

Annual Report
Social
Responsibility
Committee 2019-
2020

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GOMTI CLEAN CAMPAIGN

Date of Activity: 6th July 2019

Nature of the Activity: Social Initiative

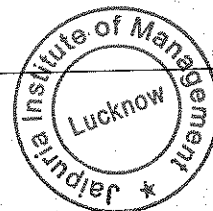
Brief about the activity:

“One touch of nature makes the whole World KIND”

Gomti River is one of the many transcendental rivers in India. It is one of the branches of the river GANGA. It extends 960km through Uttar Pradesh and meets the Ganges near Saidpur, in Varanasi district. After travelling 240kms from its origin, it enters district Lucknow. 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 Prithvi Innovations. The Social Responsibility Committee of Jaipuria Institute of Management, Lucknow, under the guidance of Prof. Reena Agrawal, Chair, SRC participated in the campaign on Saturday 6th July 2019. The objective of the campaign was to creation of a bond with the river and creation of an Eco-ghaat. The activity was coordinated by Mr. Ishnidhi Srivastava, Student Coordinator, Social Responsibility Committee, along with students of Batch 2019-21 and Batch 2018-20. To contribute and acknowledge Mother Earth, Ms. Zeba Fatima and Ms. Divyanka Tripathi helped in the activity being a successful run.

Mrs. Anradha Gupta explained the purpose of the event and divided students into three teams. The first team took up the responsibility to clean the surrounding, the second team was given the task of planting the trees and the third team created tree guards from plastic bottles. The main objective of the event was Cleaning, Greening and Beautifying. Prithvi Innovation celebrates Prithvi Divas from 1st July till 7th July every year.

Prithvi Innovation also gets the support by Prithvi Mitra, Dr. Rashmi Chaturvedi and Dr. Ashutosh Chaturvedi who happily joined hands for the event.. Students planted Neem, Pepal and

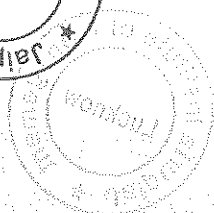
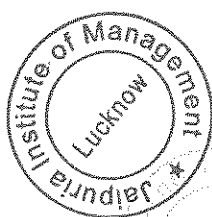


Karanj Trees. Moreover, students took oath not to waste food and also to devote their time for the society.

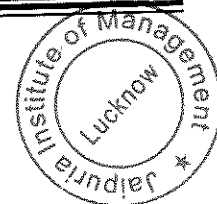
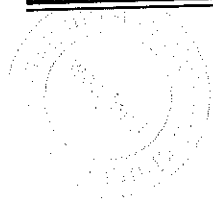
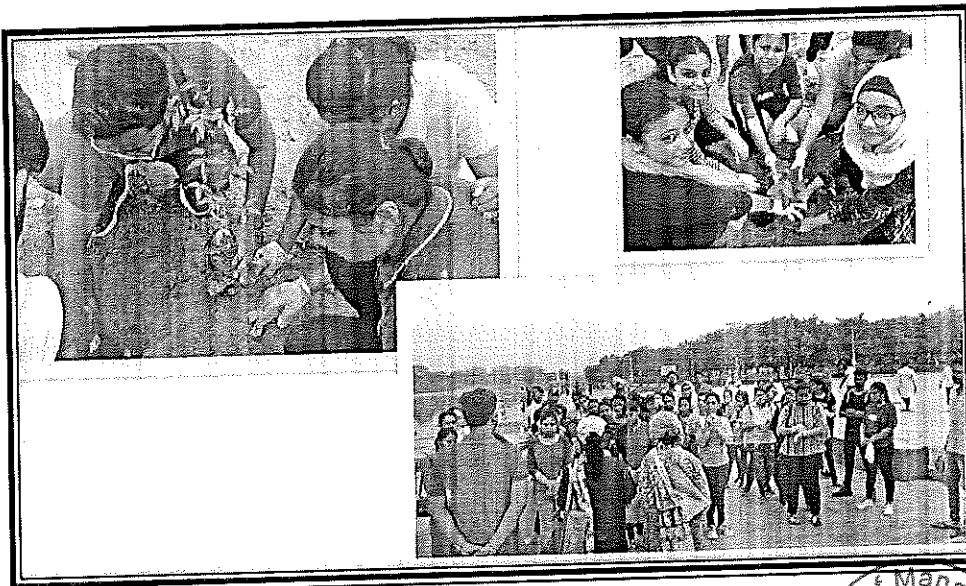
The whole activity took 3 hours and Prithivi Innovation greeted students with Buttermilk and Mangos. For mango seed they have introduced a "Guthli Bank" for which students had to deposit mango's seed to waste plastic bag of milk/chips or such kind of pouch and let them grow to become a plant in future.

