



# Annual Report

Social Responsibility  
Committee 2017-2018

SRC

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## Contents

1. TREE PLANTATION .....	1
2. GOMTI RIVER CLEANING .....	2
✓ 3. ROAD SAFETY AWARENESS PHASE 1 .....	4
4. CAREER COUNSELLING .....	6
5. OJAS .....	7
6. ACTIVITY BASED LEARNING.....	8
7. WALL PAINTING .....	9
8. GROOMING THE YOUNG MINDS .....	12
9. CHILDREN'S DAY.....	14
10. AIDS DAY .....	17
11. ROAD SAFETY AWARENESS PHASE 2 .....	19
12. BLOOD DONATION CAMP .....	21
13. RETAIL EMPLOYEES DAY.....	24
14. HOODIE DONATION .....	27
15. CHRISTMAS DAY.....	29
16. COMPUTER LITERACY .....	32
17. CAREER COUNSELLING PHASE 2.....	35
18. FANKAAR 2018.....	37
✓ 19. BUY SMALL HELP ALL PHASE 1.....	41
20. EDUCATIONAL TOUR.....	45
21. BUY SMALL HELP ALL PHASE 2.....	49
22. BUY SMALL HELP ALL PHASE 3.....	51

## TREE PLANTATION

**Date of Activity:** 6<sup>th</sup> August 2017.

**Nature of the Activity:** Social Initiative

### **Brief about the activity:**

The Social Responsibility Committee (SRC) of Jaipuria Institute of Management, Lucknow started first social initiative on 6<sup>th</sup> August 2017. The members and volunteers of SRC headed by Prof. Reena Agarwal, faculty coordinator social responsibility committee and Ms. Anjali Dimri, student coordinator social responsibility committee in association with Prithvi Innovations, an NGO, led by Founder cum Secretary Mrs. Anupama Gupta decided to plant trees along the Lucknow Hardoi highway pavement and motivate local vendors to take care of these samplings.

First of all, for this purpose the various ideas of motivating people were discussed which included the idea of giving each sampling the name of children of any local vendor so that that local vendor will take care of that sampling like his son/ daughter and ask the local vendors to tie kalava on samplings as a token of promise to take care of them. After the discussed plan, the next step was of implementing the ideas. So for this, the volunteers were divided into the teams of two and they were asked to motivate as many local vendors as possible for tree plantation and taking care of planted samplings. The team of SRC managed to motivate around 40 people.

### **Photographs if any:**



## GOMTI RIVER CLEANING

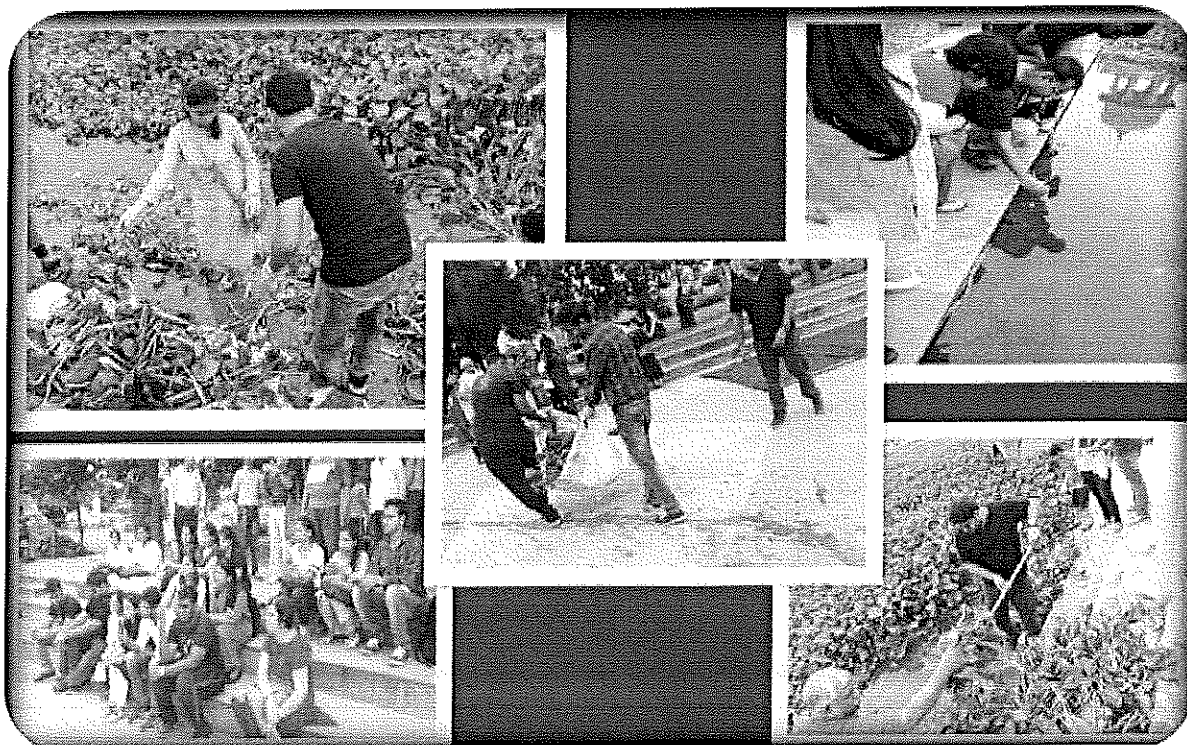
**Date of Activity:** Phase 1 13<sup>th</sup> Aug 2017, Phase 2- 22<sup>nd</sup> Aug 2017, Phase 3 – 23<sup>rd</sup> Aug 2017

**Nature of Activity:** Social Initiative

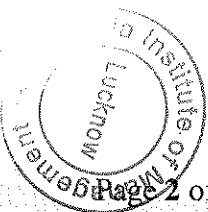
### **Brief about the Activity:**

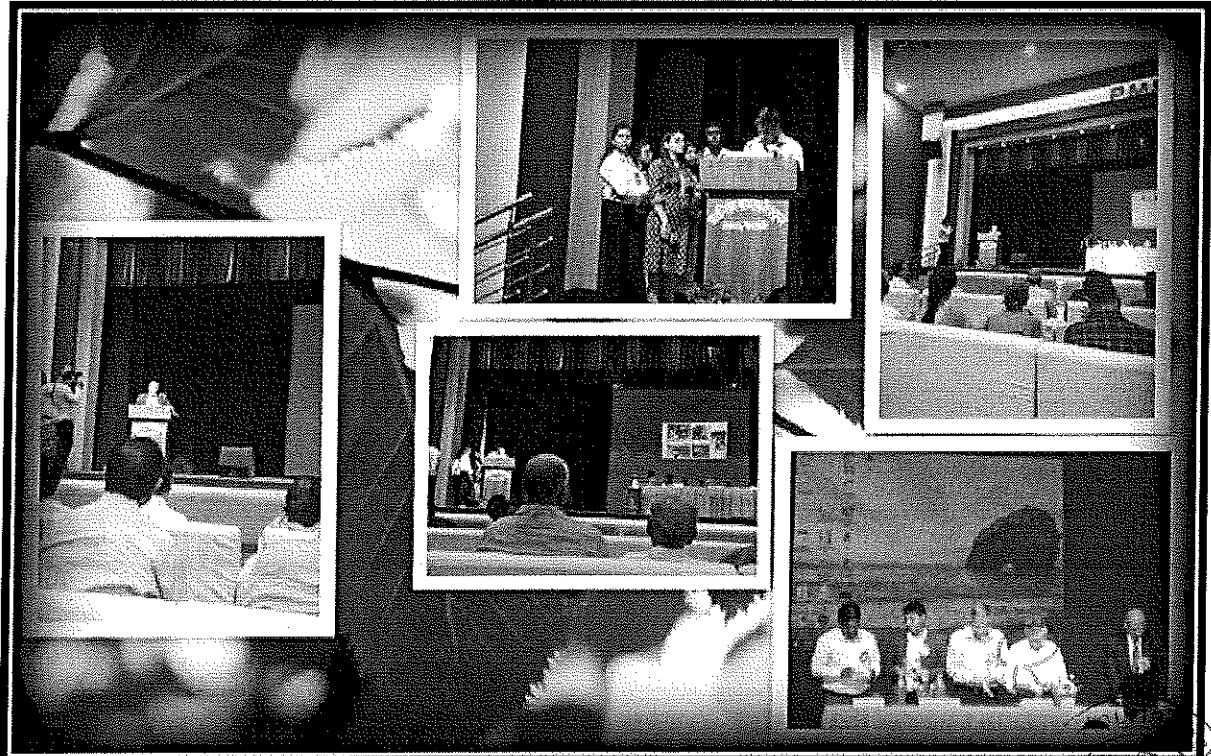
Gomti is the heart of Lucknow. It is seen that the river system is depleting gradually. In order to protect and save its presence, an awareness campaign was organized by Mrs. Shikha Tripathi in cooperation with members of other NGO's. The Social Responsibility Committee of Jaipuria Institute of Management, Lucknow participated in the campaign to contribute towards it, headed by Prof. Reena Agarwal. 15 members joined the campaign, including volunteers from batch 2016-18,2017-19. They were divided into three groups and various tasks were assigned. Team PRITVI was to study the problem prevailing in kudiya ghat, team SAUNDARYA was to find a solution and team WHITE GLOVES was to find waste disposal idea. This campaign was organized in 3 phases. Initial phase was conducted on 13th Aug, phase 2 is on 22nd Aug, and final phase is on 23rd Aug, which includes presentation, quiz, field work, discussion. All members participated with great enthusiasm.

### **Photographs if any:**



R. Agarwal





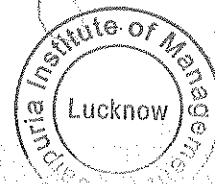
## ROAD SAFETY AWARENESS PHASE 1

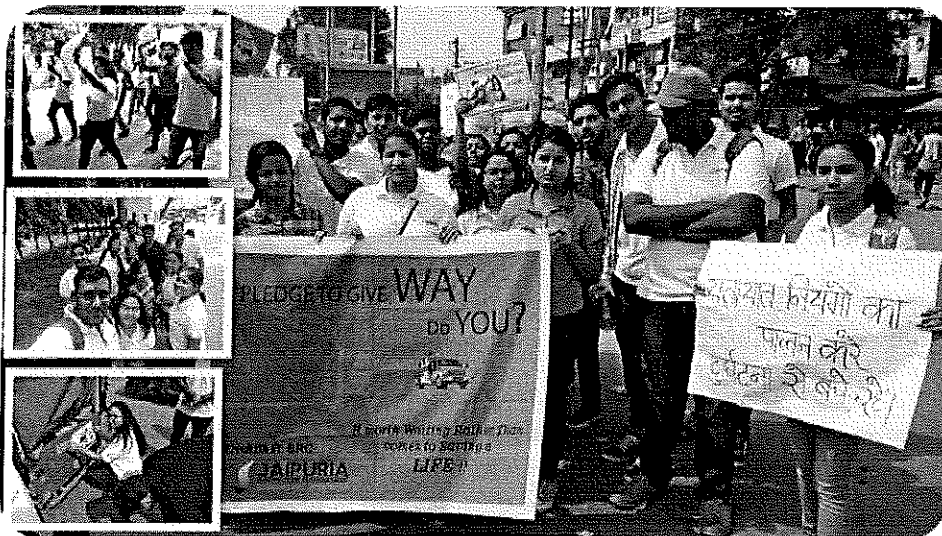
**Date of Activity:** 10<sup>th</sup> September 2017

**Nature of the Activity:** Social Initiative

**Brief about the Activity:**

Social Responsible Committee of Jaipuria Institute of Management, Lucknow organized an “AWARENESS DRIVE” on 10<sup>th</sup> September, 2017 to make people aware about the need to give way to ambulances and other road safety measures. The program was organized under the guidance of Prof. Reena Agarwal, Faculty Coordinator, SRC. The program was coordinated by Ms. Anjali Dimri, Senior Coordinator. The central theme of the initiative was to “Promote the use of the Helmets” and “Give way to Ambulance”. India accounts for about 10% of road crash fatalities worldwide. In terms of absolute numbers, more people die in road crashes in India than anywhere else in the world. According to the World Health Organization (WHO), the death rate per 100,000 populations for road traffic accident has increased from 16.8 in 2009 to 24.9 in 2016. The first phase of the activity was planned from the Institute to Manoj Pandey Chauraha in Gomti Nagar Lucknow. The members of the SRC along with the student volunteers from Batch 2016-2018 and 2017-2019 assembled at the college campus at 9:00 AM. All the volunteers made their own slogans and hoardings in a chart and the rally was started. Students were telling slogans such as “Helmet lagao jyan bachao”, “Give way to ambulance”, “Mat Karo Itni Masti Zindagi nahi hai itni sasti”. At the Patrakarpuram crossing in Gomti Nagar Lucknow a small “Nukkad Naatak” was conducted by the SRC members and volunteers to promote the use of helmet and give way to the ambulance. Then, the volunteers spoke with the commuters to use helmets and give way to an ambulance by sticking pamphlets on their vehicles. Mr. Sudhir Pratap Bhavnagar from Civil Defense Department was also part of our program. The rally came to an end after students reached to the college. The rally was a great success in changing the mindset of people.





