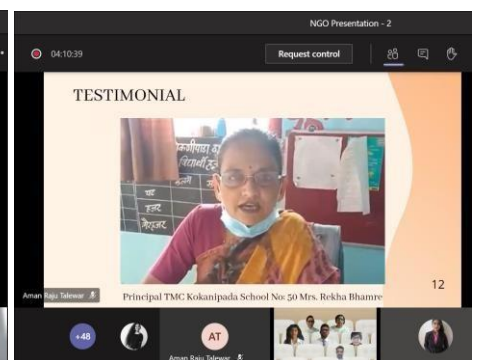
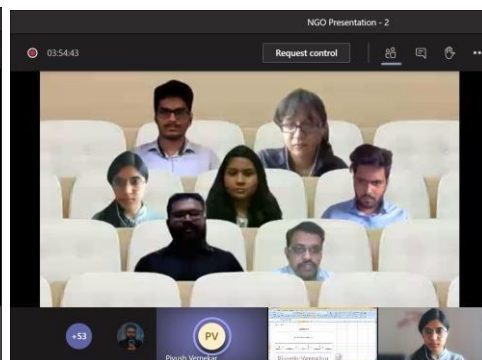
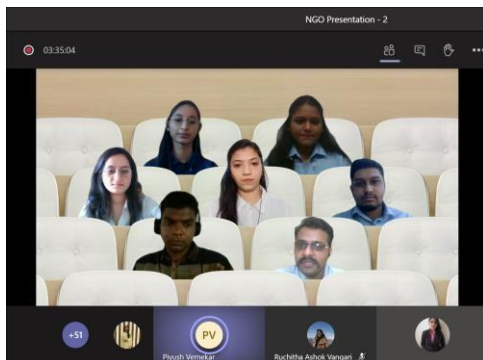
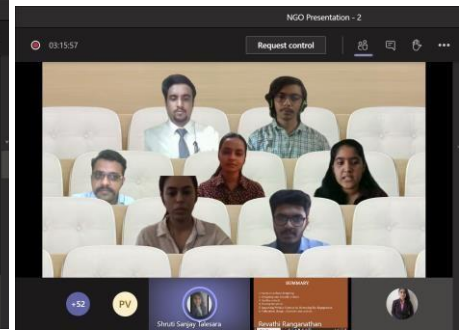
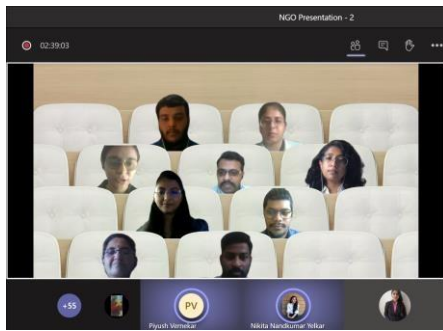
Poster 2 and winner details shared across all Social Media channels.



Prize	Group No.	Topic
1 st	Group 6	E-Vidya Smart Classes
2 nd	Group 31	Library for Shashwat Patshaala
3 rd	Group 15	Water Resources Management for Shashwat Gram
	Group 20	Mobile Medical Shop for Shashwat Gram
	Group 28	YouTube channel for Shashwat Patshaala

SNAPSHOTS OF THE EVENT:





CERTIFICATE & LETTERS

Sample of Appreciation Letter provided to each Organizing Committee Member



Sample of Appreciation Letter provided to all the 33 teams



EXTERNAL SPEAKER/PANEL DETAILS:

❖ About Shri Shashwat Foundation:

Shri Shashwat Foundation is a humble spiritual organization that has focused on developing and improving the standard of living for the residents of the village Pankhanda, located in Thane West at the edge of Sanjay Gandhi National Park. Their goal is to bring a holistic development, not based on charity, but through empowerment of the villagers with projects like school redevelopment, solar energy, water sourcing, videography lessons, and many more.



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❖ **Dr. (Ms) Manjula Jagatramka**

Ph.D. in Textiles & Clothing from S.N.D.T. University, Mumbai. She has taught at various Home Science Colleges throughout India. She has been trained in Entrepreneurship & she also has a certificate in Business Management for Voluntary Service Organizations from NMIMS. Currently she is a Trainer in Entrepreneurship & Marketing of handmade textiles and crafts. She has taught at various Home Science Colleges throughout India. She has been trained in Entrepreneurship at NMIMS (Mumbai). She also has a certificate in Business Management for Voluntary Service Organizations from NMIMS. Currently she is a Trainer in Entrepreneurship & Marketing of handmade textiles and crafts.



❖ **Mr. Piyush Vernekar**

Founder & Chief Mentor of Reskill Coaching Academy, previously Product Manager at GlobalGyan Academy. Also associated with Wellness Vibe. With over 5 years of experience in Career Coaching, Digital Marketing & Sales in industries like Wellness, Education. He has built multiple high impact career journeys and helped entry-level students with his holistic counselling methodology to bring in Career Clarity. He aims to transform the learning habit of students and induce employability skills to make students relevant to fast-moving industry trends keeping the mental & physical fitness of youth intact.



❖ **Ms. Neha Seth**



Experienced Tax Senior with a demonstrated history of working in the management consulting industry. Skilled in 1065 US State Compliance, Analytical Skills, Public Speaking & Market Research. Strong accounting professional with a Post Graduate Diploma in Management focused in Banking and Financial Support Services from SIES College of Management Studies - India.

❖ **Mr. Saurabh Khadse**

HR Business Partner at Deloitte Consulting. Associated with TCS previously as an HR Associate. Alumni of SIESCOMS and IEHE, Bhopal. Six Sigma Certified.



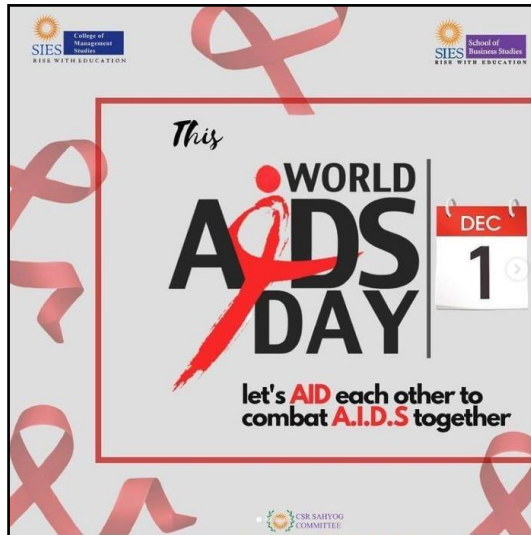
**CSR Sahyog Committee Batch of 2020-
21
World Aids Day**

In the year of the Covid-19 Pandemic, we forget that we also live with another ongoing Pandemic for the past several decades and that is the HIV/AIDS Pandemic. World AIDS Day is designated on 1st December every year. It was setup in 1988 by the World Health Organization (WHO). It is dedicated to raise awareness of the AIDS pandemic caused by the spread of HIV infection and mourning those who have died of the disease. To mark the event across the globe, HIV/AIDS activists wear a red ribbon which is a symbol of solidarity and support towards the people living with HIV and the unprecedented number of lives that were lost. UNAIDS and numerous social welfare organizations worldwide are constantly striving to reach the urban and rural class and taking initiatives on AIDS awareness. Although HIV/AIDS is manageable today with life-long treatment, there is no cure for it. As of 2019, nearly 38 million people are living with this disease.

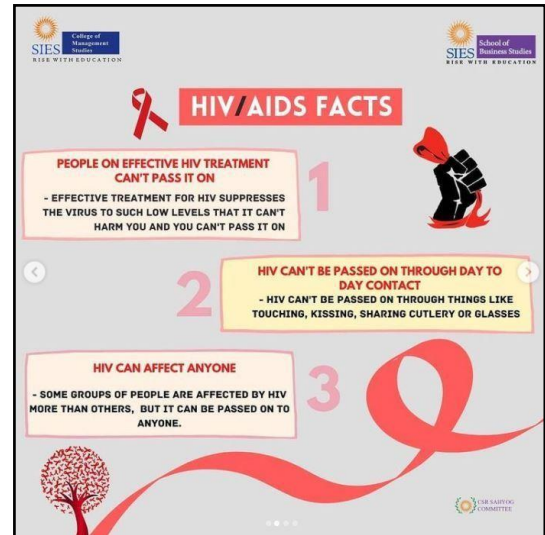
Although there have been numerous advancements made in medical technology to improve the treatment of HIV Virus, the one thing that is still not curable is the stigma they face in society due to this disease. This mainly happens due to a lack of knowledge about the disease and the fear that one can be easily infected by any kind of simple physical contact. This is far from true and the right information must be continuously spread. The CSR Sahyog Committee, thus, continues to spread awareness and information to rid of this social stigma and end this Pandemic.

Posters shared with the college on Social Media on 1st Dec'20:

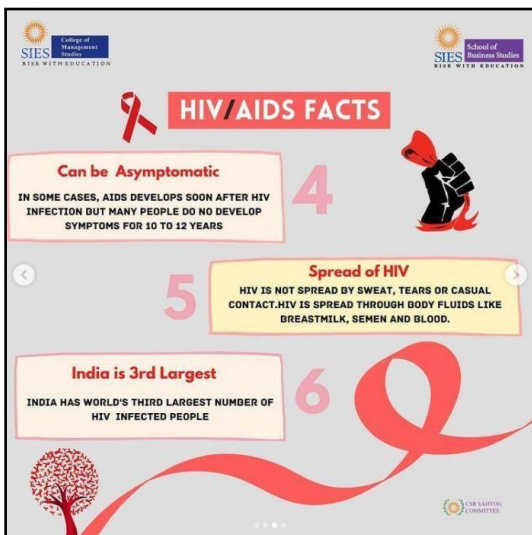
We recognized World Aids Day with **Poster 1**. Along with this, the poster creation team also created a few posters that provide facts about general facts on this disease as well as how it can be spread and the kinds of precautions to avoid it. These are shown on **Poster 2, 3, and 4**.