According to Ms. Anuradha from Prithvi Innovations, this campaign will become successful only when, "Karamshala": work; "Gyanshala": knowledge; "Bhaktishala": hard work; "Abhivyaktishala": sharing of thoughts, are organized together in the favor of Ecosystem. Students and volunteers provided their inputs for the campaign and Prof. Reena Agarwal suggested that more localities of Lucknow, media and high-profile people should be involved in this campaign so that people become aware about the current situation of river Gomti. Mr. Ashutosh Agarwal, one of the volunteers said that there is a need of complementing technology in an efficient manner for effective results and underlined that with the usage of well-equipped and easy to handle equipment, cleaning the river will become effortless and trouble free.

A pledge was taken by all the volunteers to help prevent their surroundings from destruction, by planting trees, avoiding the usage of plastics, re-using biodegradable things. All the students participated in the activity with great enthusiasm. All the volunteers and members were headed by SRC, members from batch 2018-20 were Ishnidhi Srivastava, Ms. Zeba Fatima and Ms. Divyanka Tripathi and volunteers from Batch 2019-21 were Ritika Jain, Prayush Prakash, Saumya Gaur, Paras Keshwani, Srishti Rathore and many more. Campaign was a huge success and it sure did instilled a feeling of satisfaction in each of them and encouraged them to be a part of many more such events in the coming future. The event was no doubt a beautiful experience and worth a stimuli that will initiate the citizens to nurture Mother Earth in future!



A handwritten signature in black ink, appearing to read "R. Agarwal".



TREE PLANTATION DRIVE

Date of Activity: 07th July 2019.

Nature of the Activity: Social Initiative

Brief about the activity:

As we all know with the increase in the population the number of trees is decreasing because of human intervention. According to the current statistics, more trees are required for the sustainable survival of humans and other fellow inhabitants on planet Earth.

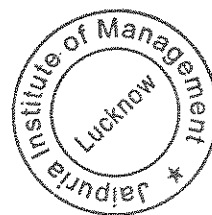
With this thought in mind, on 07th July 2019 the Social Responsibility Committee of Jaipuria Institute of Management, Lucknow along with Resurgence Institute of Social Empowerment, Lucknow RISE & Prithvi Innovation planted trees in the vicinity of Janeshwar Mishra Park, Lucknow under the guidance of Prof. Reena Agarwal, faculty coordinator SRC and Mr. Isnidhi Shrivastava, student coordinator SRC.

The activity was inaugurated by eminent dignitaries like Mr. M.P. Awasthi (Registrar High Court), Mr. J.P. Chausaria (Managing Director, SIDCO) and Mr. S.P. Sisodia (Director, Horticulture, Lucknow Development Authority) along with Mr. A.P. Singh (Managing Trustee, RISE) by first taking an oath to save and plant trees and to make all the possible efforts to conserve the diminishing natural resources.

Thereafter, a little ritual of first bowing down and praying in front of the plant was done along with lighting of lamp and a little prayer in awe of the "Van Devta" was hymned followed by planting of the sapling in the ground.

The main objective of this activity was to increase the awareness to the plantation of trees as trees are the main and the only source of oxygen which is the basis of survival.

The student volunteers who helped in making the event a success were Sumit Singh, Simran Mishra, Paras Keshwani, Zeba Fatima, Vanshika Maheshwari, Ritika Jain, Supriya Raizada, Divyanka Tripathi, Saumya Gaur and Prayush Prakash.





R. J. G.

"SAMBHAV"

Its possible to live green and breathe clean

Tree Plantation Drive

Date of Activity: 3rd August, 2019

Nature of the Activity: Social Initiative

Brief about the activity:

"Plant trees and bring rain to get rid of summer heat."

Gomti River is one of the many transcendental rivers in India. It is one of the branches of the river GANGA. It extends 960km through Uttar Pradesh and meets the Ganges near Saidpur, in Varanasi district. After travelling 240kms from its origin, it enters district Lucknow. 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 named "SAMBHAV" was organized by Prithvi Innovations, Lucknow. On 3rd August, 2019 *Jaipuria Institute of Management, Lucknow*, celebrated Prithvi Utsav and Prithvi's Guthli Bank, Van Mahotsav Celebrations with *NGO Prithvi Innovation*. The objective of the campaign was to creation of a bond with the river and creation of an Eco-ghaat. The activity was led by Social Responsibility Committee and was conducted under the guidance of *Prof. Reena Agarwal*, Faculty Coordinator of SRC.