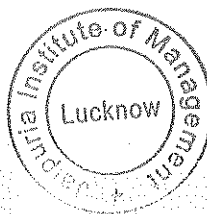
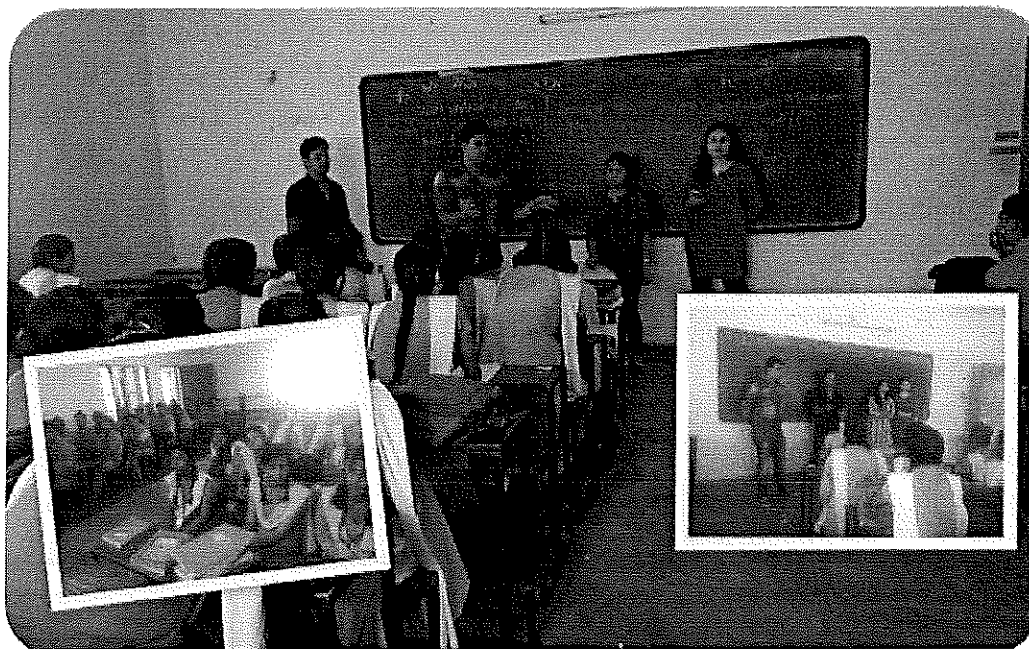
## CAREER COUNSELLING

**Date of Activity:** 26<sup>th</sup> October 2017

**Type of Activity:** Counselling

**Brief About the Activity:**

Social Responsibility Committee of Jaipuria Institute of Management, Lucknow organized a visit to Prakash Bal Vidya Mandir School, Vishal Khand, Gomti Nagar for career counseling on 26 October 2017. The program was organized under the guidance of Prof. Reena Agrawal, Faculty Coordinator, SRC. The program was coordinated by Ms. Anjali Dimri, Senior Coordinator, SRC. The counseling session was taken by Ms. Anjali Dimri, Ms. Gauri Rawal, Mr. Shivam Dubey, Ms. Afreen Alim and Mr. Arpit Ojha. The central theme of the initiative was to throw some light on the various career options and avenues open to students of class 10<sup>th</sup> and class 12<sup>th</sup> of the school. There were total 70 students in total, 33 students were from class 11<sup>th</sup> and 37 were from class 12<sup>th</sup>. The counselors focused on the importance of a strong aptitude and good communication skills and briefed the students about the career options in the 3 major fields of Science, Commerce and Arts. Also, the counselors briefed them about the unconventional paths that they can tread on to build a career. Customized counseling was provided to the students belonging to different fields of studies, depending on their chosen stream and interests. The counsellors also jotted down all the important information on the blackboard. The counselling session was a great experience, not only for the students, but also for the counsellors. The students were highly benefitted by the session and their cheerful faces made the day beautiful.





## OJAS

**Date of Activity:** 4<sup>th</sup> November 2017

**Type of Activity:** Social Activity

**Brief About the Activity:**

– A social activity was held under the supervision of faculty co ordinator Mrs. Reena Agarwal and Ms. Anjali Dimri. Around 35-40 Students from Child Friendly School, Chandwal village came to our institute for a literacy programme. A GK Quiz and drawing competition was conducted for enriching their learning experience. Refreshments, lunch and also goodies were provided to them while returning



R. Jha  
Jaipuria Institute of Management  
Lucknow  
Page 10 of 15

## ACTIVITY BASED LEARNING

**Date of Activity:** 6<sup>th</sup> November 2017

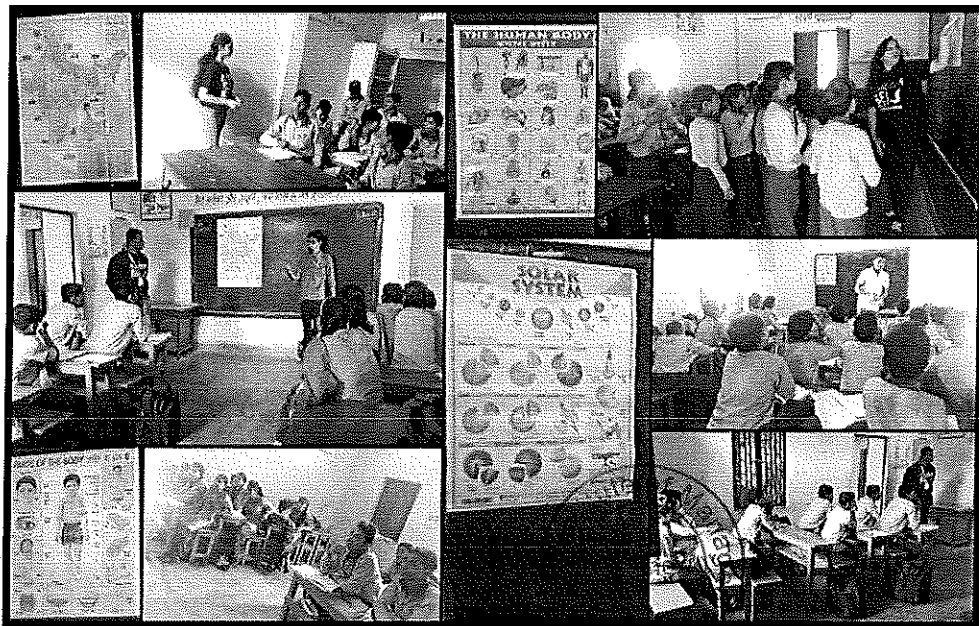
**Type of Activity:** Social Cause

### **Brief About the Activity:**

The Social Responsibility Committee of Jaipuria Institute of Management, Lucknow under the guidance of Dr. Reena Agrawal (Chairperson SRC) and Ms. Anjali Dimri (Coordinator SRC) Organized a “Activity Based Learning” for the underprivileged children studying in “Prathmika Madhyamika Vidyalaya Raamaasrey Poorva School” Gomti Nagar, Lucknow. The school has two sections – (1) Prathmika Vidyalaya has 144 students belonging to classes 1 to 5 who’s Incharge is Mrs. Nambrita Singh. and (2) Madhyamika Vidyalaya has 73 students belonging to class 6 to 8 who’s Incharge is retired Mrs. Padma Choudhry.

The event was headed by Ms. Kriti Lohiya (Batch 2016-2018) and the volunteers were Ms. Vartika Shukla (SRC, Batch 2016-2018), Mr. V. Manikandan (SRC, Batch 2017-2019), Ms. Arpita Sinha (Batch 2017-2019), Ms. Ruchi Singh (Batch 2017-2019), Mr. Somesh Sharma (Batch 2017-2019), and Mr. Yusuf (Batch 2017-2019).

The team reached the school at 10:30 am. Ms. Arpita Sinha taught “Biology” to the Class VI students. Ms. Ruchi Singh took classes on “Parts of Human Body” for Classes II and III. Mr. Somesh Sharma taught “Solar System” to the students of Class VII and Mr. Yousuf taught “India’s Map” to the Class VIII students. The students were very enthusiastic and attentive in their classes and were eagerly asking questions. The budding manager who acted as teachers tried to mix the learning with fun and used “Activity Based Learning” in their respective classes. They ensured that every student shed off their shyness and participate in the activity. The program came to an end at 11:30 AM. The SRC volunteers bid adieu to the students and also distributed some eatable and fruits to them.



## WALL PAINTING

**Date of Activity:** 12<sup>th</sup> November 2017

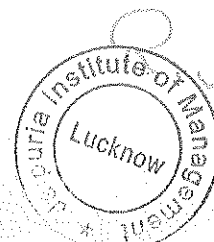
**Type of Activity:** Social Cause

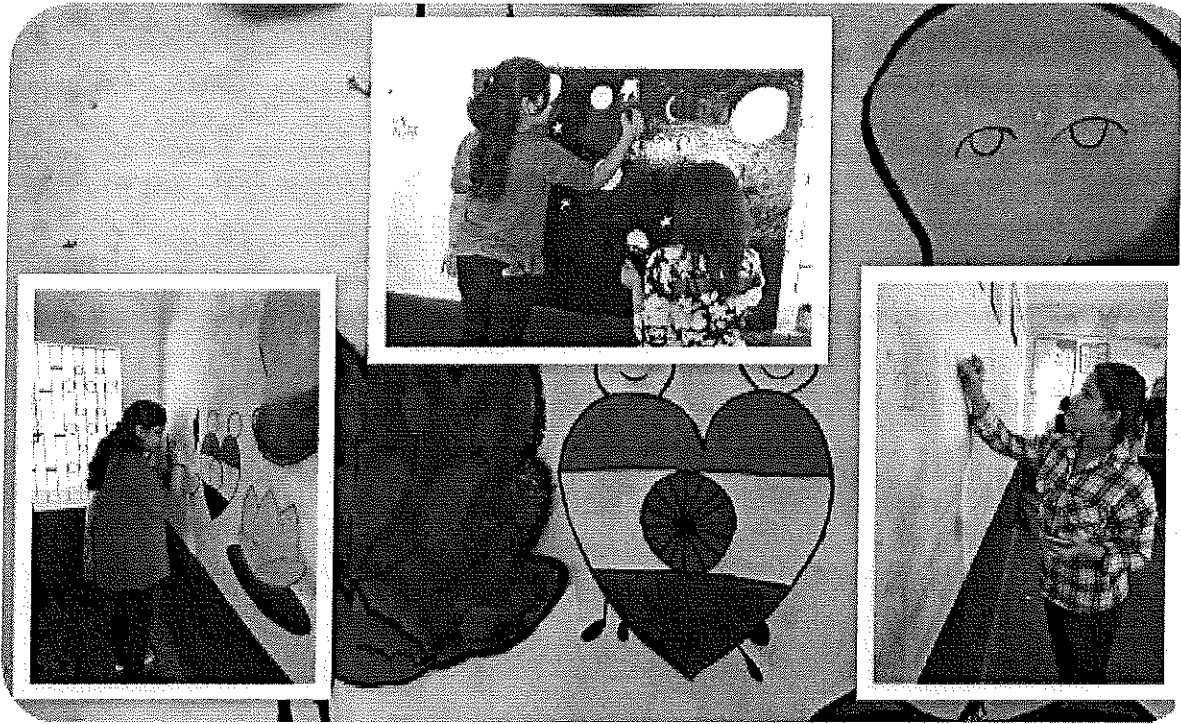
**Brief About the Activity:**

Social Responsibility Committee (SRC) of Jaipuria Institute of Management, Lucknow organized a “Wall Painting Activity” under the guidance of Prof. Reena Agarwal, Faculty Coordinator, SRC. The activity was coordinated by Ms. Anjali Dimri, Senior Coordinator, SRC in association with ‘Prithivi Innovation’, an NGO based in Lucknow. The activity took place on 12<sup>th</sup> November, 2017 at Prathmik Vidyalaya, Mutakipur Lucknow. The theme of the activity was to “Make Learning a Fun Activity”. The purpose was to creatively decorate the walls of primary school and make learning more colourful and interesting for the school students. The purpose of the activity was enhancing the aesthetics of the school for students studying and increasing the knowledge, awareness through visuals/pictures which have greater impact on young minds. These fresh and colourful learning spaces are a far cry from the normal picture associated with government schools that do provide basic amenities, but not an environment that can motivate students or motivate them the willingness to learn. The members of the SRC along with volunteers from batch 2016-18 and batch 2017-19 assembled at the school around 11:00 a.m. They were assisted by Mrs. Anuradha Gupta, from Prithivi Innovation, who coordinated the activity along with the students. Members and volunteers monitored the school and studied the curriculum of different classes so that they could implement related images and structures in the classrooms.

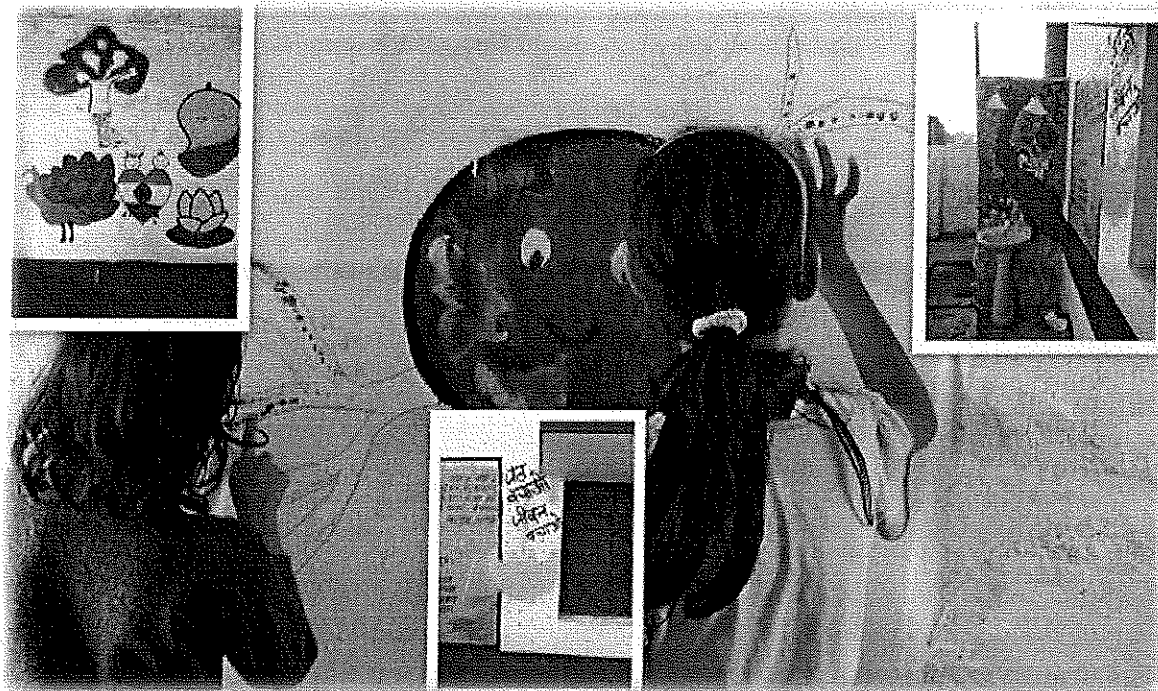
Walls of school were painted to promote themes like ‘Go Green’, ‘Save Water’ etc. The walls were modified in a way that it would attract students to adapt to the 3D creative learning process instead of the two-dimensional blackboard education approach. The school staff was very cooperative and assisted students during the activity.

All the volunteers and members were headed by SRC. Members from batch 2016-18 included Ms. Vartika Shukla, and Ms. Kirti Lohiya. Volunteer from batch 2016-18 included Ms. Palak Srivastava. Members from batch 2017-19 were Mr. Prateek Agarwal, Ms. Ritika Agarwalla, Mr. V.Manikandan and volunteers from batch 2017-19 were Ms. Kulsoom Fatima, and Ms. Priyanka Tiwari. The activity was a great success and learning to use physical space as a tool for child development, that is, transforming school buildings in such a way that they enhance visual learning among children and also enhance the overall teaching process. Through such initiative, SRC wishes to encourage other privileged people of society to join hands for such initiatives.