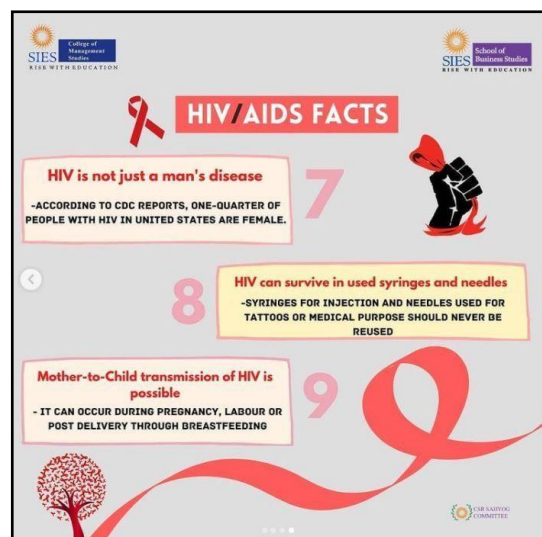
Poster 1



Poster 2



Poster 3



Poster 4

**CSR Sahyog Committee [Batch of
2020-21] World Human
Rights Day**

Human Rights Day is celebrated annually across the world on 10 December. It was adopted by The United Nations General Assembly in the December of 1948. Human rights are the basic rights and freedoms that belong to every person in the world, from birth until death. They are inalienable and inherent to all human beings, regardless of race, colour, religion, sexuality, gender, language, political or another opinion, national or social origin, property, birth or another status. Everyone is entitled to these rights, without discrimination. They should not be taken away, except in specific situations and with due process.

As the world becomes more modernistic in some parts of the world, the issue of having basic human rights still remain a question in many others. While we're living comfortably in our urban houses with all the freedom available, we cannot forget that our fellow human beings are struggling to have what we take for granted. So, on World Human Rights Day, the CSR Sahyog Committee celebrates the entitlement of our rights, remain grateful for our privilege, and support the struggle for equal rights for our fellow citizens in our country and around the world.

Posters shared with the college on Social Media on 10th Dec'20:

We recognized World Human Rights Day with **Poster 1**. Along with this, the poster creation team also created a few posters that provides facts about this day and what it really means to hold these freedoms from a legal standpoint in society anywhere around the world. The same are shared on **Poster 2, 3, 4, and 5**.









BASIC HUMAN RIGHTS

1. Right of Freedom and Equality

All are free to have own thoughts
All should be treated equally

2. Right to Indiscriminate

These rights belong to everyone, whatever our differences.

3. The Right to life

We all have the right to life, and to live in freedom and safety

4. No Torture or Slavery

Nobody can torture or make slave to anybody else.



Poster 2







BASIC HUMAN RIGHTS

5. We're All Equal Before the Law.

The law is the same for everyone. It must treat us all fairly.

6. Freedom to Move

We all have the right to go where we want in our own country and to travel as we wish.

7. Right to a Nationality

We all have the right to belong to a country.

8. Your Human Rights Are Protected by Law

We can all ask for the law to help us when we are not treated fairly.



Poster 3







BASIC HUMAN RIGHTS

9. No Unfair Detainment

Nobody has the right to put us in prison without good reason and keep us there, or to send us away from our country.

10. The Right to Trial

If we are put on trial this should be in public. The people who try us should not let anyone tell them what to do.

11. We're Always Innocent Till Proven Guilty

Nobody should be blamed for doing something until it is proven. When people say we did a bad thing we have the right to show it is not true.

12. The Right to Privacy

Nobody should try to harm our good name. Nobody has the right to come into our home, open our letters, or bother us or our family without a good reason.









BASIC HUMAN RIGHTS

13. Food and Shelter for all

We all have the right to a good life. Mothers and children, people who are old, unemployed or disabled, and all people have the right to be cared for.

14. A Free and Fair world

There must be proper order so we can all enjoy rights and freedoms in our own country and all over the world.

15. Responsibility

We have a duty to other people, and we should protect their rights and freedoms.

16. Copyrights

Copyright is a special law that protects one's own artistic creations and writings; others cannot make copies without permission.



Poster 4

Poster 5

CSR Sahyog Committee [Batch of 2020-21]

Vocal for Local

INTRODUCTION

आत्मनिर्भर (Atmanirbhar) means to support oneself. This phrase became particularly popular in 2020 when there was a surge of supporting local and small businesses in India when they were struggling to survive during the government-mandated lockdowns. The Covid-19 Pandemic has taught us the necessity to support ourselves, be independent, and support each other so we don't fall under any circumstances. Small Business Owners and Entrepreneurs in our society are the foundation of this concept.

During the winter holidays, the CSR Sahyog Committee promoted our talented batchmates who are not only studying alongside us but also working to support themselves and their families. This campaign was to support and appreciate our talented friends and see them succeed. We asked everyone to put aside those big-box stores and GO [#VocalForLocal](#) this year by spending on their local businesses and small-time entrepreneurs who put in all the hard work and effort to see a smile on their customers.

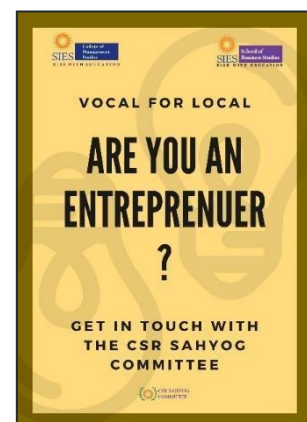
METHODOLOGY

An organizing team consisting of a few committee members was formed to plan and execute this event. A registration form was rolled out for all students who are working on a side-business to enrol in the event. The details about this event were not shared with anyone else. All the participants were asked to provide a poster as well as a 1-minute short video talking about their business. 11 students participated. The posters and video were shared on the Committee IG handle [@sies csrsahyog](#) on 2 consecutive days equally to promote their business. The links were also shared across WhatsApp groups.

PROCESS

❖ Day 1: 13th December 2020

A request message along with **Poster 1** was shared across WhatsApp groups to all the student entrepreneurs/business owners to get in touch with the CSR Sahyog Committee and fill in the [Registration Form](#) to get the details of their business to analyze which ones were genuine.



Poster 1

PARTICIPANT DETAILS

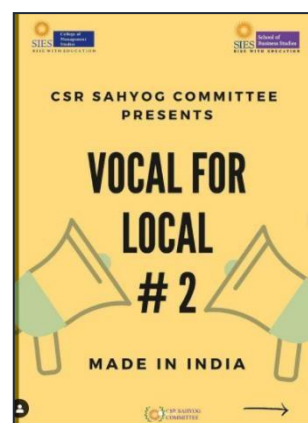
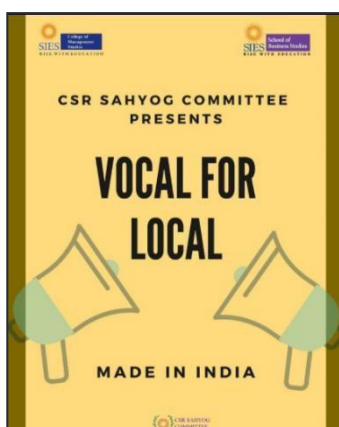
Following are the list of participants who registered:

Name:	Business Name	Social Media Handles	Mode	Brief Provided
Ketaki Bhoir	Frostbite	IG: <u>f_r_o_s_t_b_i_t_e_</u>	Offline	Home-Bakery
Tejashree Ingole	Duckbakes	IG: duckbakes	Offline & Online	Home-Bakery
Aldrin Castelino	Aldrin Castelino Photography	IG: aldrincastelinophotography	Offline & Online	Wedding and Events professional Photography, Videography, Cinematography and Album services
Shaily Brahmarkar	Mehndi Artist	N/A	Offline	Mehndi Designer for Bridal Weddings and Engagements.
Mangesh Kadam	Pharma Knowledge	YouTube: Pharma Knowledge IG: Pharmaknowledge_	Online	Social Media Channel for Education of Pharma Students plus Smartphone application for study material, timetable, question papers, and exam notifications.
Dhanisha Kuckian	D'Bakes	IG: <u>_d_bakes_</u>	Offline & Online	Home-Bakery
Dhananjay Keni	Snehal's Kitchen	N/A	Offline	Home-made tiffin services, personal orders, party orders, etc. serving Veg & Non-Veg food.
Nisha Tiwari	Femmez AllInOne	IG: femmez.allinone	Online	Online shopping store for clothes, jewellery, shoes, make-up products at affordable prices.
Akshaya Karwa	Chocofection	IG: Chocofection	Offline & Online	Hand-made Chocolate Boxes and Chocolate assortments.
Raj Mehta	Shout In&Out	IG: shout.inandout FB: shout.inandout	Online	About us: Digital Marketing Firm focusing on Social Media Marketing, Web Designing & Video Marketing.
Harshit Dholkeria	Chitrcorps	IG: chitrcorps	Online	Digital art services like illustrators, video editing, digital posters & brochures, logo designing, and vector designing at affordable rates.

❖ Day 2: 23rd December 2020

A message stating the concept of the event and sharing the importance of supporting local businesses and promoting the #VocalForLocal concept was shared across social media along with **Poster 2**.