Mr. Ishnidhi Shrivastava, student Coordinator of Social Responsibility Committee along with his team gathered around *Gomti Nagar river bank near Hanuman Setu temple*, early in the morning .

After reaching the venue we met *NGO Ma'am Mrs. Anuradha Gupta*, member of Prithvi Innovation, and **Mr. Sushil Agarwal**, Retired government officer. We started with our event where Anuradha ma'am briefed us all about the importance of the event and after which everyone took pledge for keeping the environment at its healthiest best.

Then she divided the team into four groups. The first team was given the task of planting the saplings, the next team was given the responsibility of watering the newly planted saplings, the third team was required to put homemade fertilizers or manure and the last team was preparing tree guards using the bamboo sticks. Then Mr. Sushil Kumar briefed us all about how we can further protect the trees by watering the plant and ensuring a regular check on the newly planted saplings for the next one year.

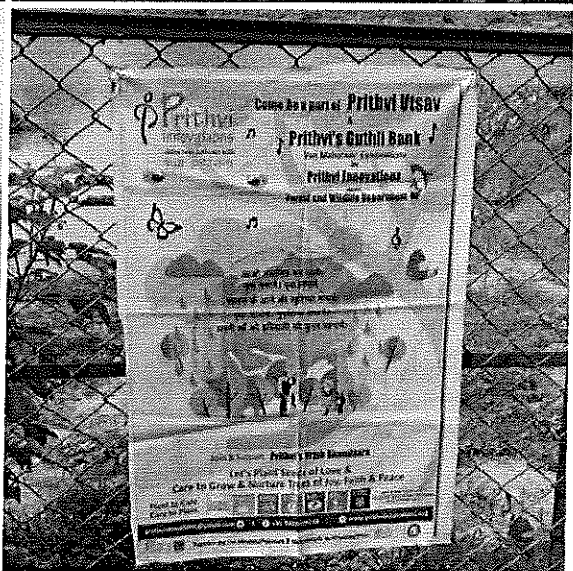
Every student was given one sapling each to be planted and this sapling were contributed by *Gomti Nagar Jankalyan Mahasamiti*. Students planted saplings namely-*Kachnarr, Paplar, Guava*, etc. The main objective of the event was to stop the use of plastic and say no to excessive packaging, to reduce food wastage, and to plant as many trees as possible and keeping our rivers pollution free.

R. Singh

According to Ms. Anuradha from Prithvi Innovations, this campaign will become successful only when, “Karamshala”: work; “Gyanshala”: knowledge; “Bhaktishala”:hard work; “Abhivyaaktishala”:sharing of thoughts, are organized together in the favor of Ecosystem. Students and volunteers provided their inputs for the campaign and Prof. Reena Agarwal suggested that more localities of Lucknow, media and high-profile people should be involved in this campaign so that people become aware about the current situation of river Gomti. Mr. Ashutosh Agarwal, one of the volunteers said that there is a need of complementing technology in an efficient manner for effective results and underlined that with the usage of well-equipped and easy to handle equipment, cleaning the river will become effortless and trouble free.

A pledge was taken by all the volunteers to help prevent their surroundings from destruction, by planting trees, avoiding the usage of plastics, re-using biodegradable things. All the students participated in the activity with great enthusiasm. All the volunteers and members were headed by SRC, members from batch 2018-20 were Ishnidhi Srivastava and volunteers from Batch 2019-21 were Ritika Jain, Prayush Prakash, Saumya Gaur, Paras Keshwani, Srishti Rathore and many more . Campaign was a huge success and it sure did instilled a feeling of satisfaction in each of them and encouraged them to be a part of many more such events in the coming future.