R. J. G.



## GROOMING THE YOUNG MINDS

**Date of Activity:** 12<sup>th</sup> November 2017

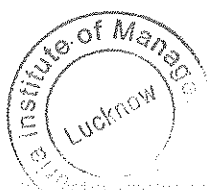
**Type of Activity:** Social Cause

**Brief About the Activity:**

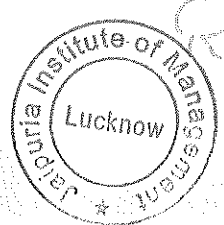
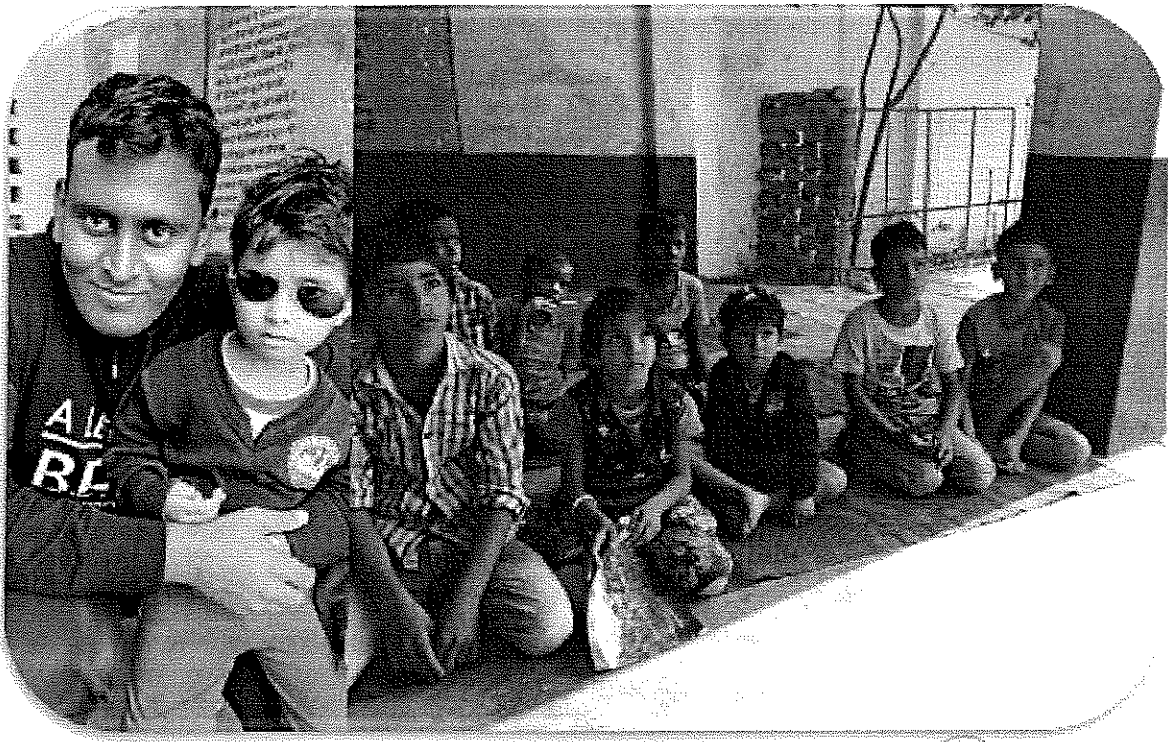
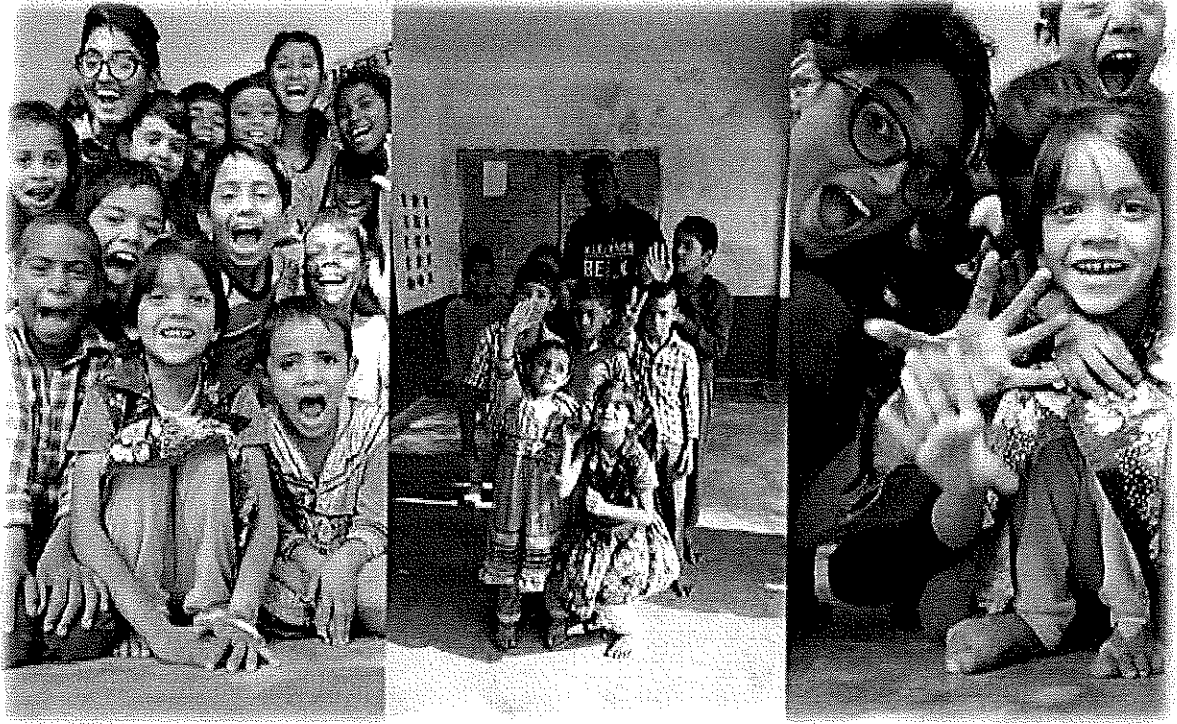
Social Responsibility Committee of Jaipuria Institute of Management, Lucknow under the guidance of Prof. Reena Agarwal, Faculty Coordinator SRC and in association with “Prithivi Innovation” organized an activity called “Grooming Young Minds” on 11<sup>th</sup> November 2017 at Prathmik Vidyalaya, Mutakipur, Lucknow. The purpose of the activity was to provide some basic learnings to the students and also to teach the basic etiquettes and manners. Education is a basic right of every child, they are country’s future. Basic communication skills motivate a child to express his thoughts and opinion and grooming them helps to develop a good learning environment where they are taught something apart from history and science. Good manners help to show respect and consideration to others and makes others glad. Without proper manners and etiquette, the customs of polite society would soon disappear, and we would act more like animals and less like people. The members of the SRC along with volunteers from batch 2016-18 and batch 2017-19 assembled at the school around 11:00 AM, they were assisted by Mrs. Anuradha Gupta, from Prithivi Innovation, an NGO based in Lucknow, who coordinated the activity along with them. Volunteers guided the students about various communication skills and other manners and etiquettes which was followed by various other teachings of general knowledge. Students also pledged to prevent the wastage of food that is provided to them during midday meal. Teaching was followed by fun activity where volunteers along with students shake their legs on various songs. The idea behind such activity was to change the conventional method of teaching and all-round development of students because learning is more than a blackboard and books.

All the volunteers and members were headed by SRC. Members include students from batch 2016-18, Vartika Shukla, Kirti Lohiya volunteer from batch 2016-18, Palak Srivastava and from batch 2017-19 Prateek Agarwal, Ritika Agarwalla, V. Manikandan and volunteers from Batch 2017-19 were Kulsoom Fatima, Priyanka Tiwari.

The activity was a great success and a strong initiative by SRC to address the developmental needs of the underprivileged children



R. J. G.



## CHILDREN'S DAY

**Date of Activity:** 14<sup>th</sup> November 2017

**Type of Activity:** Social Cause

**Brief About the Activity:**

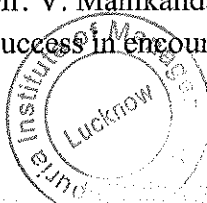
Social Responsibility Committee of Jaipuria Institute of Management, Lucknow organised a 'learning-cum-fun' activity on 14<sup>th</sup> November 2017 on the auspicious occasion of children's day at HOSARIYA CHAURAHA, LUCKNOW. The program was organized under the guidance of Professor Reena Agarwal, Faculty Coordinator, SRC and coordinated by Ms. Anjali Dimri, Senior Coordinator, SRC. The central theme of the activity was to celebrate the auspicious occasion of children's day by spreading the smile on the lips of underprivileged children. Children are like precious gems and 14<sup>th</sup> November is celebrated as Children's Day in India on Pandit Jawaharlal Nehru's birthday. It is also known as Bal-Din in India. He was the first Prime Minister of independent India. He worked passionately for the welfare of children and youngsters soon after independence. He was fond of children and keen about welfare, education, and development of children in India. It was a Pandit Nehru's dream that all the children of the nation must be educated. In memory of this great leader and to honour his love for children, November 14 is celebrated in India as Children's day. In India, we are still working to fulfil that dream and we cannot hide the fact that many children in India are not getting basic privileges like education.

SRC conducted this activity for the sole purpose to promote child education for those who are deprived of it, as every child has a right for education.

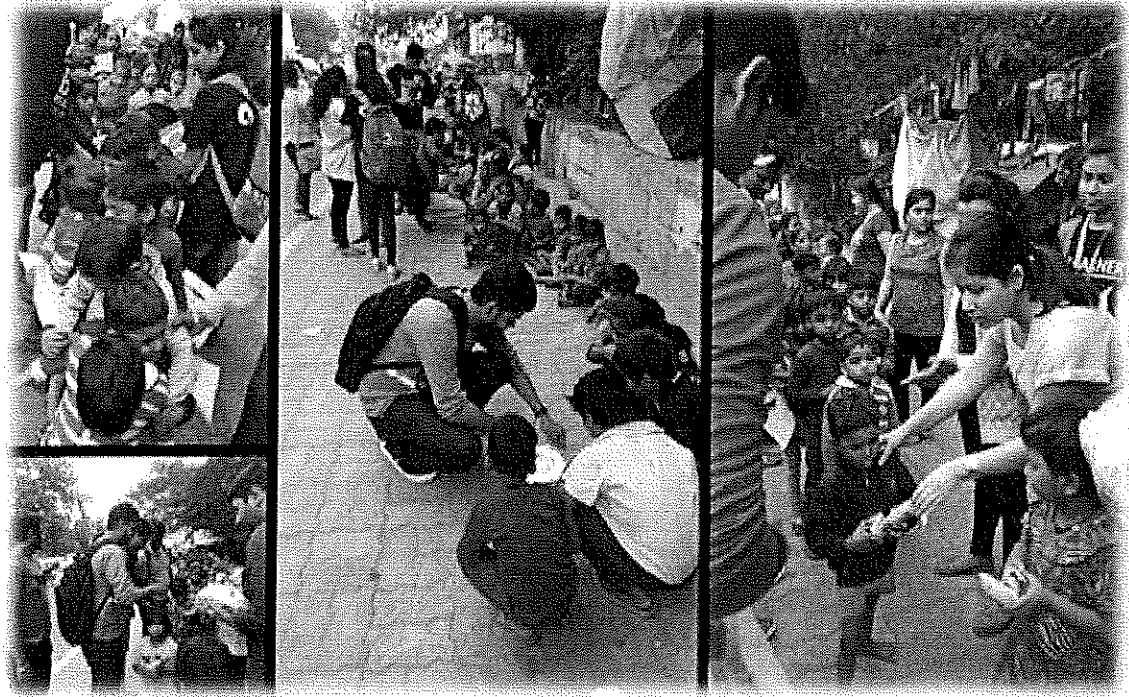
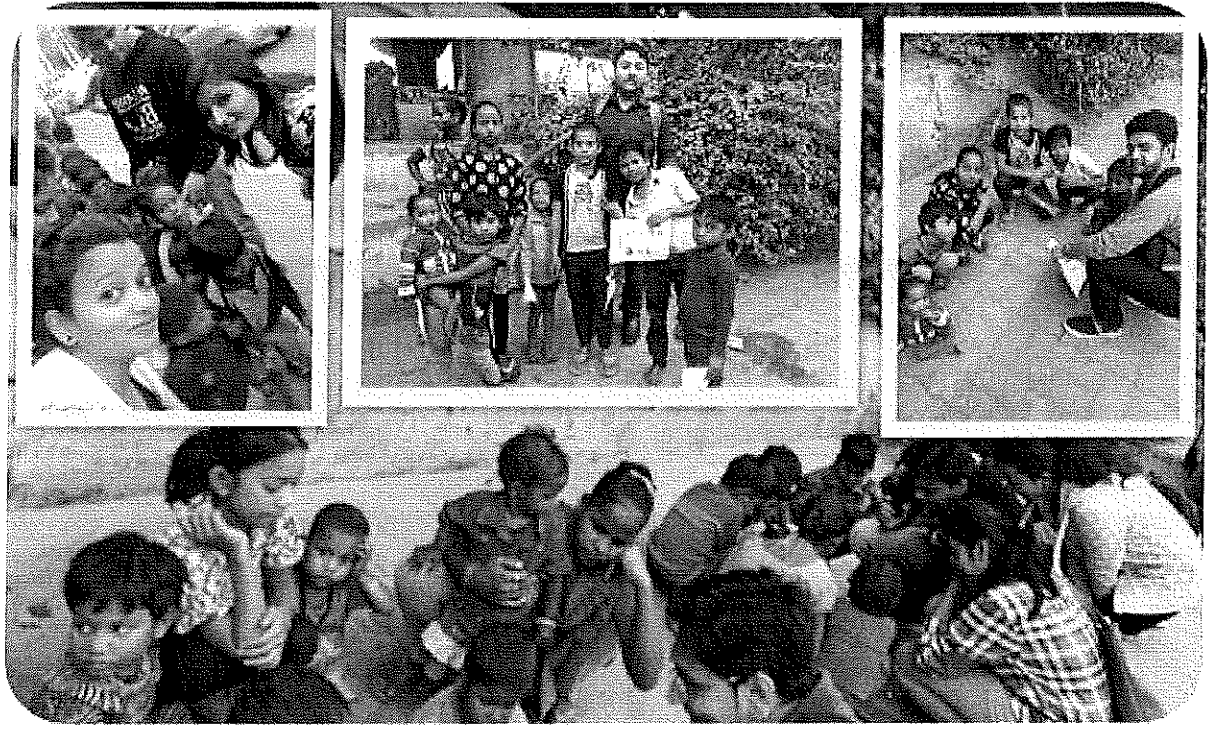
Members of the SRC of batch 2016-18 and 2017-19, along with volunteers of batch 2016-17 gathered in the slum region near hosariya chaauraha and collected all the children in that region. There were around 20 children who were further divided into groups for a learning activity and for each group a volunteer was assigned. Each group was provided with a questionnaire of visual pictures with some basic riddles and brain teaser like 'recognising the tallest one', 'odd one out', 'matching the animal and their babies' and many more. The children enjoyed solving the questionnaire and this was followed by general interaction with them in which some of them recited poems, alphabets and shared their learning experiences from school.