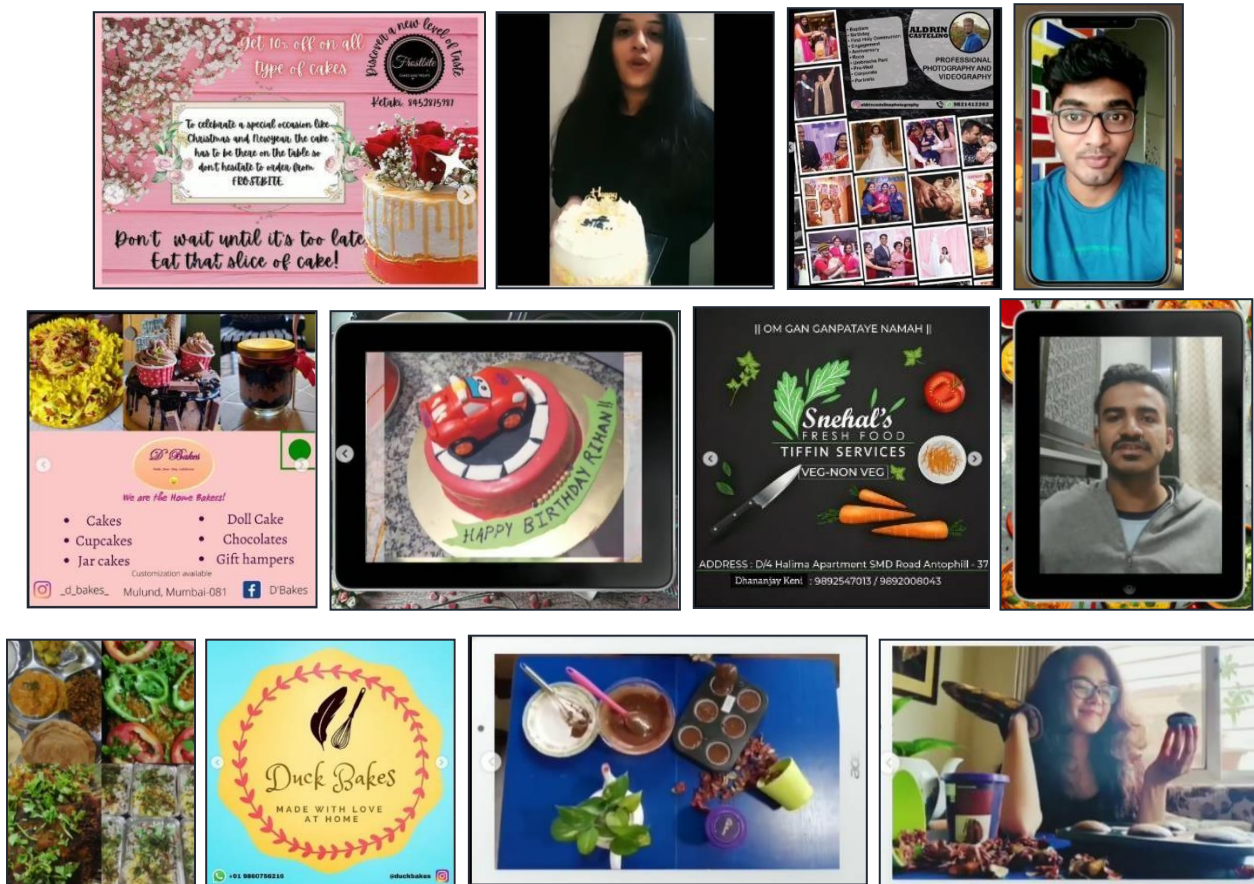
Along with this, 5 separate posts were written for 5 participants along with individually numbered **Poster 3**. This post would contain an attractive and encouraging brief of the business as well as the contact number of the business. The poster would follow the poster created by the participant and followed the video clip of the student providing a brief of their business.



Poster 2

Poster 3

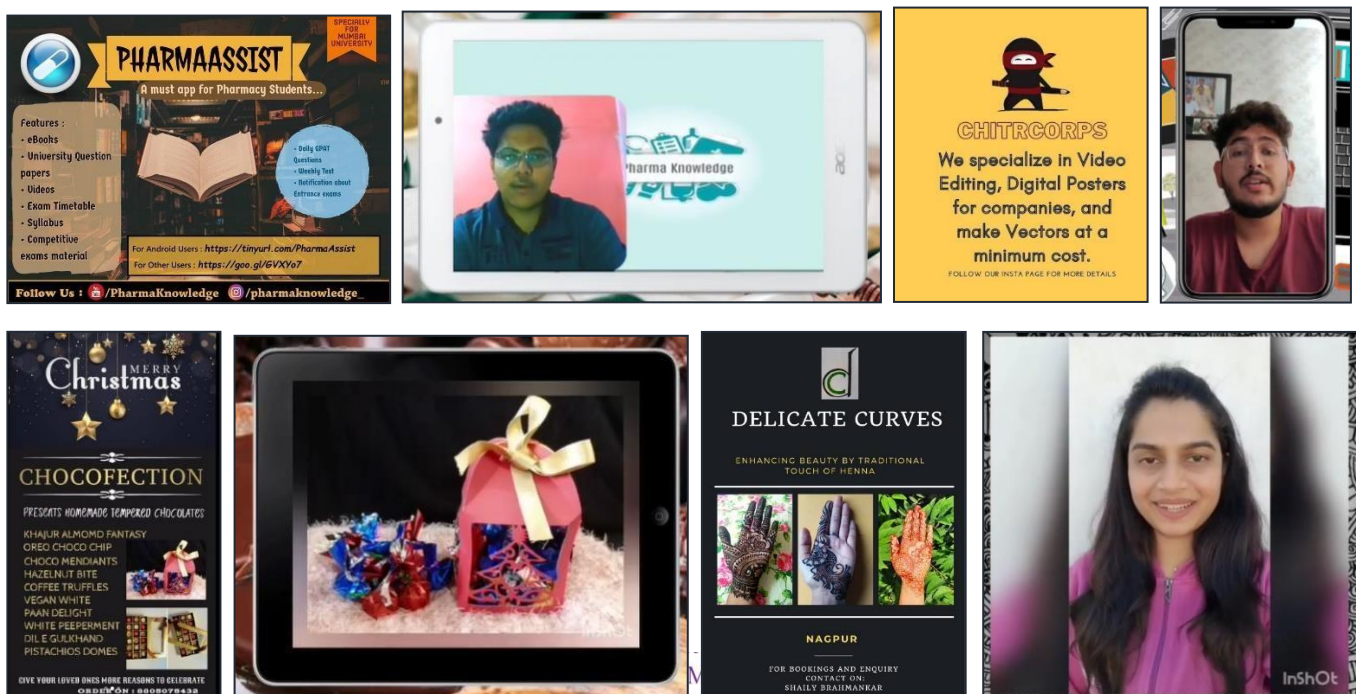
SNAPSHOTS OF DAY 1 POSTS:

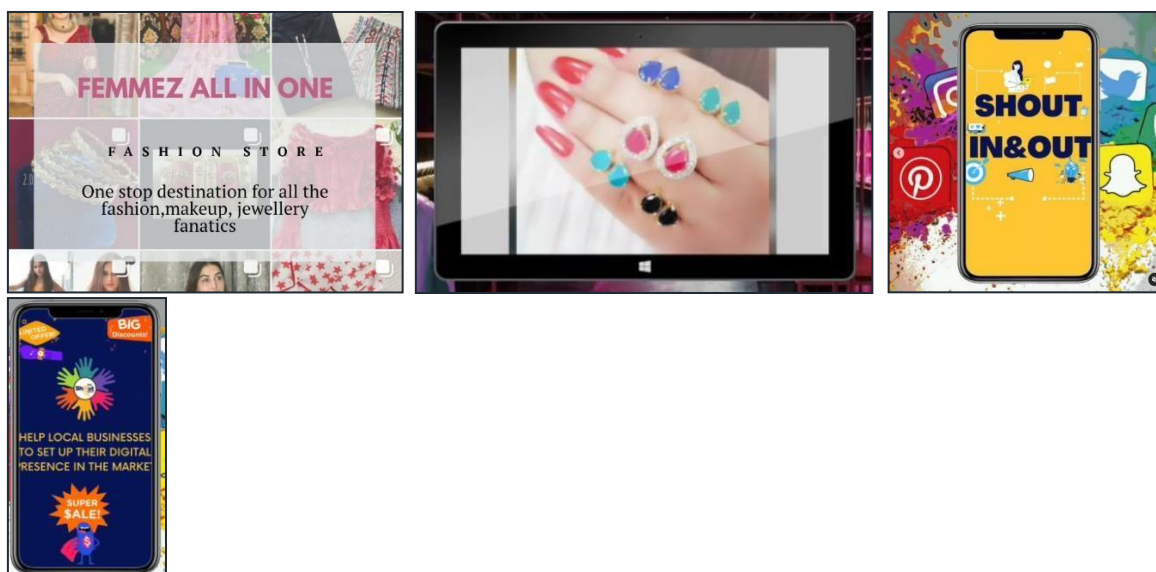


❖ Day 3: 25th December 2020

The second day followed the same routine for the next 6 participants. All the IG post links wereshared across on WhatsApp groups.

SNAPSHOTS OF DAY 2 POSTS:





FEEDBACK

We received a beautiful testimonial e-card from one of the participants, Mr. Harshit Dholkheria who received lots of requests after his business details were posted on the IG handle. He especially got a chance to design the 25th Anniversary logo of SIESCOMS. This testimonial was shared across social media platforms on **22nd March 2021**.



LEARNINGS

- ✓ The importance of supporting small businesses in our locality, especially during the lockdown.
- ✓ Quality products and services do not need to come out of big-box stores and premium brands. The customizations, efforts, and love that small businesses put into their work has more value than mass-produced products.
- ✓ Some of committee members learnt how to edit and make creative videos for the posts.
- ✓ We discovered many hidden talents amongst our batchmates that we were not aware of before.

RECOMMENDATIONS

1. Providing an initial idea of what the event was about could have increased the number of registrations (as it was noticed that not every student with a side-business had participated).
2. The committee could have considered collaborating with the Social Media Committee in order to create a message through the college's official social media handles and gain more traction on the outreach.

CSR Sahyog Committee [Batch of 2020-21]

Winter Holiday Wishes

Christmas is a symbol of love, light, hope, and peace. It is that time of the year we embrace the true spirit of Christmas by Appreciating, Giving and Doing Service.