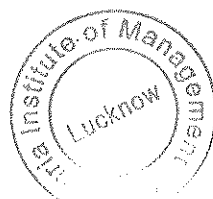
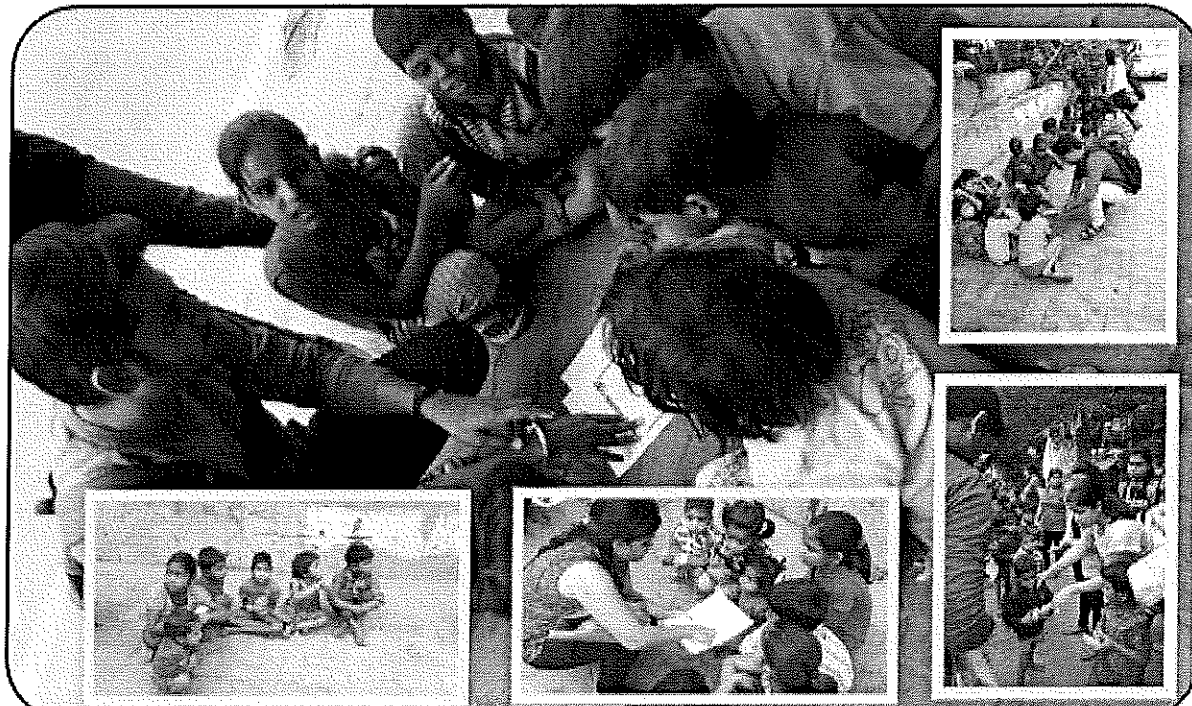
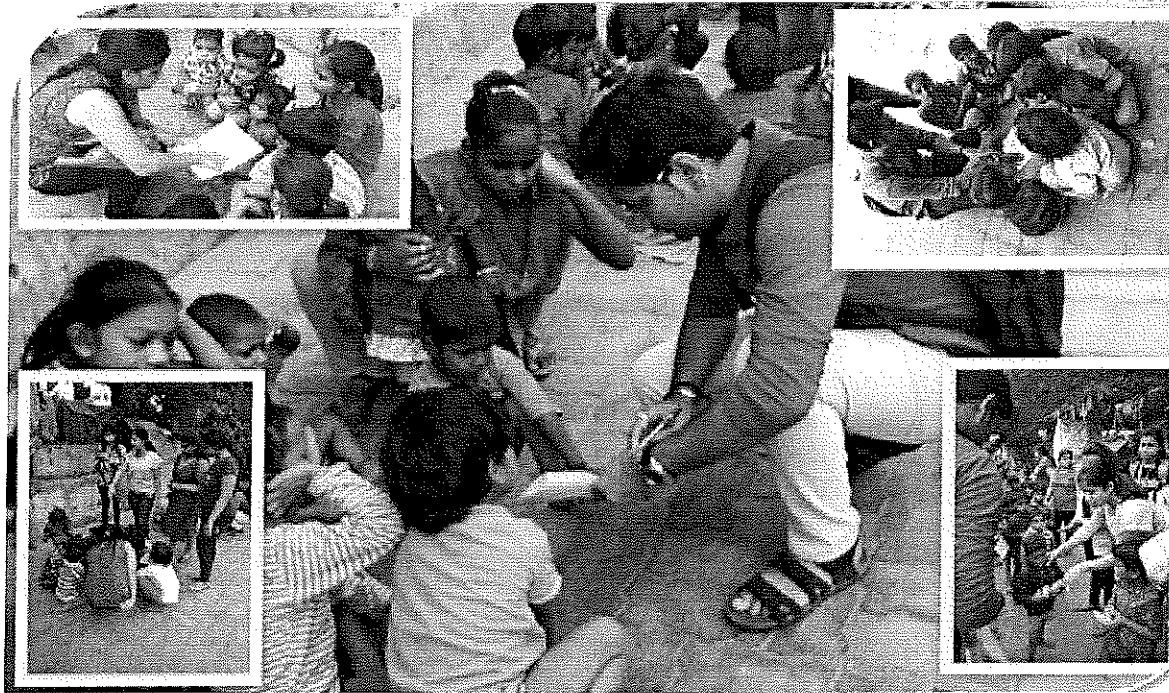
Activity concluded with distribution of bananas and biscuits to all the children in that area by the volunteers and members.

All the volunteers and members were headed by SRC. Members from batch 2016-18 were Mr. Shivam Dubey, Ms. Vartika Shukla, Ms. Kriti Lohiya and volunteers from batch 2016-18 were Mr. Aman Ahmed, Ms. Samadrita Pal, Ms. Ekta Rastogi, Ms. Akanksha Singh, Mr. Abhijeet Das, Ms. Palak Srivastava, Mr. Anurag Ghosh, Mr. Aayush Arya and members from Batch 2017-19 were Ms. Ankita Goel, Mr. V. Manikandan, and Mr. Praveen Singh. This activity conducted by SRC was a great success in encouraging the underprivileged children to dream of their future.









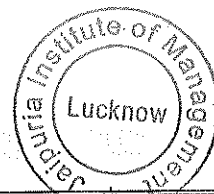
## AIDS DAY

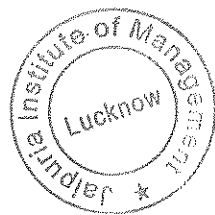
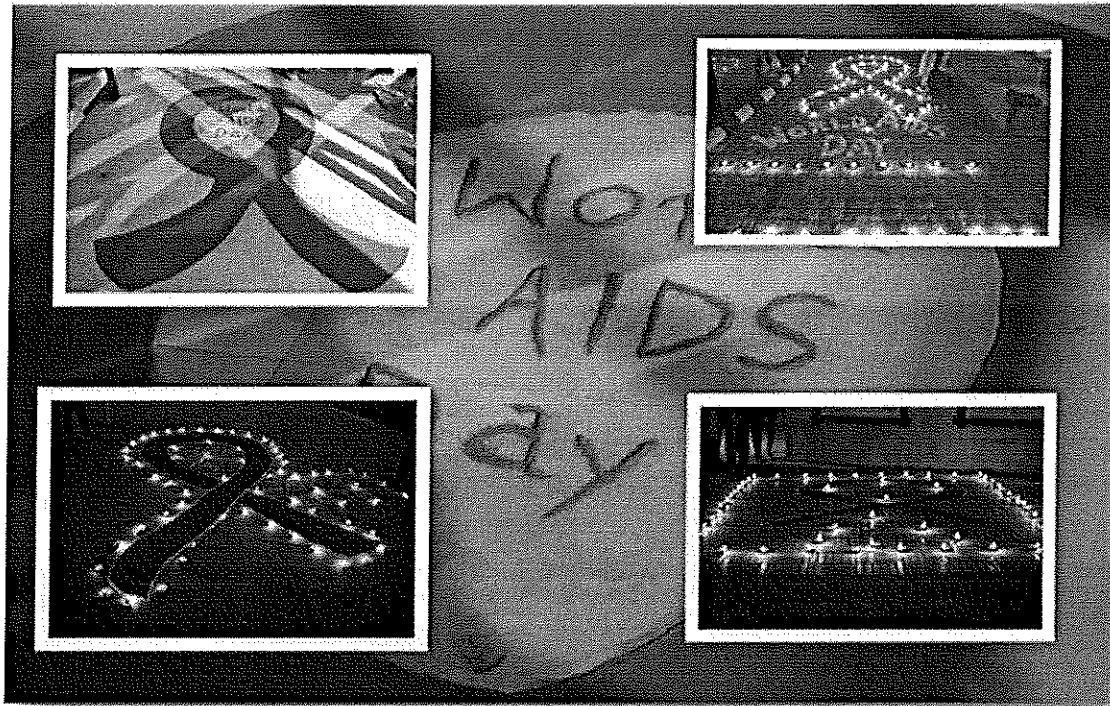
**Date of Activity:** 01<sup>st</sup> December 2017

**Type of Activity:** Social Cause

**Brief About the Activity:**

AIDS is not a virus, but a set of symptoms (or syndrome) caused by the HIV virus. A person is said to have AIDS when their immune system has become too weak to fight off the infection, and they develop certain defining symptoms and illnesses. This is the last stage of HIV, wherein the infection worsens, and if left untreated leads to death. World AIDS Day, designated on 1<sup>st</sup> December every year since 1988, is dedicated to raising awareness of the AIDS pandemic caused by the spread of HIV infection, and mourning the loss of those who have died of the disease. Not many people are aware of Acquired Immune Deficiency Disease (A.I.D.S) and so to make people aware of this disease the members of the Students Excellence Council of Jaipuria Institute of Management, Lucknow, under the guidance of Prof. Himanshu Mishra took a small initiative of creating awareness amongst the people . The SEC members along with the volunteers made beautiful rangolis on the theme of A.I.D.S in the college itself as well as three other places in Lucknow namely Hazratganj, Lohia Park, River Front. All these places are mostly crowded and thus the aim of creating awareness amongst the people about this day through their beautiful rangolis was fulfilled. This was for the first time that the students of Jaipuria took such an initiative.





*R. J. J.*

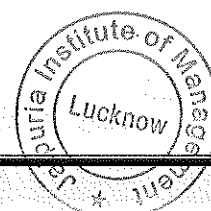
## ROAD SAFETY AWARENESS PHASE 2

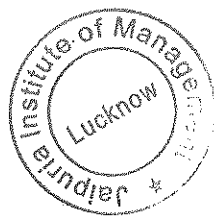
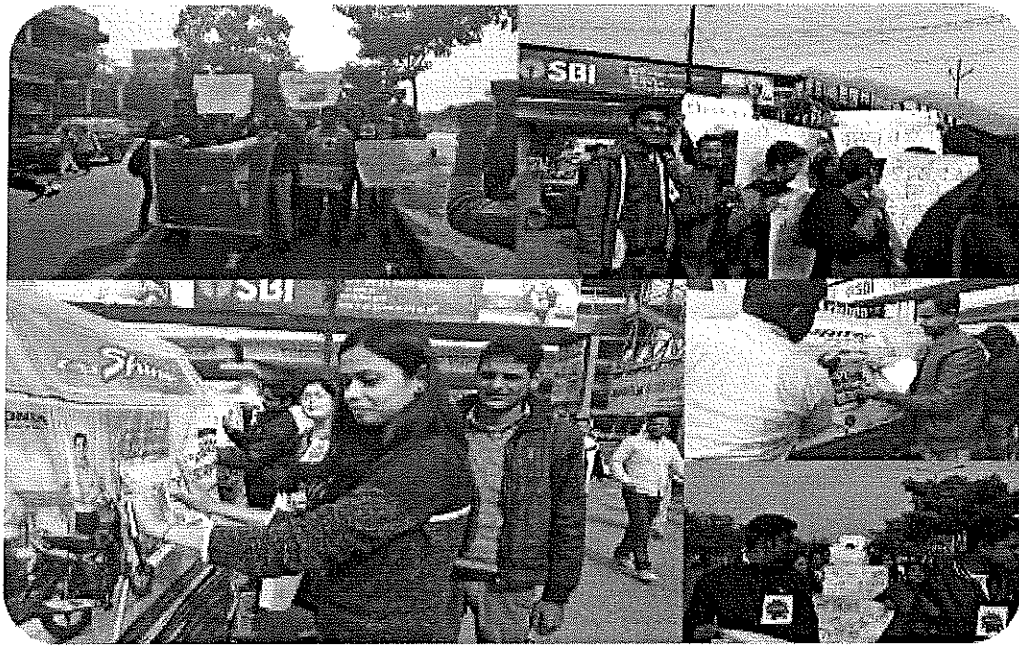
**Date of Activity:** 03rd December 2017

**Type of Activity:** Social Cause

**Brief About the Activity:**

After a successful response of phase 1, Social Responsible Committee of Jaipuria Institute of Management, Lucknow organized a "ROAD SAFETY AWARENESS DRIVE PHASE -2" on 3<sup>RD</sup> December 2017 to make people aware about the need to give way to ambulances and other road safety measures. The program was organized under the guidance of Prof. Reena Agarwal, Faculty Coordinator, SRC. The program was coordinated by Ms. Anjali Dimri, Senior Coordinator. The central theme of the initiative was to "**Promote the use of the Helmets**" and "**Give way to Ambulance**" and "**need to follow traffic rules**". According to National Crime Records Bureau, Ministry of Road Transport & Highway, Law commission of India, Global status report on road safety 2013, Over 1,37,000 people were killed in road accidents in 2013 alone, that is more than the number of people killed in all our wars put together. Drunken driving is one of the leading causes of road fatalities. Lucknow is among the top ten cities with the highest number of road crash deaths. The second phase of the activity was planned at polytechnic chauraha. The members of the SRC along with the student volunteers from Batch 2016-2018 and 2017-2019 assembled at the place at 11:00AM. Volunteers spoke with the commuters to use helmets and give way to an ambulance by sticking pamphlets on their vehicles. All the volunteers and members were headed by SRC. The members included students from Batch 2016-18 Ms. Kriti Lohiya, Mr. Shivam Dubey, from batch 2017-19 Mr. V.Manikandan, Ms. Ritika Agarwalla, Mr. Prateek Agarwal, Ms. Ankita Goel, Mr. Praveen Singh. The volunteers included students from Batch 2016-18 were Ms. Gauri Rawal, Ms. Palak and student volunteers of batch 2017-19 Ms. Manisha Roy, Ms. Juhi Srivatsava, Ms. Ramita Varyani, Mr. Abhishek Dubey, Mr. Waqas Umar, Ms. Priyanka Singh Chauhan, Mr. Himanshu, Mr. Raj Srivastava, Mr. Shishir Deval, Mr. Vishal Sahai, Mr. Dhruv Pratap Singh, Mr. Md Faizan Khan, Mr. Mohit Mishra, Mr. Rajat, Mr. Anirudha Pal, Mr. Arshad Ali Ansari, Mr. Vishal Sahai Saxena, Ms. Agrima Hazela, Ms. Prachi, Ms. Sarah Fareed, Ms. Neha Tiwari, Mr. Vikas Singh Tomar, Mr. Devesh Jodeja, Ms. Satyam Kumari, Mr. Rishikesh Narayan, Mr. Sandeep Vishen, Mr. Prashant Singh. The rally was a grand success in changing the mind-set of the people about road safety.