This Christmas, the CSR Sahyog Committee encouraged the students and staff of SIES to be a Secret Santa for the needy and voiceless by donating food, clothes, and any other means possible. We also provided the locations for the drop centers of the NGO Goonj which helps the needy across India. Here is the link for the same which was shared <https://goonj.org/dropping-centres/>



Poster shared on 25th Dec'20



Poster shared on 1st Jan'21

The year 2020 left many with bitter-sweet memories. But now it's time to embrace the new and bring out the best in us with new challenges and new opportunities that comes with the new year of 2021.

As we have seen last year, tough times can only be conquered when there is a helping hand to support you. And so, the CSR Sahyog Committee continues to encourage and inspire our peers to participate with good-heartedness in the service of society that will lead to their ultimate happiness, good health and prosperity.

World Cancer Day & Cancer Day Awareness

INTRODUCTION

World Cancer Day is an international day marked on February 4th to raise awareness of cancer and to encourage its prevention, detection, and treatment. The primary goal of World Cancer Day is to significantly reduce illness and death caused by Cancer and is an opportunity to rally the international community to end the injustice of preventable suffering from cancer, detection, and treatment. The CSR Sahyog Committee organized an event to bring smile on faces during the patient's times of pain and struggle and create awareness about the myths and facts of Cancer in association with DeepsikhaFoundation.

METHODOLOGY

An organizing committee consisting of a few committee members was set up for planning and coordinating the event. Although World Cancer Day is celebrated on 4th February the committee decided to keep an event on 8th February due to Trimester Exams. The aim for doing this was to keep the students free during the exams and have an event later on after the exams with full energy of the students. This time the focus was to be more on providing information about Cancer in the world and less on student participation. Committee members were responsible for sourcing information and creating posters on the same. We associated with Deepsikha Foundation (A Trust for Cancer Care) for this event whose patrons were cancer patients watching our whole event virtually on an AV Screen in the safety of their residence. The students who performed singing and instruments were also sourced by the organizing committee.

THE PROCESS

❖ 4th February 2021 – World Cancer Day

The theme of World Cancer Day 2021 is 'Together all our actions matter' which means our actions make a great impact not just on the people around us but also globally. We wish that the world be healthier and brighter without cancer by coming together. **Poster 1** was shared as the cover poster for the announcement. Along with this were the **4 posters** below sharing a few Mythbusters and Facts were also shared to stick with the committee's tradition of sharing information for every event.



Poster 1



Poster 2



Poster 3

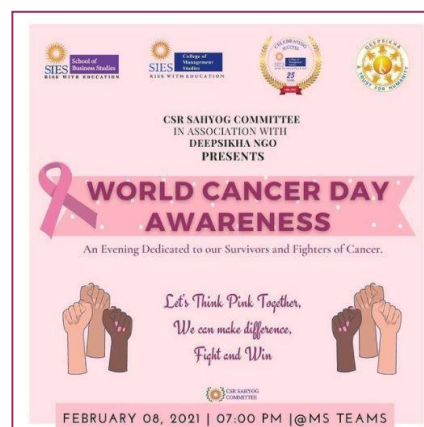


Poster 4

Poster 5

❖ 8th February 2021 – Cancer Day Awareness Event

The announcement of the event was shared on 7th Feb'21 across all WhatsApp groups and the CSR IG handle [@sies csrsahyog](#). The event was set for 8th February – 7:00 PM on MS Teams. **Poster 6** was shared along with the announcement. It displayed the universal pink ribbon and encouraged with motivating words of 'Thinking Pink Together'. A reminder message was announced on the day of the event.



Poster 6

FLOW OF THE EVENT:

The event began at sharp 7:00 PM and the flow was as follows:

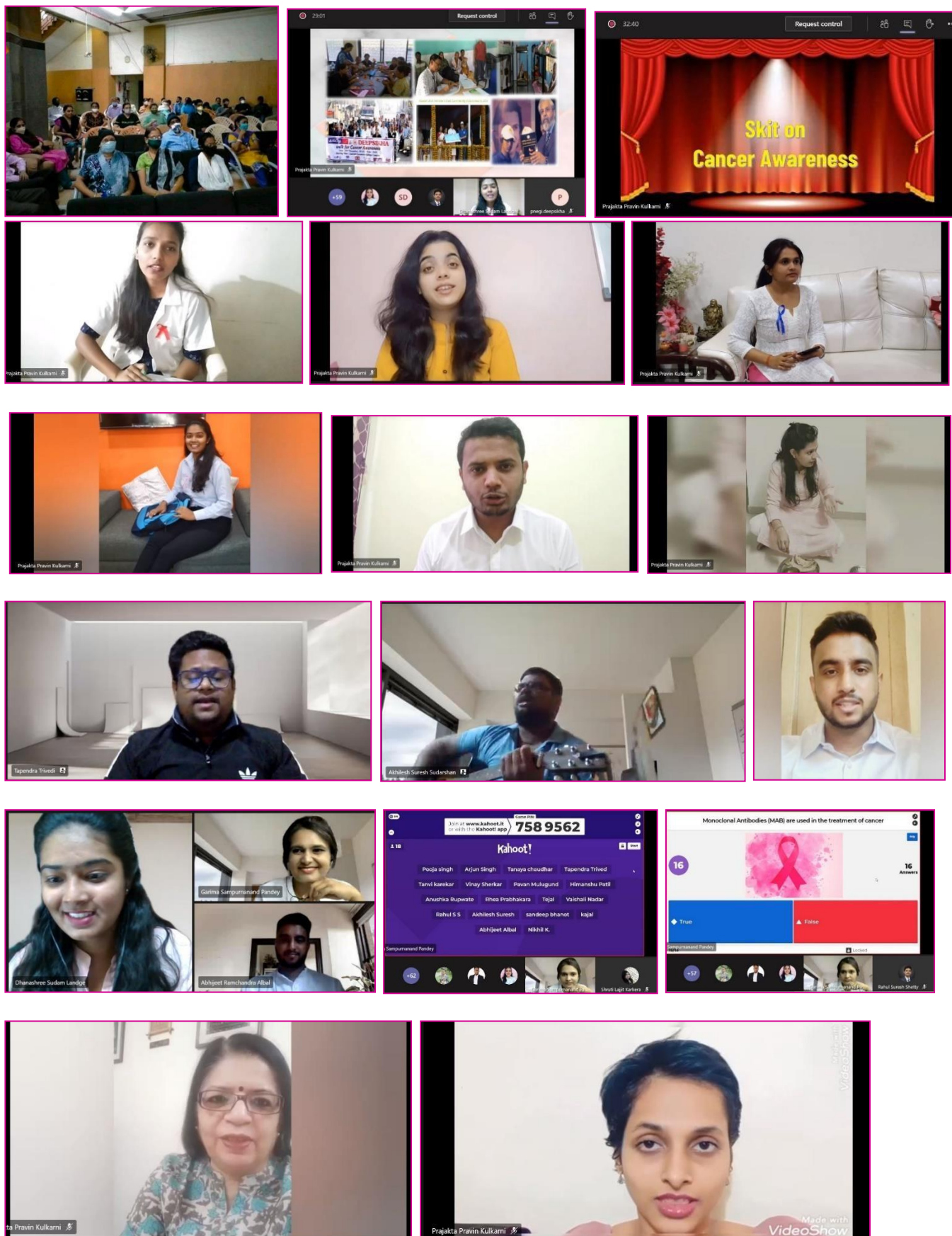
- ↓ Introduction and a brief of SIES
- ↓ A brief about Deepsikha Foundation and shout-outs to a few of the honorable members.
- ↓ Lighting of the Lamp.
- ↓ Addressal by the Faculty In-charge – Prof. Dr. Durga Surekha
- ↓ A pre-recorded skit video was played that talked about the importance of staying and healthy, getting treatment without delay, and not holding fear due to Cancer.
- ↓ Singing and Instrumental performances by a few students.
- ↓ Quiz competition through the Kahoot app – Anchored by committee member Garima Pandey.

- ↓ A few words of gratitude spoken by Deepsikha Foundation members Parul Negi, Hon. VicePresident Resource Mobilization, and Jahnavi Sharma, Trustee.
- ↓ Acknowledging the Organizing team
- ↓ Vote of Thanks

SINGERS:

- ∞ Abhijeet Albal
- ∞ Saloni Salunkhe
- ∞ Akhilesh Suresh
- ∞ Tapendra Trivedi

SNAPSHOTS OF THE EVENT

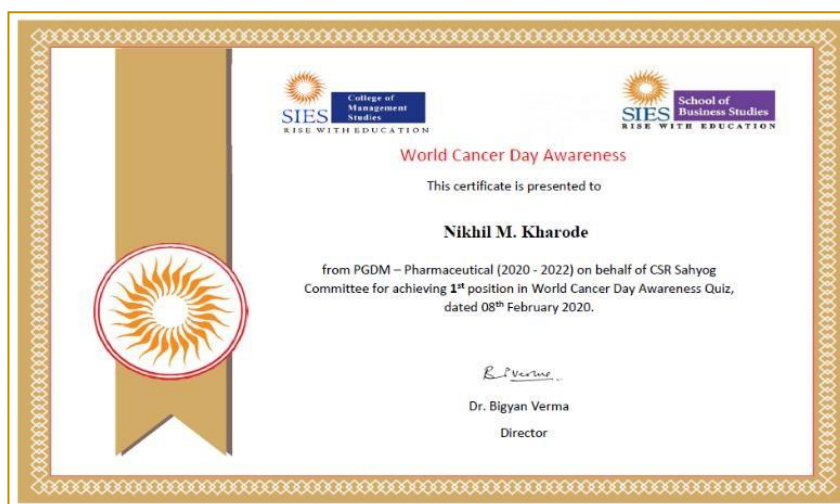


QUIZ COMPETITION WINNERS

1st Prize	Nikhil Kharode
2nd Prize	Tejal Karkhile
3rd Prize	Anushka Rupwate



- ◆ Sample of Certificate for the quiz competition winners from the committee:



- ◆ Sample Certificate provided by Deepsikha Foundation to the Organizing Committee and the Prize Winners of the Quiz Competition.



LEARNINGS:

For the committee members, considering the limitations of online virtual platforms, we were able to devise new activities for the students and utilize social media platforms to our advantage in increasing the views of each activity. Some of the things we learned are as follows:

- ✓ Improved skills on poster-making using Canva application
- ✓ Improved team coordination among the group members
- ✓ Easier coordination due to distribution of work and properly set up line of communication
- ✓ Learning to attract students from their busy schedule and interact in CSR activities

RECOMMENDATIONS:

1. More interesting activities should be conducted to entertain the cancer patients.
2. More students should be approached to have maximum participation.
3. Awareness drive could be a bit innovative.
4. Deadlines to submit work can be reduced to avoid last-minute changes or delays in Announcements.

CSR MEMBERS CONTRIBUTION:

Leaders & Anchors	Dhanashree Landge
	Garima Pandey
Other Members	Reeva Jhaveri
	Prajakta Kulkarni
	Amit Gunjote
	Rahul S. Shetty
	Panchami Malode
	Abhijeet Albal
	Dimple Choudhary
Write-ups/Announcements	Editorial Team
Social Media Relations	Kevin Pereira



EXTERNAL FACULTY/NGO:



Deepsikha Foundation is the home to several infants, toddlers and children who are fighting the dreadful disease - cancer. A

cancer diagnosis always comes as a shock. It often breaks the family members of the afflicted emotionally, psychologically and financially.

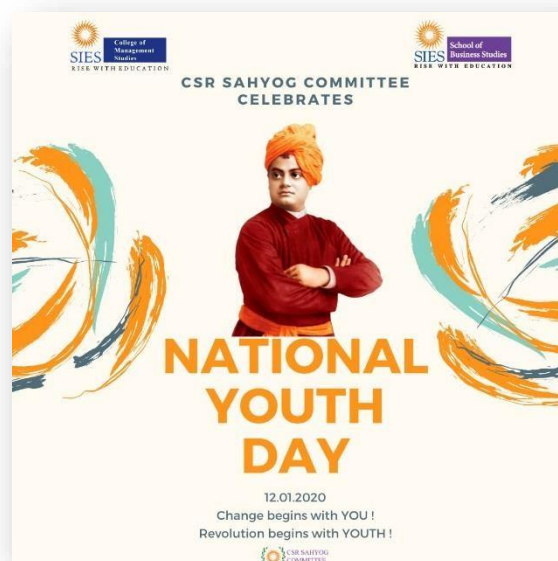
CSR Sahyog Committee [Batch of 2020-21]

National Youth Day

Every year on 12th January, National Youth Day is commemorated. It is to honor the birth anniversary of Swami Vivekananda, one of India's greatest leaders and believers of **youth power**. In 1984 the Government of India declared this day as National Youth Day and since 1985 the event is celebrated in India every year.

As it is correctly said that youth is the future of any country and Swami Vivekananda believed in youth empowerment and worked way too far for the same. The main objective of celebrating this day is to promote rational thinking among the youth, believed to be the future of the country. It expected of the youth to rise to the occasion, fight for the right and channel their inner energies, just like Swami Vivekananda would have. The CSR Sahyog Committee acknowledges this energy as we constitute of the young Generation Z and channel our focus on social issues that affect our society and environment.

Posters shared with the college on Social Media on 12th Jan'20:



CSR Members Contribution:

Poster Creation – Dhanashree S.

LandgeWrite-up – Editorial

Team

Social Media Relations –Kevin Pereira



CSR Sahyog Committee [Batch of 2020-21]

Indian Army Day

Every year on 15th January, Indian Army Day is celebrated. It is on this historic day that General KM Cariappa became the first Indian to take charge of the Indian Army in 1949. KM Cariappa was one of the two officers to hold a five star rank in the Indian Army. He has led the troops in World War II as well as the first India-Pakistan war in 1947. He took over from General Sir Francis Robert Roy Bucher who was the last English commander of our nation's army.

Army Day is a grand celebration of India's military might and its unsung personnel. The Army Day parade is typically held at Parade Ground, Delhi Cantonment. The CSR Sahyog Committee salutes our nation's true heroes; for they have given up their today so we, the people of India, can live our tomorrow.

Poster shared with the college on Social Media on 12th Jan'20:



CSR Members Contribution:

Rahul Shetty – Poster Creation

Editorial Team – Write-up

message Kevin Pereira – Social

Media Relations

- *End of Report* -

CSR Sahyog Committee [Batch of 2020-21]

SOCIAL वार्तालाप – A Social Debate (18th January 2021)

INTRODUCTION:

The French moralist and essayist, Joseph Joubert rightly said, "It is better to debate a question without settling it than to settle a question without debating it." Today, there is a never-ending list of Social issues being discussed and debated in the media such as Gender Inequality, Civil Rights, Mental Health, and many more. All this ends up having an impact on the workplace as well. Having an opinion about Social Issues and discussing them in a professional environment has become a vital part of workplace dynamics and culture. It helps managers determine the image and value systems they want to create, maintain, and portray to their clients and consumers.

CSR is so much more than assisting the needy. It is to kindle the flames of an idea that otherwise would have been left ignored. In order to bring a grassroots change in society, it is necessary to instigate and provoke our comfortable selves until no stone is left unturned and no person or living being is immorally and unethically inflicted. Keeping this in mind, the CSR Sahyog Committee went forward with this event to set up a platform where impactful conversations can take place. That is why the event has been named Social Vartalap. Vartalap in Hindi translates to Conversations and thus, these are the necessary conversations that our generation should be having on Social Issues.

METHODOLOGY:

The organizing team, comprising of a few Committee members was formed 2 weeks prior to the event for coordination and discussion. The tasks were defined and allotted to each member. The event was announced and registration form was rolled out along with all the instructions of the debate in a PDF file. A day before the event, a WhatsApp group was created with the participants to coordinate with each group. The organizing committee decided and shortlisted the topics for debate together based on relevant and pressing social issues. The sponsors for the event were the Rotary Club of Navi Mumbai Central where 2 members were part of the evaluation panel. They provided certificates and discount coupons for Value Added Courses (Based on specialization) for the winners along with certificates for the organizing committee.

No. of Participants: 24

No. of Teams: 12 (2 Members per team)

RULES & REGULATIONS:

- ♦ The debate would comprise of two teams, Proposition and Opposition who would be speaking for and against the motion, respectively.
- ♦ The participating team comprises of 2 members, who would be allowed to speak for 11 minutes per topic wherein 2 minutes for opening statement (1 minute for each team), 7 minutes for debate, 2 minutes for closing statement (1 minute for each team).
- ♦ Topics will be given to teams in advance.
- ♦ If one team member faces network issues then the other team member can carry on the debate by themselves.
- ♦ If both team members from a team face network issue, simultaneously, before or during the debate, then they will be moved to a later slot till their network issue resolved before the round ends.
- ♦ The language of the debate will be English. Phrases from other languages can be quoted.
- ♦ It is compulsory for both participants to keep their cameras on.

JUDGING CRITERIA:

- ♦ The participants will be judged on the authenticity of the points they have prepared and the knowledge they possess, their fluency, use of examples and facts, and their presentation style.
- ♦ The debate should not fall short or exceed the time limit.
- ♦ Inappropriate use of language would be disqualified.
- ♦ The panel's decision will be final and binding.

EVENT ANNOUNCEMENT: 15th January'21

The event was announced and shared through WhatsApp groups and the CSR Instagram handle. The Committee members made sure to personally share the event details on their own Instagram, WhatsApp and LinkedIn handles. **Poster 1** was shared along with a PDF attachment the Rules & Regulations along with the Judging criteria that are mentioned above. The Google form link: [Social Vartalap Registration Form](#) was also shared for the participants to register their teams.



Poster 1

REMINDER: 17th January'21

A reminder message was shared once again on all platforms to register before the deadline. Along with this, the MS Teams meeting link for the event was also shared: [Social Vartalap Event Link](#)

DAY OF THE EVENT: 18th January'21

The event began at 5:00 PM as planned. Following was the flow of the event:

- ↓ Event Introduction
- ↓ Talking about our event sponsors – The Rotary Club of Navi Mumbai Central, Nerul
- ↓ The Lighting of the Lamp event (Saraswati Vandana sang by Committee Member Abhijeet Albal)
- ↓ Addressal by our Faculty In-charge Prof. Lalitha Pillai
- ↓ Introduction of our judges – Mr. Rajiv Dabhadkar and Mr. Zafar Mukaddam
- ↓ Instructions provided to all participants and audience
- ↓ The debate competition begins with 12 set of teams in 6 sets
- ↓ Comments/Feedback by the judges
- ↓ Announcement of 2nd Runner-up, 1st Runner-up, and the Winner
- ↓ Comments/Feedback from Faculty In-charge – Dr. Durga Surekha
- ↓ Acknowledging the Organizing Committee
- ↓ Vote of Thanks

EVALUATION OF THE TEAMS:

Both judges were provided with an Evaluation Spreadsheet containing the details of the topics and teams. Following were the judging parameters:

Organization and Clarity	Use of Arguments	Use of Examples and Facts	Presentation Style	Total
Viewpoints and responses are outlined both clearly and orderly (out of 5 Marks)	Reasons are given to support viewpoint. (out of 5 Marks)	Examples and facts are given to support reasons, with references. (out of 5 Marks)	Tone of voice, use of gestures, and level of enthusiasm are convincing to audience. (out of 5 Marks)	(Out of 20 Marks)

ORDER OF DEBATE AND TOPICS DISTRIBUTED:

Sr. No.	Team Name	Member Names	Topics
1	Daunting Duo	Deepak Agrawal & Aditi Lodhi	Women empowerment, just a fancy slogan?
2	Habeas Corpus	Pooja Bhatia & Shivam Jadhav	
3	Talkatives	Garima Pandey & Abhilasha Sarkate	Has the govt failed to provide jobs to the youth of India?
4	Slayers	Disha Sharma & Roma Harkude	
5	Debaters	Prajakta Kulkarni & Panchami Malode	Is caste-based discrimination