R-300

## BLOOD DONATION CAMP

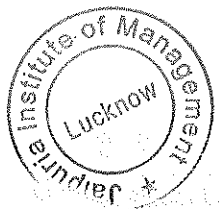
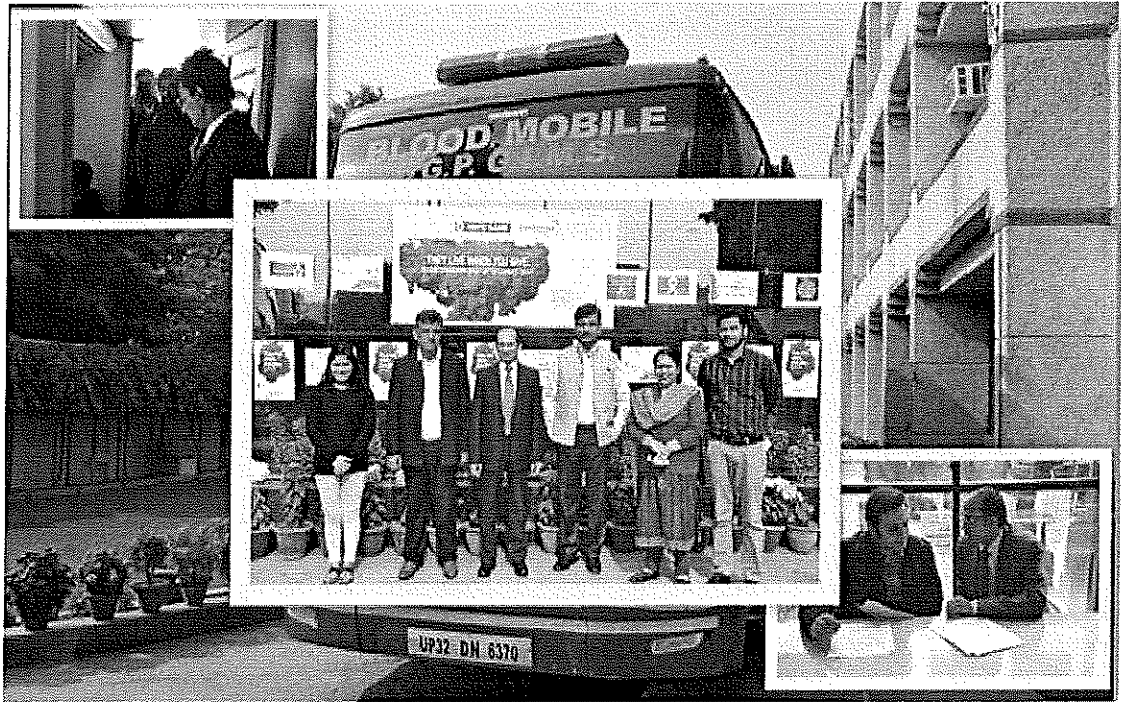
**Date of Activity:** 06<sup>th</sup> December 2017

**Type of Activity:** Social Cause

**Brief About the Activity:**

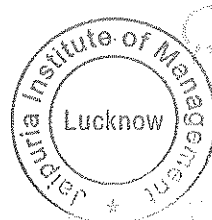
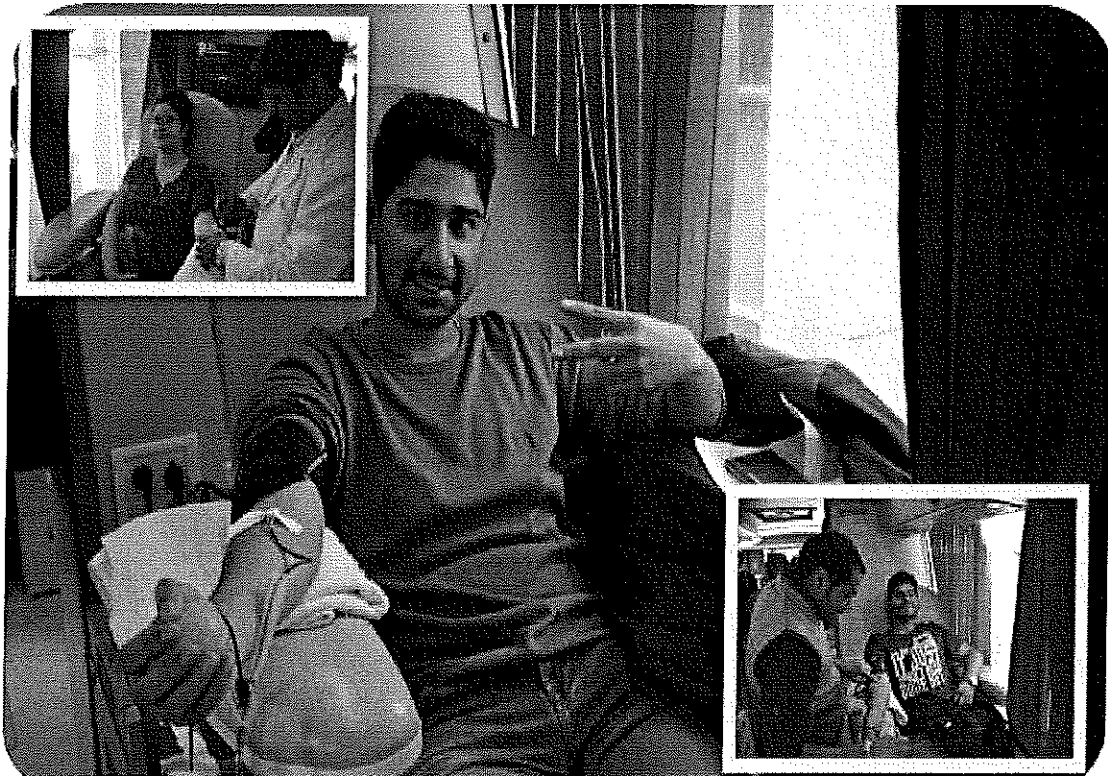
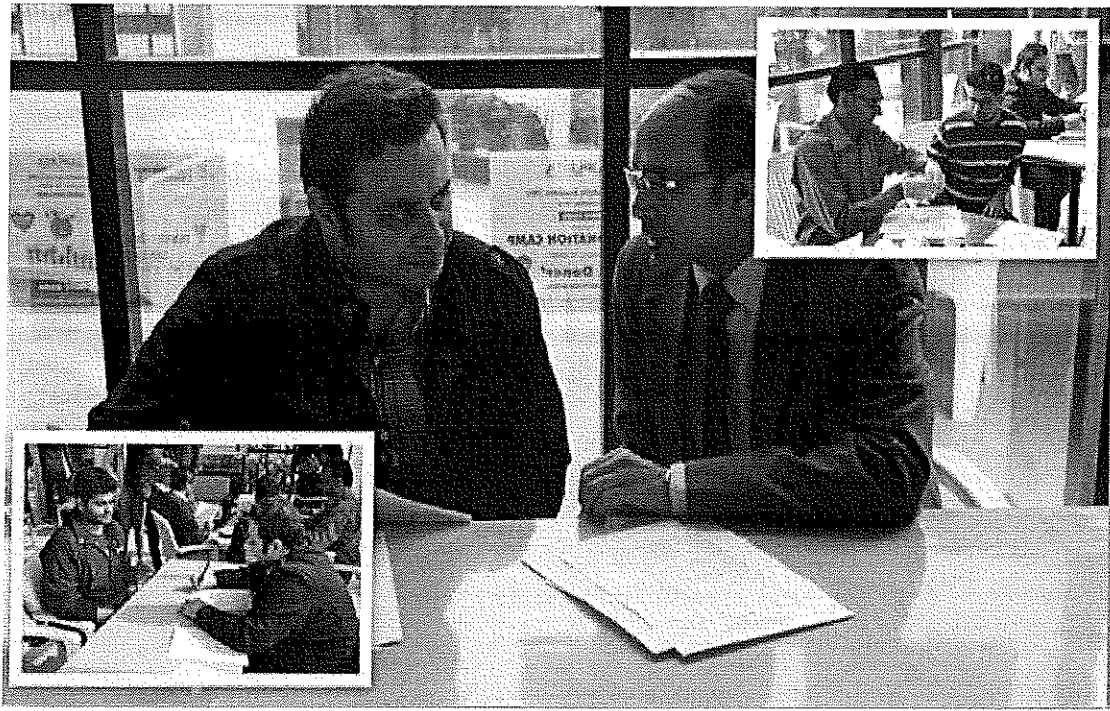
On 6<sup>th</sup> of December, 2017 a Blood Donation Camp was organized at the Jaipuria Institute Of Management by Social Responsibility Committee (SRC) in association with HDFC Bank. The session was inaugurated by Dr. M Ashraf Rizvi, Director, Jaipuria Institute Of Management, Lucknow. Jaipuria Lucknow always believes in catering to the social betterment, whether it is in the form of quality education or welfare of the society. It has always been a prime focus to maintain social responsibility within the students and encourage them to work for it. The medical assistance was provided by Sanjay Gandhi Post Graduate Institute of medical science (SGPGIMS). The camp was set up at the institute and students participated in huge numbers, making it a successful event. A form was given to the students in which they had to fill all the details about themselves and their medications & treatments if any. Students were allowed to donate blood only if they had a good breakfast, taken no medicines in the past one week, good haemoglobin levels, had the required weight and after that they were given refreshments to provide for any sort of weakness. It was an event for a really great cause, and it also installed a feeling of responsibility and awareness within the society and more people would join for the same. The event was well organized, and hygiene was given utmost importance. The participants received the blood donation certificates on the spot and a small gift in collaboration with HDFC Bank. It's all about giving than expecting anything in return for that little cause of nobility. If you can save a life just by donating a small amount of blood to someone, there is nothing as precious as this. The camp ended at 3'o clock with happy smiles and with a hope of making the society a better place to be in.





*R. Singh*





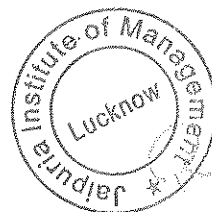
## **RETAIL EMPLOYEES DAY**

**Date of Activity:** 12<sup>th</sup> December 2017

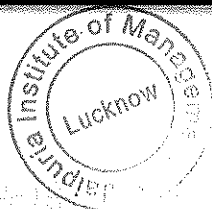
**Type of Activity:** Social Activity

### **Brief About the Activity**

On 12<sup>th</sup> December 2017, Retail Day was celebrated at Jaipuria Institute Of Management, Lucknow for the non-teaching staff of Jaipuria Lucknow under the lead role of Ms. Anjali Dimri, Student Coordinator- Social Responsibility Committee and with all due support from entire SEC. Retail Day is an initiative conceptualised by TRRAIN (Trust for Retailers and Retail Associates of India) and supported by RAI (Retailers Association of India). TRRAIN is a public charitable trust formed by Mr. B.S. Nagesh, with the vision of empowering people in retail. The trust works towards achieving immediate and lasting change in the lives of both retailers and retail associates across India. RAI is the unified voice of Indian retailers. RAI works with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. Retail Day is an attempt to encourage employers as well as customers to recognize the efforts of retail associates across the country and it aims at creating awareness and empathy for their jobs and lives and the significant role they play in the lives of the customers. The non-teaching staff of the institute was warmly greeted with sweets and tikka by the students. They were acknowledged and appreciated for the efforts and hard work they put in every day. They were presented with gifts which included woollen shawls, pens and other tokens of appreciation. The employees were thanked and applauded for their services as they put in tremendous efforts every day, throughout the year for facilitating the smooth functioning and management of the institute.