6	Space jam	Siddharth Nair & Sneha Kamalanandan	really a thing of the past?
7	Atrangi	Omkar Dingore & Prakhar Jawaria	Is social media hurting your mental health?
8	Challenger	Dhanashree Landge & Nikhil Kharode	

Sr. No.	Team Name	Member Names	Topics
9	Social Kanyas	Reeva Jhaveri & Sharda Iyer	Should we boycott fast fashion brands?
10	GD	Dhananjay Keni & Girdhar Sodani	
11	D ²	Deepak Sahu & Deepshikha Saini	Is It Ethical to Eat and Experiment with Animals?
12	Numero Uno	Akhilesh Suresh & Tejal Karkhile	

SNAPSHOTS OF THE EVENT:

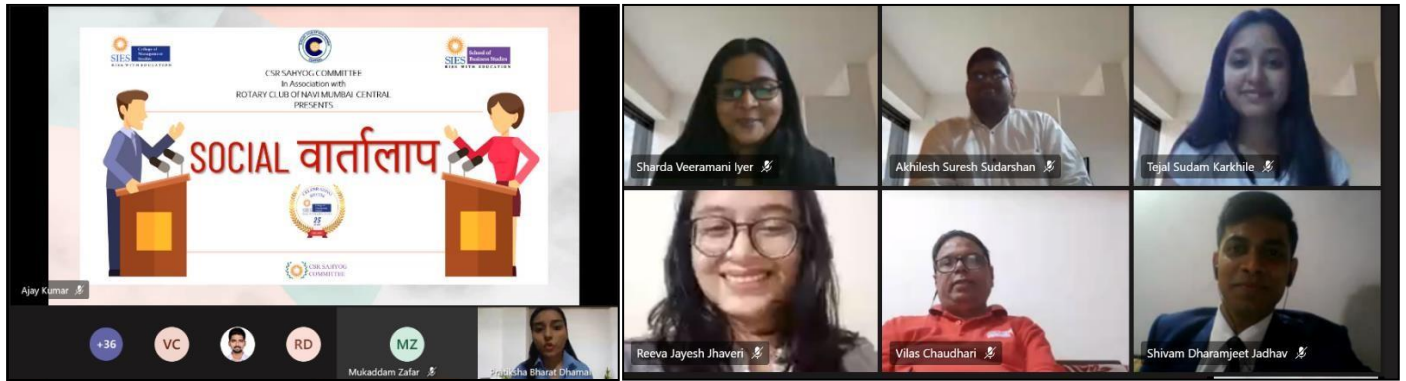
Meeting chat

5:52 PM 👍 1
TEAM SLAYERS OP

Dipak Bharat Vadhwana 5:53 PM
Roma Subhash Harkude go
roma go 🙌👍

Mukaddam Zafar left the meeting.

Pratiksha Bharat Dhamal 5:59 PM
Go ahead Prajakta 🙌



WINNERS:

2 nd Runner-Up	Habeas Corpus	Pooja Bhatia
		Shivam Jadhav
1 st Runner-Up	Numero Uno	Akhilesh Suresh
		Tejal Karkhile
Winner	Social Kanyas	Reeva Jhaveri
		Sharda Iyer

E-C CERTIFICATE SAMPLE:



- ❖ A Form containing the registration for the Discounted Value-Added Course was emailed to all the winners as well as to the organizing committee.

WINNERS SCREENSHOTS:

SOCIAL वार्तालाप

2nd Runner-Up!



Habeas Corpus



SOCIAL वार्तालाप

1st Runner-Up!



Numero Uno



SOCIAL वार्तालाप



WINNER!

Social Kanyas





LEARNINGS:

- ✓ The reason many social issues remain conflicted throughout society is due to the differences in perspectives of each individual in regards to that topic.
- ✓ It is necessary to approach each person with a different opinion with right tone and using facts and evidence without undermining or disrespecting their viewpoint.
- ✓ A debate is a team effort and each member of the team should have equal footing on the topic and grasp of the subject at hand.

RECOMMENDATIONS:

- Should make sure that every participant has clarity on their topic to avoid the error of the participant debating on the wrong side of the topic allotted to them.
 - A Buffer Time needs to be considered for events where evaluation is required and additional time is spent for final snapshots of participants and judges.
- ❖ Each Member of the Organizing Committee received a certificate from the Rotary Club of Navi Mumbai Central, Nerul. **Sample of the certificate:**



EXTERNAL SPEAKER/PANEL DETAILS:

2 Esteemed Members of the Rotary Club of Navi Mumbai Central, Nerul:

- ❖ Mr. Rajiv Dabhadkar (NOSTOPS Founder) – Technocrat. CEO and Founder of "National Organization for Software and Technology Professionals", which came into existence in April 2004 and has been involved in a knowledge worker advocacy organisation with a focus on wage discrimination and worker rights issues. UN Karmaveer Chakra Awardee (Samvidhan Divas - 2014 & 2019)
- ❖ Mr. Zafar Mukaddam (Consultant) - Graduated from Mumbai University, MBA in HR and Marketing, Post graduate Diploma in Psychological Counselling from institute of psychotherapy and Management Sciences. Served in the Human resources Industry for manpower selection, training and development for their projects in Middle east. Training freshers for the journey of employment. Working in Developing Communication Compatibility programs for freshers to adjust to multinational culture at work environment. Associated with the American Institute of Languages and School of Self-development.

CSR Sahyog Committee [Batch of 2020-21] Republic Day

26th January, 2021 marks India's 72nd Republic Day. It is celebrated to commemorate the date on which the Constitution of India came into effect. The history of Republic Day dates back to 26th January 1950, when India had turned into a newly formed Republic. This day signifies the right spirit of Independent and Individual India. The annual Rajpath parade at Delhi showcases our strength and cultural diversity.

The CSR Sahyog Committee hopes that the trust and honour which this day signifies continues to drive our beautiful nation's citizens. The committee promises to touch upon an array of social aspects that are as diverse as the cultures of our nation.

Poster shared on Social Media Platforms (26th Jan'21):



CSR MEMBERS RESPONSIBILITY:

Poster Creation – Rahul S.
Shetty Social Media Relations –
Kevin Pereira Write-Up –
Editorial Team

CSR Sahyog Committee [Batch of 2020-21]

Nukkad Natak (27th February 2021)

INTRODUCTION:

‘Nukkad Natak’ in Hindi literally means a street play or a play conducted in the outdoors that talks about an issue or a social cause. Performing Arts has always been a brilliant medium of putting across awareness about various social issues. The main essence of street plays is that they are performed on the street so that it could draw more people and eventually educate more people on the cause that they are talking about. The performers do not use a microphone or speakers, they use their natural voices for the act. The costumes worn are simple and usually similar for everyone in the team.

METHODOLOGY:

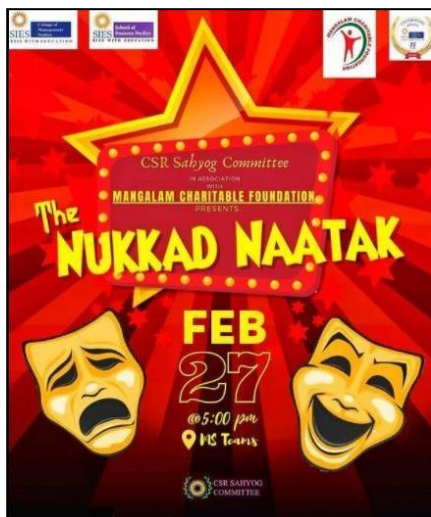
‘Nukkad Natak’ is usually conducted in the outdoors with an aim to have a larger audience. However, considering the Covid-19 pandemic and the prescribed safety norms, the CSR Sahyog Committee decided to take this event online this year. The event was promoted on WhatsApp as well as on the Instagram handle of the CSR Sahyog Committee. The event took place on 27th February, 2021 on MS Teams. ‘Mangalam Charitable Foundation’ were the supporting partners for Nukkad Natak and they also provided certificates to the participants as well as the organizers.

PRE-EVENT:

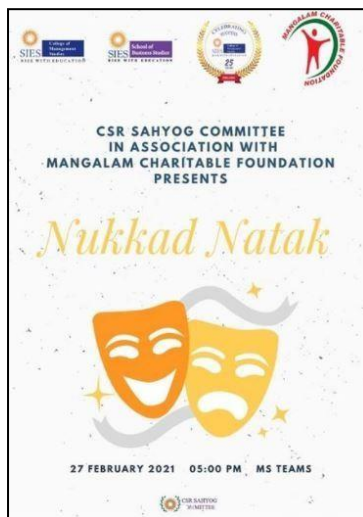
The committee members gathered on 19th November 2020 to discuss the method of conducting this event for the first time on a virtual platform. The idea of a recorded video was also considered but that would have defeated the concept of a live skit and so the idea was scrapped. Initially, we had planned to get sponsors for this event and keep it as an Inter-college event where the winners would receive cash prizes. However, throughout the month of December 2020 and January 2021, the committee members tried to approach many sponsors but were unable to get any interested members due to companies not wanting to spend after losses from the lockdown. So, by the month of February – on 17th Feb committee meeting, we decided to have an intra-college event itself and managed to get an NGO named Mangalam Charitable Foundation to provide the judges and certificates for the winners. The roles were also re-allotted as the new committee members from the MMS batch had also recently joined the committee. A message was formed with the information about the event, attached with a pdf that contained the rules and judging criteria for the same. This was circulated within various WhatsApp group, CSR Instagram handle as well as on LinkedIn prior to the event, as the participants had to register beforehand with a team of 4-8 people.

ANNOUNCEMENTS:

The below **Poster 1** was shared on 20th Feb'21 to officially announce the event and open up registrations. **Poster 2** was shared on 23rd Feb'21 to send reminders to all students to participate. The final reminder, along with the details of the panellist for the event as well as the MS Teams link for the meeting was shared on 26th Feb'21 along with **Poster 3**.