R. J. J.

## HOODIE DONATION

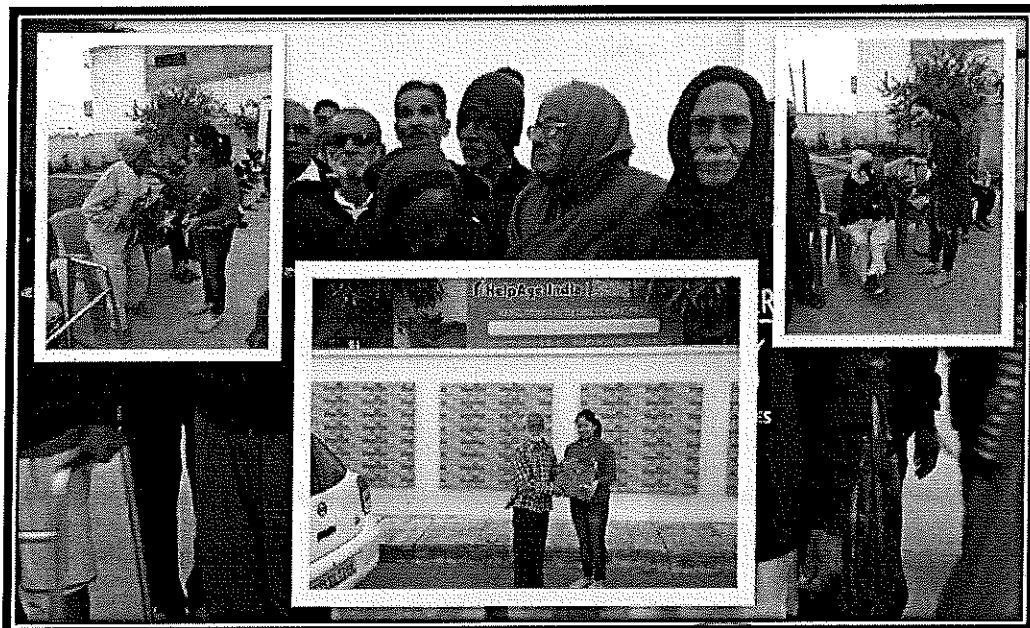
**Date of Activity:** 15<sup>th</sup> December 2017

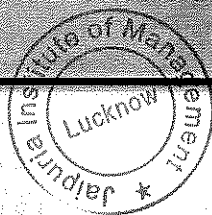
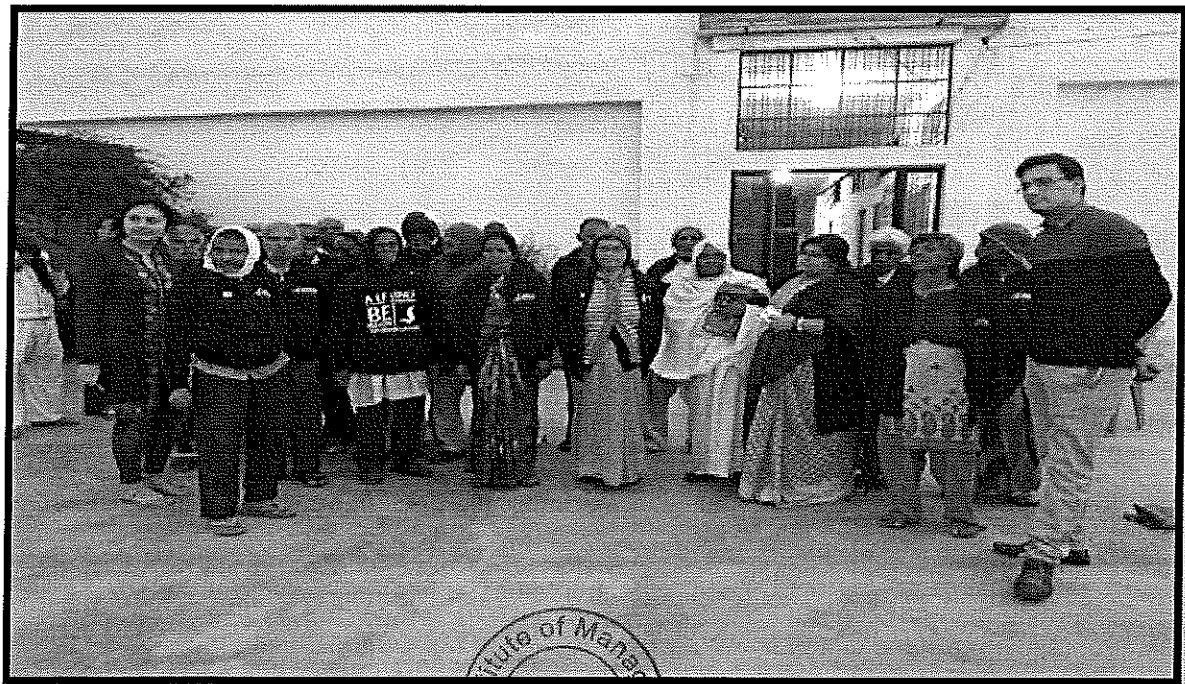
**Type of Activity:** Social Cause

**Brief About the Activity:**

On 15<sup>th</sup> December 2017, the members of the Students Excellence Council of Jaipuria Institute of Management, Lucknow took a small initiative of distributing Hoodies in Old Age homes. The major role in the distribution was played by Ms. Anjali Dimri, Ms. Gauri Rawal and Mr. Viksit Mathur.

With the fading of joint family culture in India and several other factors like financial independence of elderly, deteriorating health, lack of companionship, insecurity, the children settled abroad, etc. senior citizens now prefer to stay in old age home/Geriatric Care centre rather than in their own home. It is the safest place for any elderly to live with dignity and self-respect, where they can relocate and spend the sunset of their lives without bothering about the day to day chores of life like paying electricity bills, cooking and getting prompt medical care in case of emergencies. The distribution of hoodies was done in two Old Age homes, Sarojini Government Aided where 35 hoodies were given to the old age people and Hanumant where 15 hoodies were given, and a few hoodies were given to the guards. In total 50 hoodies were distributed.





*R. Singh*

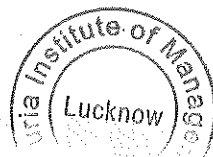
## CHRISTMAS DAY

**Date of Activity:** 25<sup>th</sup> December 2017

**Type of Activity:** Social Cause

**Brief About the Activity:**

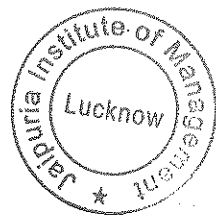
Social Responsibility Committee (SRC) of Jaipuria Institute of Management, Lucknow organized a visit to an old age home on Christmas Day under the guidance of Prof. Reena Agarwal, Faculty Coordinator, SRC. The activity was coordinated by Ms. Anjali Dimri, Senior Coordinator, SRC. The activity took place on 25<sup>th</sup> December, 2017 at Sevarth Vridhaashram, Rajajipuram Lucknow. The purpose of the visit was to celebrate the festival of lights and gifts with old age and becoming aware of the joy of serving and being with them. The members of the SRC along with volunteers from batch 2016-18 and batch 2017-19 reached the place around 3:00PM. The inmates were very hospitable and friendly, and they welcomed us with their beautiful smiles. The celebration began by cutting cake and then volunteers also presented them Christmas gifts by distributing woolen socks and scarfs. Volunteers also had an interactive session with them and they shared their life experiences. They were delighted and happy, also said that they will look forward to such visit again. All the volunteers and members were headed by S.R.C. Members from batch 2016-18 included Ms. Vartika Shukla, and Volunteer from batch 2016-18 included Ms. Gauri Rawal, Ms. Damini Jain, Ms. Ayushi Agarwal, Mr. Viksit Mathur. Members from batch 2017-19 were Ms. Ankita Goel, Mr. Prateek Agarwal, Ms. Ritika Agarwalla, Mr. Praveen Singh. The activity was a great initiative by SRC and a great success which can sensitize students to social work and an opportunity to discover *empathy* within ourselves.





R. Singh





*Rushy*

## COMPUTER LITERACY

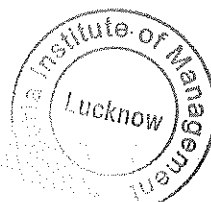
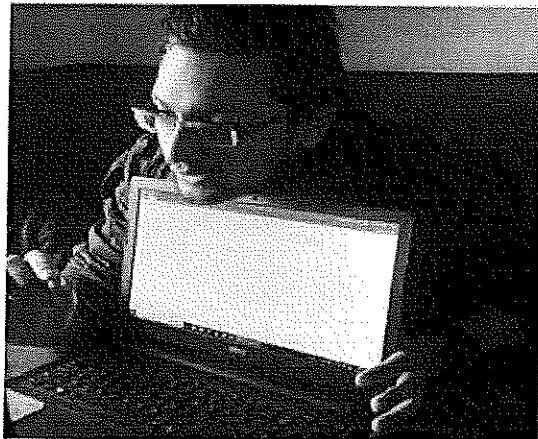
**Date of Activity:** 27<sup>th</sup> January 2018

**Type of Activity:** Social Initiative

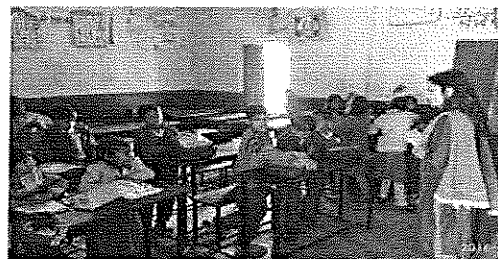
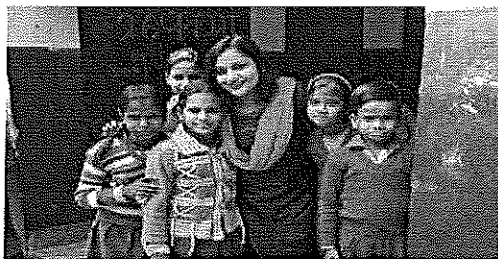
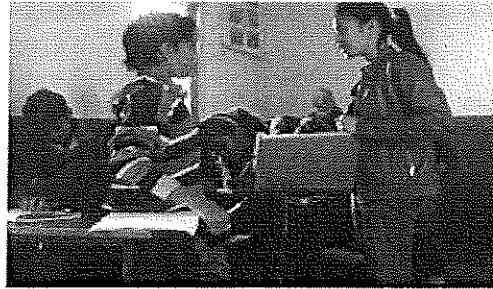
**Brief About the Activity:**

The world is changing towards automations where 'Computer' plays an important role. The kids nowadays are brilliant in using these computers from a very tender age. However, there are students and schools who still could not afford to use a computer. The Social Responsibility Committee of Jaipuria Institute of Management, Lucknow thought of providing basic education on computers to the underprivileged children. For this, the Social Responsibility Committee of Jaipuria Institute of Management, Lucknow, headed by Faculty Co-ordinator, Prof. Reena Agrawal and Student Co-ordinator, Ms. Anjali Dimri decided to provide a basic computer education to students of Class 1, 2 and 3 studying in Prathmika Vidyalaya, Gomti Nagar Lucknow. The event took place on 27<sup>th</sup> January, 2018 where the committee headed by Ms. Vartika Shukla (Senior Member), Mr. V. Manikandan (Junior Member) and Ms. Ankita Goel (Junior Member) with a team of 4 volunteers reached the school by 11:00 am. The volunteers comprising of Ms. Poulomee Sikder, Mr. Pranshu Sachan, Ms. Priyanka Singh Chauhan and Ms. Raksha Dubey, started fun activities with the students to test their learning where the students actively participated. At the end of the session, chocolates were distributed to the students. The students were very happy, and all the volunteers were given a great send-off by the students.





R. J. Singh  
Page 33 of 54



## CAREER COUNSELLING PHASE 2

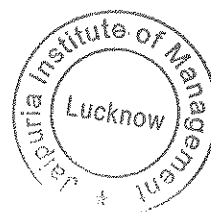
**Date of Activity:** 10<sup>th</sup> February 2018

**Type of Activity:** Social Initiative

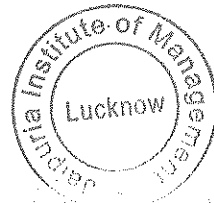
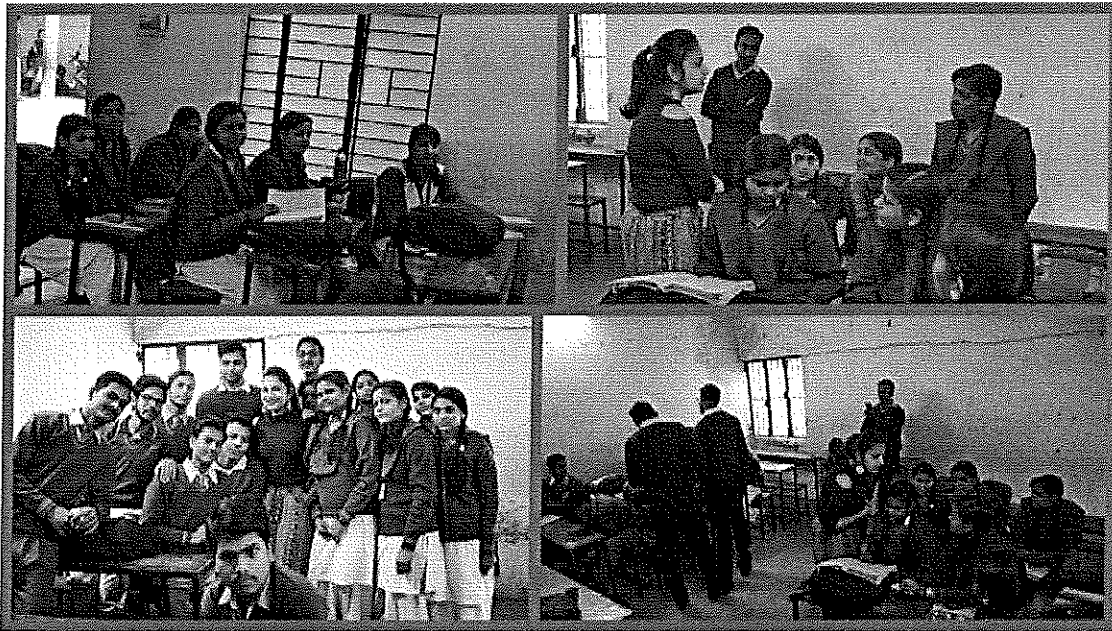
**Brief About the Activity:**

Social Responsibility Committee of Jaipuria Institute of Management, Lucknow organized Career Counselling Activity on 10<sup>th</sup> February, 2018 at the Prakash Bal Vidya Mandir, Lucknow to guide young minds about various career options that they can opt and the path to be followed to achieve success in different spheres of life. The program was organized under the guidance of Prof. Reena Agarwal, faculty coordinator SRC and coordinated by Anjali Dimri, senior coordinator. The central theme of the activity was to help in finding the path to the goal. The purpose of the activity was clearing doubts from the minds of students regarding the different alternatives available to them after completion of their schooling and building support and motivation for long term success in life. Career Counselling helps in determining a student's true potential. Students are often confused about their career preferences. Counselling sessions would help identify their field of specialization. This would indeed help a student in following the right course of study for accomplishing his career goal.

The members of the SRC along with volunteers from batch 2016-18 and batch 2017-19 assembled at the school around 9:00 AM, and guided students regarding various avenues in the future where Mr. Saif Mehdi provided information regarding prospects in the INDIAN ARMY AND NAVY, Ms. Raksha Dubey regarding Arts and Humanities and Mr. Eritrea Mukherjee for Microbiology and Pharma. All the volunteers and member were headed by SRC. Member include a student from batch 2017-19 Prateek Agarwal and volunteer from Batch 2016-18 was Mr. Saif Mehdi and from Batch 2017-19 include Ms. Raksha Dubey, Mr. Aritra Mukherjee.



*Reena*



R. J. G.

## FANKAAR 2018

**Date of Activity:** 14<sup>th</sup> March 2018

**Type of Activity:** Social Initiative

**Brief About the Activity:**

A novel event was initiated in Jaipuria Institute of Management, Lucknow by the name of Fankaar 2018 on 14<sup>th</sup> March 2018, wherein two committees; Media Relations, Public and IT Committee, headed by Ms. Nimisha Dua and Social Responsibility Committee, headed by Ms. Anjali Dimri came together, to organise and design the event in the most amazing way, backed up by the enthusiastic support of other SEC coordinators, committees members and volunteers. The event was held under the guidance of Prof. Maneesh Yadav, Prof. Himanshu Misra and Prof. Reena Agarwal. Various events were organized wherein the students and faculty members participated in huge numbers. Approximately 150 students and some faculty members and staff participated in the events. All the proceeds from this event would go to NGOs that support the needy and less fortunate people, who look forward to a little support from our blessed selves, to lead a better life.