Poster 1



Poster 2



Poster 3

PARTICIPANTS:

Total No. of participants: 37

Sr. No.	Team	Topic	Name	Batch
1	Prakruti	Safe Environment	Bhavya Nair	PGDM A
			Dhanisha Kuckian	PGDM A
			Garima Pandey	PGDM Pharma
			Jyoti Chavan	PGDM A
			Meenakshi K U	PGDM A
			Panchami Malode	PGDM Biotech
			Shruti Nair	PGDM A
2	Unbeatable	Superstitions	Abhijeet Albal	PGDM A
			Dhanashree Landge	PGDM Pharma
			Kajal Nikam	PGDM Pharma
			Pratiksha Dhamal	PGDM Pharma
3	Nadan Parinde	Story of Deonar	Arnav Kalanki	PGDM A
			Sanjana Walekar	PGDM Pharma
			Shaily Brahmkar	PGDM Pharma
			Sherin Thomas	PGDM A
			Sneha Prabhu	PGDM Biotech
			Shweta Sangishetty	PGDM A
			Tejas Samarth	PGDM B
			Umair Rauther	PGDM B

4	The Bhed Bhav Busters	Gender Discrimination	Anjali Balashanmugham	MMS
			Ignatius Fernando	MMS
			Solomon Arivalagan	MMS
			Zoya Ovias	MMS

5	Padhe Likhe Gawaar	Andhivishwas (Superstitions)	Aaditya Navale	MMS
			Gulam Gaush	MMS
			Priya Sudhakar	MMS
			Shilpa Jana	MMS
6	Nautanki	Women Empowerment	Deepak Agarwal	AIMA
			Deepak Sahu	AIMA
			Deepshika Saini	AIMA
			Dhananjay Keni	AIMA
			Divyesh Gehlot	AIMA
			Vinaya Hagawane	AIMA
7	Social Gurus	Virtual World Effects	Disha Sharma	AIMA
			Rahul S. Shetty	PGDM B
			Rhea Prabhakaran	PGDM B
			Sayali Patil	MMS

MAIN EVENT:

The teams were given maximum 10 minutes and the liberty of choosing their own social cause that they would cover in their performance.

The Committee held another meeting on 24th February, 2021 to discuss better promotional ways for the event in order to get a better participation.

The main event was conducted on 27th February, 2021 at 5 pm using MS Teams. The judges for the event were Ankana Kirtania, Vidhi Pravin Jain, Asmita Sharma and the members from 'Mangalam Charitable Foundation'.

The judging criteria was the creativity, acting skills, time management and how effectively the message was conveyed. There were 7 teams performing on the day and the event was concluded by 7pm.

The different issues discussed through the plays were Environment Safety, Superstitions, Virtual World Effects, Gender Discrimination, Women Empowerment, etc.

The winners were Team Social Gurus who spoke about the effects of the virtual world and how people should treat the elderly.

The event came to an end with words of appreciation from the judges and the sponsors.

RULES & REGULATIONS:

1. Participants must present a live skit on MS Teams.
2. There should be a minimum of 4 and a maximum of 8 members per team for the event.
3. Participants must kindly adhere to decent clothing during the act.
4. The script can be original or an adaptation but should highlight a social cause/awareness.
5. It is compulsory for all participants to keep their cameras on during their parts.
6. The main language may be either Hindi, English or a combination of both.
7. If one team member faces network issues then the other team member can carry on the debate by themselves.

8. If all team members from a team face network issue, simultaneously, before the skit, then they will be moved to a later slot till their network issue resolved before the roundends.
9. The contestants are PROHIBITED to use vulgar words, acts, and expressions during their performance.

WINNERS:

Prize	Team	Name	Batch
Winner	Social Gurus	Disha Sharma	AIMA
		Rahul S. Shetty	PGDM B
		Rhea Prabhakaran	PGDM B
		Sayali Patil	MMS
Runner-up	Nautanki	Deepak Agarwal	AIMA
		Deepak Sahu	AIMA
		Deepshika Saini	AIMA
		Dhananjay Keni	AIMA
		Divyesh Gehlot	AIMA
		Vinaya Hagawane	AIMA
Best Actor	Unbeatable	Abhijeet Albal	PGDM A
Best Actress	Nautanki	Vinaya Hagawane	AIMA

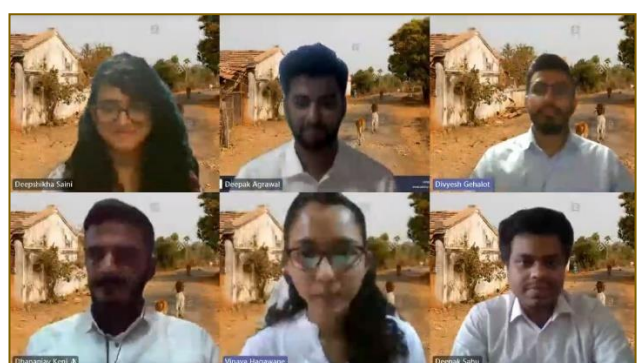
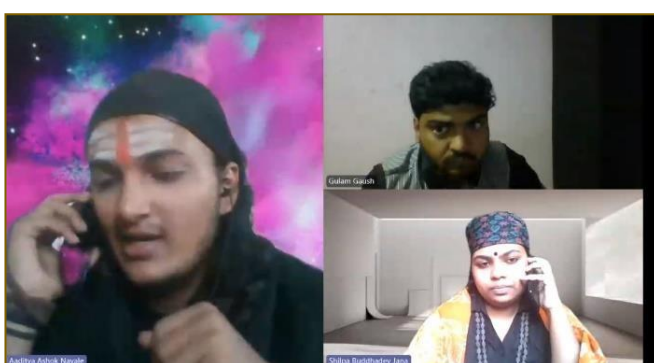
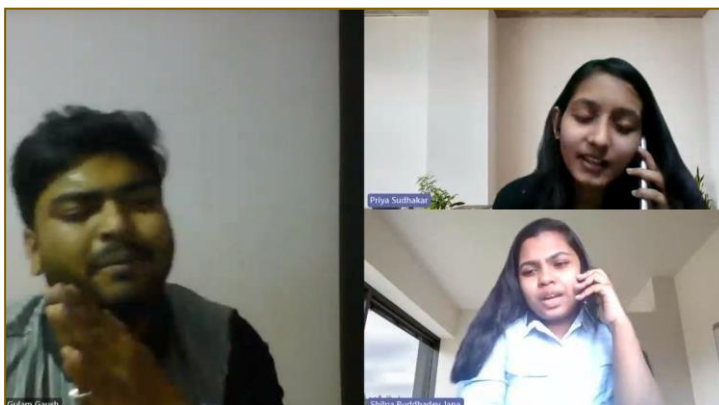
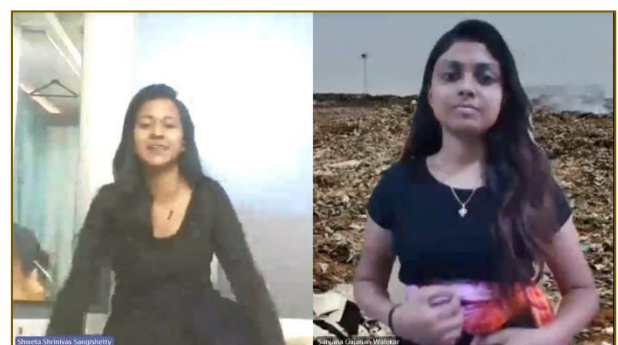
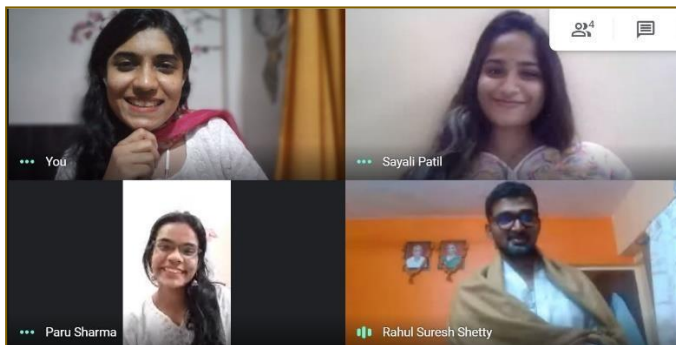
❖ FINAL SCORES:

Team No	Team Name	Out Of 60	Rank
1	Team Prakruti	41.5	7th
2	Team Unbeatable	47.5	3rd
3	Nadan Parinde	46.5	4th
4	The Bhed Bhav Busters	43.5	6th
5	Padhe Likhe Gawaar	45	5th
6	Social Gurus	51	1st
7	Team Nautanki	50.5	2nd

❖ Sample of Certificate provided to winners by Mangalam Charitable Foundation:



SNAPSHOTS OF THE EVENT:





LEARNINGS:

- ✓ We all learnt about various social causes that were covered in the 7 Natak (Acts) that were performed.
- ✓ The event started on time hence we were able to wind it up within the allotted time.
- ✓ Online Video Calling Platforms like MS Teams are a great way to connect people and arrange events online. It helped us overcome the barrier of Street Play and more audiences could be targeted at the same time.
- ✓ Distribution of work and a good line of communication helped in better coordination and better performance of each team.
- ✓ Messages written to promote the event should be concise and catchy to attract more attendees.
- ✓ Social messages can be conveyed in a lively and fun manner as well rather than sticking to a serious format.
- ✓ Finding sponsors for events is not an easy task and requires a lot of patience and hard work to approach companies/professionals and convince them to sponsor.

RECOMMENDATIONS:

1. Promotional activities should be done in an improved and innovative way to draw a larger audience.
2. Event details and information should be floated out early, giving people considerable time to think about it, register and prepare for the events.
3. More similar interesting and innovative activities should be conducted to have more participation from the students.
4. Rules of the time and language of the Natak need to be strictly informed to all teams as it was observed that some of the teams did not adhere to these guidelines.
5. The organizing committee needs to devise new methods of finding sponsors even during lockdown.