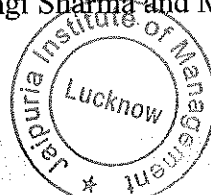
The events scheduled for the day were as follows:

**Ultimate Frisbee-** The event was sponsored by Project KHEL, an NGO for children that was founded by Mr. Akshai Abraham. The professional trainers for the sport were Mr. Ram, Mr. Krishna, Ms. Raveena, Mr. Priyanchu and Mr. Sunny and the coordinators of the same were M. Maaz Hasan and Ms. Sheba Siddiqui. Frisbee instilled within the participants a sense of nostalgia of their childhood days, when we used to carry a Frisbee, without fail, along with us for all the school picnics and family picnics. The event was coordinated by Mr. Saraansh Chowdhury.

**Kalakriti: Drawing, Sketching and Painting Competition-**Sometimes, a sketch or a painting we make is able to depict the thoughts that any number of words fail to express. All the budding artists were given an opportunity to dip their brushes into their souls and paint their own thoughts on the canvas. The event was coordinated by Mr. Prateek Agarwal and Mr. V.Manikandan.

**Vanika: Face Painting –** The participants had to paint the faces of their partners and make anything, related to the topic: ‘Khushion ki Fankaar. It was an absolute fun event, coordinated by Ms. Ankita Goel and Mr. Praveen Kumar.

**Nakshatra: Jewellery Making-** As they say, ‘Leave a little Sparkle wherever you go’. The participants had the opportunity to make jewellery and unleash their creative senses and all the proceeds from selling those crafted jewellery items would contribute in Jaipuria Lucknow’s effort in adding the much needed sparkle in the lacklustre lives of less fortunate people. The event was coordinated by Ms. Shivangi Sharma and Ms. Arpita Singh.



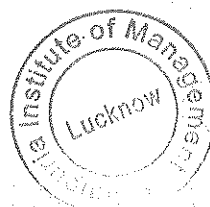
Nevedha: Craft Competition- Because creativity, paper and colours are best friends; glitter never makes a mess; and there is no such thing as a craft fail. Participants were free to make anything that their brain could come up with, i.e. bookmarks, paper bags, wind chimes, etc. The event was coordinated by Ms. Shivani Khatwani and Ms. Ritika Agarwalla.

Nazariya: Photography Competition- The most important component of a camera is the twelve inches behind it. All the photographers with a DSLR in hand were now challenged to put forth the beauty they actually see using no DSLR, but just normal phone cameras. The event was coordinated by Mr. Mukul Gautam.

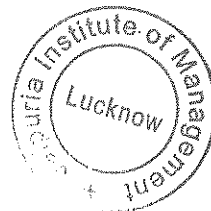
Kavi Sammelan –Poetry in any language is the rhythmical creation of the beauty in words, and just so serene was the event. The event was coordinated by Ms. Vartika Pant and Mr. Uttam Sharma.

Flash mob- An unusual act that was performed for a brief time, where the students quickly performed and swiftly dispersed, boosted up the audience and their mood.

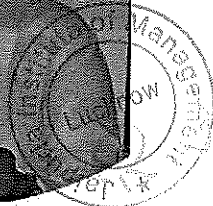
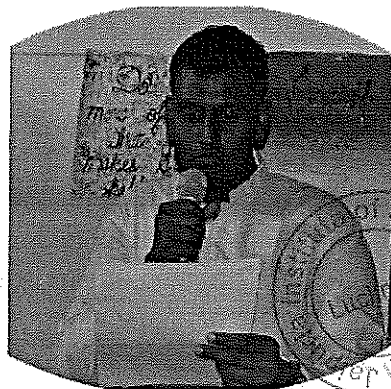
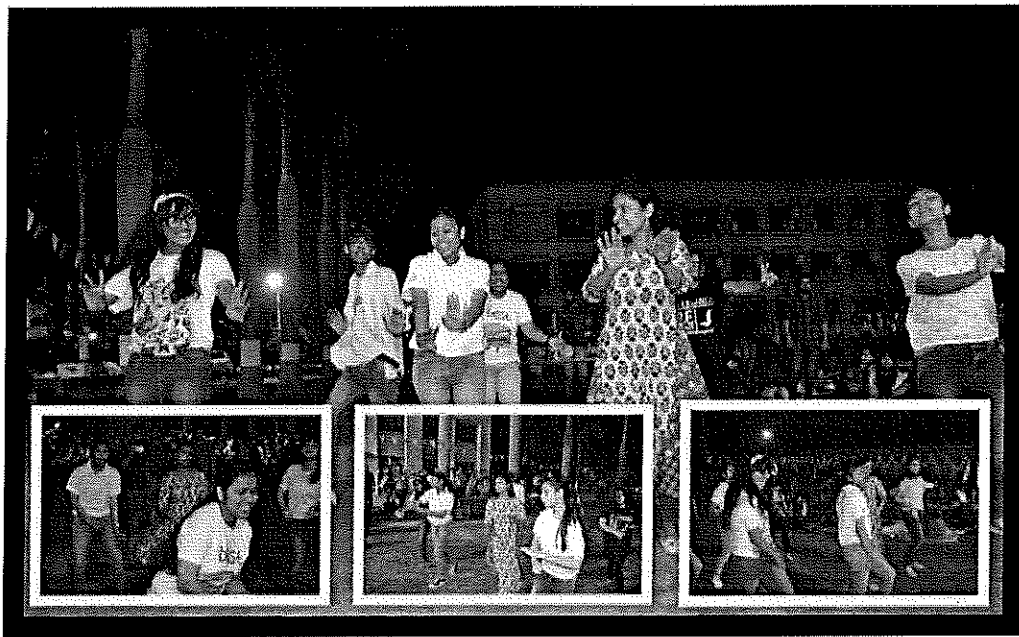
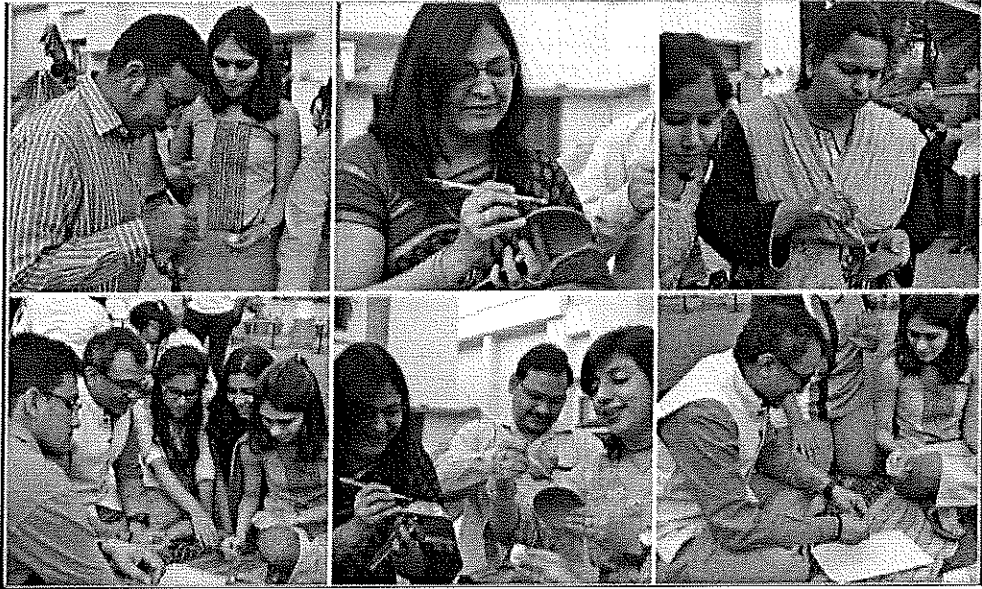
This was followed by the proposal of the vote of thanks proposed by Mr. V.Manikandan. After the vigorously colourful and enthusiastically tiring day, it was time to fill some junk in the trunk. Deliciously sumptuous snacks were arranged for all the participants to fill their tummies with. And with that came to an end a day soaked up with colours and brimming with fun.







*R. Singh*



## BUY SMALL HELP ALL PHASE 1

**Date of Activity:** 24<sup>th</sup> March 2018

**Type of Activity:** Social Initiative

**Brief About the Activity:**

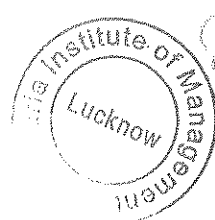
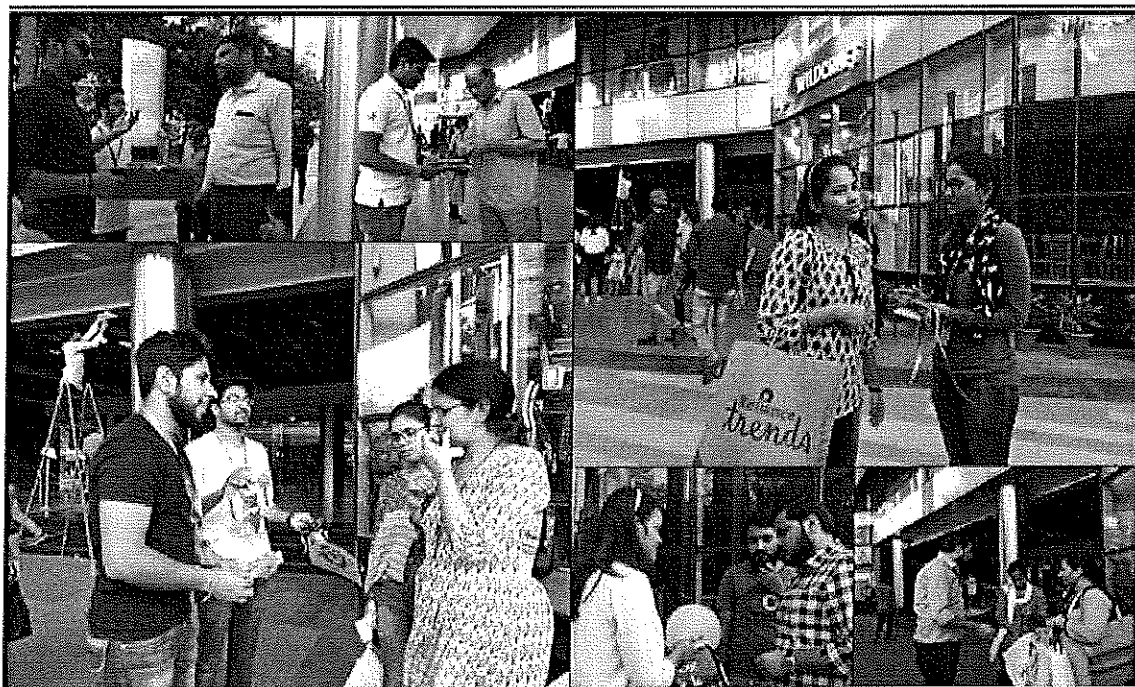
On 24th March, 2018, the Social Responsibility Committee and Media Relations Committee of Jaipuria Institute Of Management, Lucknow came together for a social cause. The initiative was organized under the guidance of the faculty coordinators of SRC and MRC, Prof. Reena Agarwal and Prof. Maneesh Yadav and the student coordinators Ms. Anjali Dimri and Ms. Nimisha Dua respectively. The initiative was organized at Sahara Ganj mall, Lucknow where the 40 volunteers and members of both the committees got engaged in selling out small items like jewellery, greeting cards, paper bags, soft toys, posters, bookmarks, diyas, and other craft items that were made by the students during the event Fankaar. The volunteers enthusiastically portrayed their selling skills by convincing the people visiting the shopping mall to buy smaller items because the money collected from the initiative would be contributed towards the betterment of the society. The initiative turned out to be a big success as the volunteers were able to collect approximately ₹25, 000. The money accumulated from the initiative would be utilized in arranging necessary stuff for orphanages, old age homes, shelter homes, physically disabled children, widows and children from underprivileged families in order to help them pursue a career of their choice.

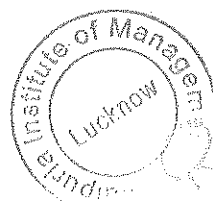
It's the joy and the love that we extend to others that brings true happiness or union with God. When we give, we reap the joy of seeing a bright smile, laughter, tears of joy and gratitude for life. We know that if people give just a little more of their time, skills, knowledge, wisdom, compassion, wealth and love; the world would be a more peaceful and healthier place. The rewards of giving are priceless. The institute extends its heartfelt gratitude towards the Sahara Ganj mall for their continuous support and coordination. They have been allowing us to make such initiatives successful for many years. The initiative would not have been a success without the continuous guidance and support of the faculty coordinators of SRC and MRC, Prof. Reena Agarwal and Prof. Maneesh Yadav and also the student coordinators Ms. Anjali Dimri and Ms. Nimisha Dua.

Members of SRC- Ms. Anjali Dimri (Coordinator), Ms. Aniketa Goel, Ms. Ritika Agarwalla,  
Mr. V. Manikandhan, Mr. Prateek, Mr. Praveen Kumar Singh senior SRC members- Mr.

Shivam Dubey, Ms. Vartika Shukla. MRC Members- Ms. Nimisha Dua (Coordinator), and Ms. Shivani Khatwani. Following were the volunteers for the activity who enthusiastically contributed in making the event such a big success- Abhilasha Srivastava, Avinash Chomal, Gaurav Kumar, Kartik Srivastava, Sai Subhlakshmi, Satakshi Singh, Shivendra Mathur, Ayushi Agarwal, Prity Shurv, Suruchi Marodia, Tanmay Anmol, Vaibhav Gupta, Ayush Kumar, Subhajit Routray, Pragati Tiwari, Srijan Bajpai, Vikas Singh Tomar, Vishal Sahai Saxena, Pushkal Mahul, Rahul Gupta, Satyam Kumari, Harshit Kumar Gupta, Ritika Jaiswal, Manisha Roy, Waqas Umar, Ayush Kumar Singh, Mohit Misra, Prateek Agarwal, Ankita Srivastava, Harshit Pratap, Rohan Phul. The sole meaning of life is to serve others and show compassion because you can only rise by helping others.







## EDUCATIONAL TOUR

**Date of Activity:** 31<sup>st</sup> March 2018

**Type of Activity:** Social Initiative

**Brief About the Activity:**

Under the able guidance and kind consent of our Director Prof Kavita Pathak on **March 31, 2018 Social Responsibility Committee (SRC)** Jaipuria Institute of Management, Lucknow **“Educational Tour for Rural Millennials”**. SRC invited students of classes 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> from **“Child Friendly School”** of Chandwal Village in District Barabanki, Uttar Pradesh along with their faculty, for an **“Educational Tour”** to Jaipuria Institute of Management, Lucknow. This event was organized under the supervision of faculty coordinator Dr. Reena Agarwal

The purpose of the **“Educational Tour for Rural Millennials”** was to give exposure to these children and help them in gaining confidence and experience quality education, provide them computer literacy, check their general awareness, to provide an exposure to advanced society and help them to enhance their thinking ability. Approximately forty students along with five teachers visited the campus. SRC had organized for them:

- 1) **Tour to Library**
- 2) **Teaching of Life Skills**
- 3) **Thinking Out of Box**
- 4) **Computer Literacy**
- 5) **General Awareness Quiz**
- 6) **Talent Hunt**

Twenty-Five volunteers from 2017-19 batch and SRC members helped in conducting the **“Educational Tour”**.

*Activity 1: Tour to Library* Social Responsibility Committee had organised a tour to library to help the children to get a feel of well-established library and taught them the manners of library. The volunteers help the children to read newspapers and magazine and also asked to start the habit of reading books in order to enhance their learnings. The children showed enthusiastic participation in the activity.

*Activity 2: Life Skills Through Fun Loving Activity*

To give the feel of advanced society the children were taught how the lift and projector operates. Even they were taken through lifts to various floor for experience. Short stories were played which helped them to learn lessons for life. The students were given the opportunity to share their learnings through the stories. Then a fun activity was played in which the students were asked to talk to their friend who was sitting next to them. They were asked to know each other and share positive qualities which has impressed them. The students were actively participating in this activity. The main motive was to help them inculcate the habit of

socialising and analyse the good and bad qualities which might influence them in future. They were also asked to take an oath to plant trees and keep their village clean.

#### Activity 3: Thinking Out of Box Activity

The main aim was to help the children think out of the box. These children never got opportunity to speak up their mind, which never gave birth to their creative thinking. This activity helped them enhance their thinking ability by brain storming. It was a fun activity in which children enjoyed a lot. For this, group of 6 students were made and a cheat mentioning their props were given. They were asked to think some extraordinary uses of those props. The props were disposable glass, paper, flower, bulbs, ribbons etc. The children were able to suggest some interesting uses which made the environment more competitive. They also gave creative names to their team. The best teams who presented best ideas of their given props were awarded.

#### Activity 4: A Step Towards Digital Education: A Computer Literacy Workshop

The purpose was to support our honourable Prime Minister Shri Narendra Modi's initiative of spreading digital education across the country and thereby turning India into a digitalised one, **Social Responsibility Committee** organised a "Computer Literacy Workshop" to provide hands on experience of using the computer to the children from rural areas.

First year student Ms. Vidhi Arora and Mr. Yash Khosla taught the children – what is a computer? what are its various parts? how does it work? what is hardware and software? what is word document? how to write in word document? The students were excited in using the computer for the first time in their lives. They were very attentive in class and learned the concepts very quickly. They were then asked several questions relating to computers.

#### Activity 5: General Awareness Quiz

The purpose was to check their general knowledge and also to enhance their learnings. There were some audios and videos to be recognised by the students with some general awareness question. Ms. Amit Kumar Gupta with other volunteers coordinated the events. The winners were awarded.

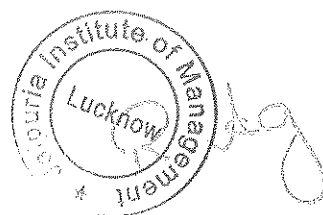
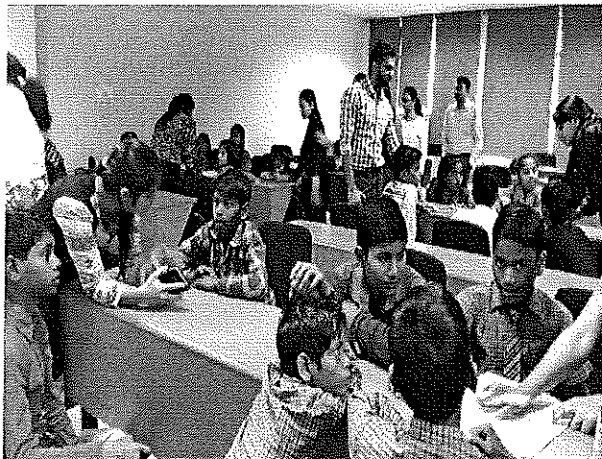
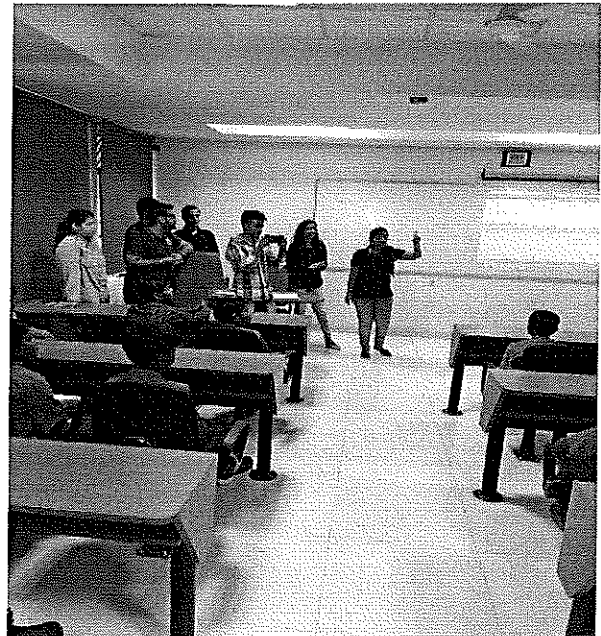
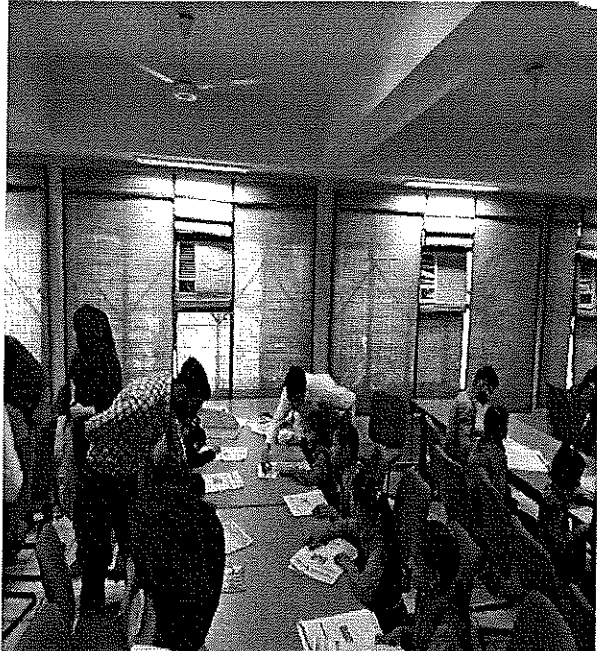
#### Activity 6: Talent Hunt

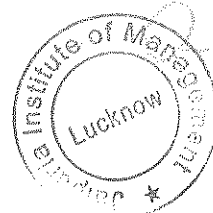
The children were also given an opportunity to showcase their hidden talent. Many students volunteered for singing and dancing. The students also showed their talents by singing mesmerizing songs and performing beautiful dance. They sung patriotic songs and danced on Bollywood number.

All the children who won also who volunteered and participated were appreciated by Prof. Reena Agarwal and the volunteers of batch 17-19. They presented some gifts and eatables as token of appreciation. The children and their teachers were provided with snacks and lunch boxes. The faculty members from Child Friendly School were happy to see their student's active participation and they also said that this was their student's wants to have more



experience to such an **“Educational Tour”** which helped in experiential learning and practical exposure to a quality education system and it definitely helped their students to come out of their shells and present themselves confidently to the outside world. The program was a great success, and all were satisfied to see those cute little faces overwhelmed with excitement and joy.





## BUY SMALL HELP ALL PHASE 2

**Date of Activity:** 31<sup>st</sup> March 2018

**Type of Activity:** Social Initiative

**Brief About the Activity:**

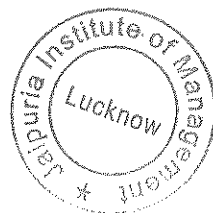
On **March 31,2018 Social Responsibility Committee (SRC)**Jaipuria Institute Of Management, Lucknow organised an event named **“BUY SMALL HELP ALL”** in the Patrakar Puram Market. The Social Responsibility Committee of Jaipuria Institute of Management, Lucknow has been working hard for the upliftment of the underprivileged groups’ in the society and we are trying our best to bring positive change in society. This event was organized under the guidance of faculty coordinator Dr. Reena Agarwal.

In this we sell small useful stuff like envelops, greeting card, paper bags, book marks, soft toys, small paintings, key rings , saplings, stationery items, balloons, small decorative pieces other such stuff. The money collected from this activity will then be utilized for arranging necessary stuff for orphanages, old age homes, shelter homes, physically disabled people, widows, and children from under privileged families to help them fulfill their basic needs and help them live with dignity and self-respect.

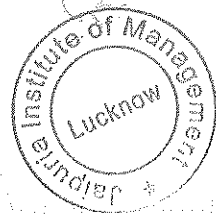
About eleven student volunteers participated in the event which comprised of Social Responsibility Committee and the volunteers who assisted us in selling the products to raise necessary funds .

We strongly believe that all human beings have a right to live their lives with dignity and self-respect and if there are certain groups who are deprived and underprivileged then it becomes our (i.e., who are well-off) moral responsibility to assist such people to live their lives with dignity and self-esteem.

We do feel that through our small initiatives we were able to create an impact on the minds of thousands of other people who might initiate such efforts in their individual capacity. The volunteers enthusiastically portrayed their selling skills by convincing the people visiting the shopping mall to buy smaller items because the money collected from the initiative would be contributed towards the betterment of the society.



*R. Ag*



## BUY SMALL HELP ALL PHASE 3

**Date of Activity:** 7<sup>th</sup> April 2018

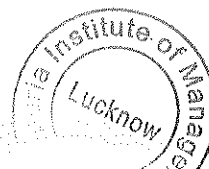
**Type of Activity:** Social Initiative

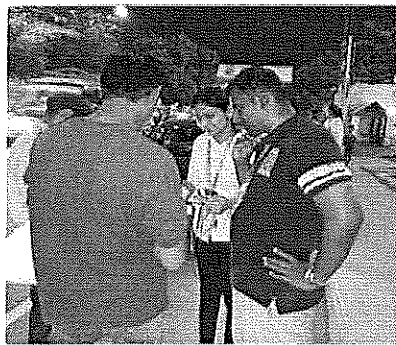
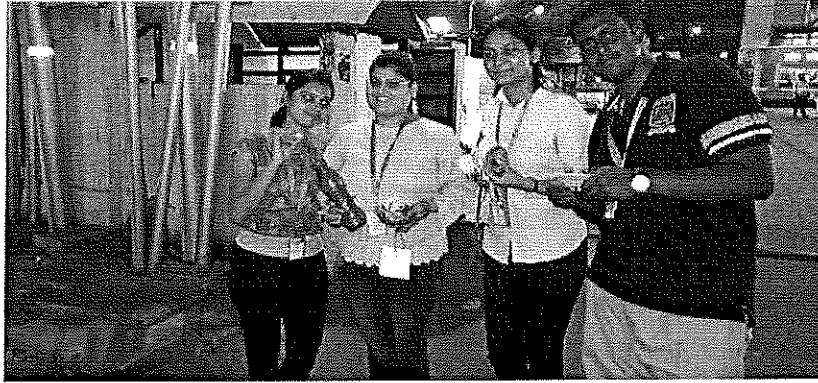
**Brief About the Activity:**

There are moments in our life when we start realizing the true meaning of life and its impact on others. One such feeling is 'Joy Of Giving'. At times we realize that gaining or acquiring some 'Gain' gives less pleasure than 'Parting Away' and giving it to someone who are really in need. The good thing in that is that no one is at loss by sharing. Generosity is only one of the aspects of it. It is about kindness, helpfulness, unselfishness, sacrifice, giving, service, love etc. Jesus also said, "It is more blessed to give than to receive." When we do good to others, we receive great happiness. On 7<sup>th</sup> April 2018, the Social Responsibility Committee of Jaipuria Institute of Management, Lucknow, under the guidance of Prof. Reena Agarwal conducted the Third phase of Buy Small Help All Activity. The initiative was organised at Riverside Inox Mall where volunteers and members of the committee were engaged in selling small items that included Bookmarks, Diyas, Smiley Balls, Erasers and other small items. The volunteers enthusiastically showcased their selling activity and were very much successful in convincing people to buy the small items. The event was a great success even though the foot fall was very less, volunteers were able to sell most of the items. The money that was earned during this activity would be used in arranging necessary stuff for orphanages, Old age homes, shelter homes, physically disabled students in order to help them pursue a career of their choice. The beneficiaries include old age people of Sevarth Vidyashram, students of Prakash Bal Vidya Mandir, Child Friendly school and many more. The institute extends its heartfelt gratitude towards Mr. Rajeev Tiwari, Manager, and the entire management of Riverside Mall, for extending their support towards this activity and making the event a great success. The initiative would not have been a great success without the guidance and support from Prof. Reena Agarwal, Faculty Co-ordinator, SRC who despite her busy schedule was very helpful in identifying the factors and helped us in organizing the event effectively.

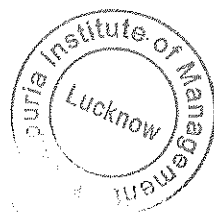
The members of SRC- Ms. Ritika Agarwal, Mr. Prateek Agarwal and Mr. V. Manikandan were involved in making the event a major success.

The volunteers were Ms. Astha Pandey, Ms. Bhavika Jaswani, Mr. Arunesh Ojha, Mr. Rishabh Mittal, Ms. Ruchi Singh, Ms. Simran Singh, Mr. Shubham Hotwani, Ms. Rashmi Chopra, Mr. Abhinav Rastogi, Mr. Diptorup Paul, Mr. Ashutosh Singh, Mr. Harshit Pratap Singh, Mr. Faisal Anjum, Ms. Sonam Tiwari, Ms. Vartika Pant, Mr. Subham Singhal, Mr. Arnab De, Ms. Bhumiya Srivastava, Mr. Amit Kumar, Mr. Sugam Paswan, Ms. Shruti Bhatia, Ms. Aishwarya Singh, Ms. Sonakshi Bhartiya, Ms. Shivangi Jain, Ms. Sonam Tiwari, Ms. Apoorva Srivastava and Ms. Ankita. Giving can make a difference to others and in turn we achieve a sense of empowerment, pride, and accomplishment.





R. J. D.



*R. Singh*