EXTERNAL JUDGES/NGO DETAILS:

❖ About Mangalam Foundation


Mangalam Foundation is a non-profitable charitable organization working for noble cause of Society. Foundation has its mission to help the Cancer



Patients by arranging accommodation for those coming from various parts of India for their treatment in Tata Memorial Hospital. It is disheartening to see poor cancer patients spending nights on footpath outside the Hospital. Cancer is the leading cause of death in India. 7 Lakh cancer patients are added every year, out of which 2.3 lakh cancer illness is due to tobacco. Also, 3.5 lakh patients die each year due to delay in treatment.

Cancer could be cured if detected early.

❖ **Ms. Ankana Kirtania**

Instructor at Ankana's Dance Academy, Mumbai. She is a Kathak Artist, choreographer, mentor & digital dance instructor. contributing in the field of Classical Dance for last 15 years. She is the ex-Artistic Director of Gurukul Center of performing arts & affiliated with Akhil Bharatiya Gandharva Mahavidyalaya & currently focusing on her pet project #We_Kathak to build up a team of talented & trained Kathak Dancers to carry forward this incredible heritage & rich treasure of Indian Classical Dance. Her Cancer Support non-profit initiative called "SpreadingLove  " that was started 5 years back with a vision to Reach-Out to those in need, to engage, empower & spread hope, happiness, awareness & more love.

❖ **Ms. Asmita Sharma**

Co-founder of non-profit organisation Shrunkhala , is a passion led urban farmer and has over 10 years' experience in IT industry. As a passionate urban farmer, she practices permaculture and guide people to grow their own food for 8 years. In IT she worked in the area of Business Analyst ,project Management and technical lead . Process Mapping, process automation Design,managing and supporting teams in the delivery of projects are the key areas of her excellence.

❖ **Ms. Vidhi Jain**

She is an engineer by profession, is also a teacher, classical dancer, poet and a writer. She has won Acting Awards in Maharashtra State Level Drama Competition, Acting Award from Navi Mumbai Drama Circle, Acting Award from Bhavans.

CSR Sahyog Committee [Batch of 2020-21]

Muskaan (26th March 2021)

INTRODUCTION:

It is rightly said that “Grandparents are a family’s greatest treasure, the founders of a loving legacy, the greatest storytellers, the keepers of traditions that linger on in cherished memory. Grandparents are the family’s strong foundation. Their very special love sets them apart. Through happiness and sorrow, through their special love and caring, grandparents keep a family close at heart.”

The CSR committee whole heartedly believes in these words and once a year we try to give back some love too few of such lovely grandparents. ‘Muskaan’ is one such flagship event in association with Mango Garden NGO.

METHODOLOGY:

In the previous years, Muskaan was held on a larger scale at an exciting venue with food, snacks and cold drinks. Students of SIES College of Management Studies, Nerul and senior members of the Mango Garden Foundation would come together and have fun engaging in various activities together like dancing, singing, skits, mimicry etc. However, this year due to the Covid-19 pandemic and the lockdown restrictions we could not conduct this event at an outdoor venue. Muskaan was held on 26th March 2021 at 5 pm virtually using Jio Meet.

ANNOUNCEMENTS:

❖ 10th March, 2021

The event was announced and unveiled across social media. The following message along with **Poster 1** was shared:

Greetings of the day!

CSR Sahyog Committee in association with Mango Garden NGO presents “Muskaan 2021.”

Do you have a skill like singing, dancing, solo act, instrument playing or something even more exciting? Do you want to showcase your talent to an audience from the Golden Era and bring a smile to their face?

Muskaan 2021 brings you a chance to present your talent and spend some time with our elders.

- ◆ Maximum limit for the act - 3 minutes
- ◆ Winners as well as participants will receive certificates from the NGO Mango Garden
- ◆ Recorded Dances Videos should be sent before 24th March

As this event is open for students and faculty both, requesting the teachers to participate too!



Poster 1

Date 31 26th March 2021

Time 🕒	5:00 PM
Venue 📅	Jio Meet

❖ 27th March, 2021

Poster 2 was shared across social media platforms to announce the winners of the competition in both Dancing and Singing Categories.



Poster 2

THE EVENT:

The CSR committee members, the student participants, the senior participants from Mango Foundation and the judges gathered on 26th March 2021 at 5pm. The event was scheduled on Jio meet, however, due to various technical glitches, errors and difficulties, it was later shifted to Zoom Video Call. Therefore, the celebration began a little late, but it began with a traditional lamp lighting ceremony. What followed was a joyous session of singing, dancing, instrument playing etc. As this event was conducted digitally a lot of participants has submitted videos of them performing in advance which were played for everyone. The sequence that was followed for this evening was – student participants and senior participants performed alternately to keep the session relatable and lively.

After evaluating the various performances conducted and announcing the winners and runner ups for each category, our judges and organizers shared a few words of appreciation and their overall experience about the evening.

Even after all the technical troubles and delays the event was successfully concluded by

8.30 pm. Our judges for the event were Mrs. Sandhya Ramesh and Mr. Mangesh Dabholkar.

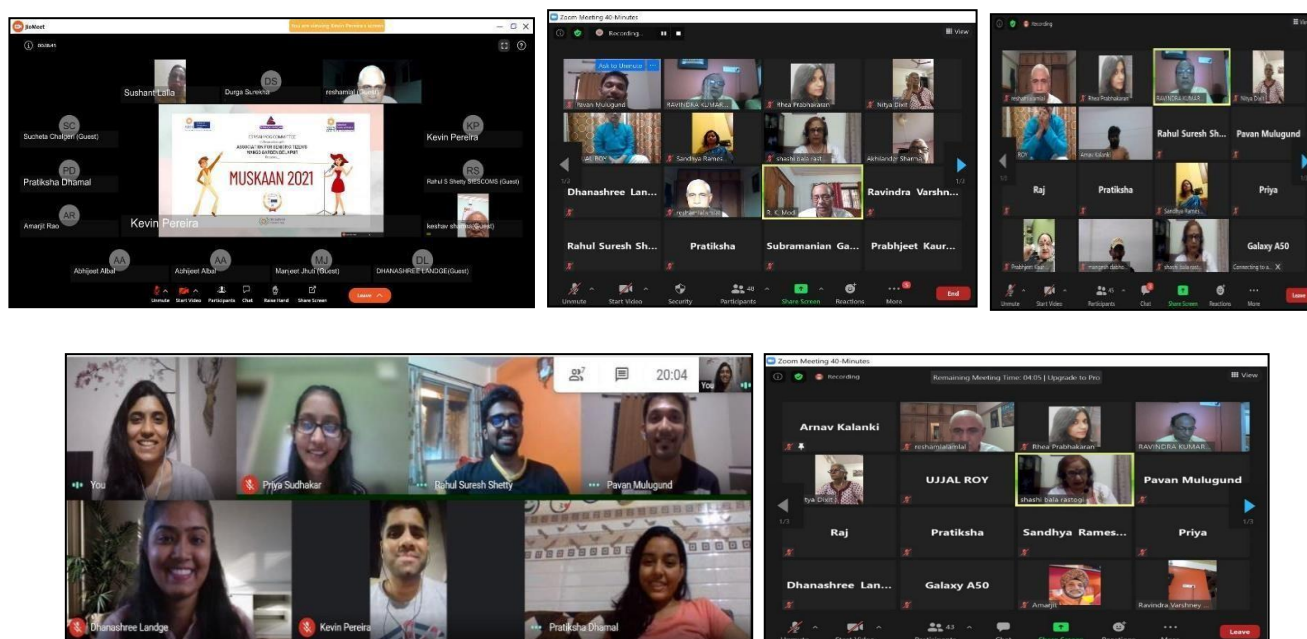
Sample of certificate provided by NGO to Winners, Participants, and the Organizing Team:



Sample of letter of appreciation sent to the participants:



SNAPSHOTS OF THE EVENT:



WINNERS:

Category	Name	Position
Dancing	Shreeya Shetty	Winner
	Shrushti Battuwar	Runner - up
	Raj Sengar	Winner

Singing	Abhijeet Albal	Runner - up
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EXTERNAL PANELIST DETAILS:

❖ Mrs. Sandhya Ramesh Pisharody

She belongs to a family of singers and musically inclined members so it's not a surprise that she is one of the talented Malayalee singers and music teachers. She teaches music and dance. Madam has performed solo Carnatic vocal recitals as well. She started learning music from the age of five. At first it was from her mother, father and grandmothers who are good singers. She has released a musical album called Sooryagayathri consisting of 10 songs.



❖ Mr. Mangesh Dabholkar

Mr. Mangesh Dabholkar Sir is a prolific young dancer. He has trained many of his students in Bollywood, folk dance, hip-hop, lyrical hip-hop and many more styles. He also has extended his choreography to the live shows in school events and the wedding industry including pre-wedding choreography. In addition to that, he has developed his own fitness regime with the help of dancercise. He sets the perfect base for students with no experience of dance while gradually increasing the level of difficulty in his choreographies, pushing them towards perfection.



LEARNINGS & RECOMMENDATIONS:

1. Promotional activities should be done in an improved and innovative way to draw a larger audience.
2. Event details and information should be floated out early, giving people considerable time to think about it, register and prepare for the events.
3. More similar interesting and innovative activities should be conducted to have more participation from the students.
4. The video calling app on which the event has been scheduled and planned should be checked once before the actual event as it was a difficult task navigating the event through Jio Meet. Application and mediums of virtual meetings that have been tested and used before should be considered for events. If problems are occurring in the chosen platform, the committee must persuade the external party at all costs in order to avoid any hassles during the actual event.
5. The organizing committee needs to devise new methods of finding sponsors even during lockdown.
6. Messages written to promote the event should be concise and catchy to attract more attendees.