R. J. C.

SWACHTA PAKHWADA DAY 1

Date of Activity: 12th September 2019

Nature of Activity: Social Initiative

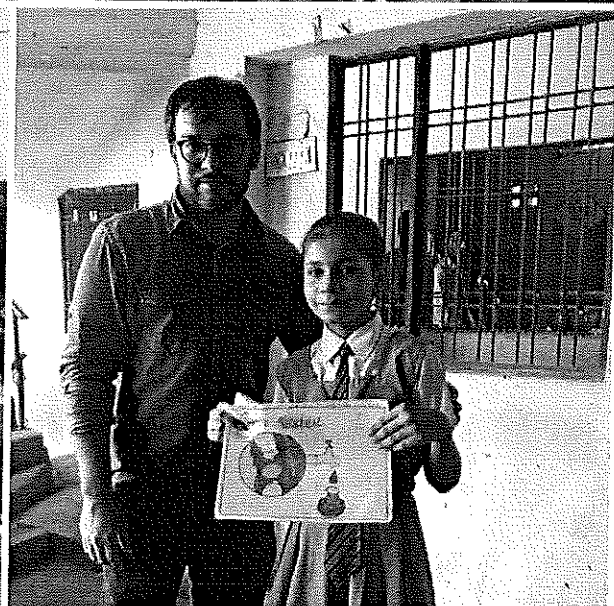
Brief about the activity:

India is progressing aggressively towards creating a better and cleaner environment to enable the growth of its people for a better tomorrow. Speaking about the better tomorrow, we believe that it is only possible when we are aware about the present and what is happening in our surroundings, we know that one of the major issues which we face the scarcity of water, “Swachhta Pakhwada”, a Government initiative towards Water Conservation and Sanitation which comes under the Swachh Bharat Abhiyan. Social Responsibility Committee of Jaipuria Institute of Management under the guidance of Prof. Reena Agrawal, Faculty Coordinator, and Mr. Ishnidhi Srivastava, Student Coordinator, while striving for a sustainable and inclusive society, took the initiative to promote water conservation and proper sanitation among different government schools and youth as they are the future of the country. An activity in this regard was organised on the 12th of September, 2019 headed by Ms. Ritika Jain, Ms. Saumya Gaur (Batch 2019-21), Ms. Ashi Upadhyay (Batch 2019-21), Ms. Archana Mahalwal (Batch 2019-21), Mr. Shaswat Jaiswal (Batch 2019-21), Mr. Prayush Prakash & Ms. Ritika Jain (Batch 2019-21) took the responsibility of taking permissions from different schools. The activity was conducted in 5 different schools.

1. PRATHMIK VIDHYALAY, UJARIYAON
2. PRATHMIK VIDHYALAY, CHINNHAT
3. PRAKASH BAL VIDHYA MANDIR
4. PRATHMIK SCHOOL, GULAM HUSSAIN
5. PRATHMIK VIDHYALAY, KAMTA

The students of the school were given a presentation on basic water conservation techniques and habit, sanitation, hygiene and the importance of saving and proper use water. Some students also stood up and narrated how they can keep themselves clean by washing hands before every meal and by following proper water saving habit. The student volunteers along with SRC Junior members engaged the students of class 1st, 2nd, 3rd, 4 and 5th in a drawing competition, the theme of the same being how to conserve water and what role they can play to keep the environment save and clean as well. The students participated in the competition with high levels of enthusiasm and made some amazing pieces of art. Some of the drawings that the students

made were really commendable because of the ideas they conveyed that could be incorporated in making Swacchta Pakhwada a success. After that, a pledge of water conservation was taken by 584 students in both the schools and as a token of love, sweets were also distributed among the students by the volunteers.



R. J. C.

SWACHTA PAKHWADA DAY 2

Date of Activity: 13th September 2019

Nature of Activity: Social Initiative

According to Ms. Anuradha from Prithvi Innovations, this campaign will become successful only when, “Karamshala”: work; “Gyanshala”: knowledge; “Bhaktishala”: hard work; “Abhivyaktishala”: sharing of thoughts, are organized together in the favor of Ecosystem. Students and volunteers provided their inputs for the campaign and Prof. Reena Agarwal suggested that more localities of Lucknow, media and high-profile people should be involved in this campaign so that people become aware about the current situation of river Gomti. Mr. Ashutosh Agarwal, one of the volunteers said that there is a need of complementing technology in an efficient manner for effective results and underlined that with the usage of well-equipped and easy to handle equipment, cleaning the river will become effortless and trouble free.

Brief about the activity:

India is progressing aggressively towards creating a better and cleaner environment to enable the growth of its people for a better tomorrow. Speaking about the better tomorrow, we believe that it is only possible when we are aware about the present and what is happening in our surroundings, we know that one of the major issues which we face the scarcity of water, “Swachhta Pakhwada”, a Government initiative towards Water Conservation and Sanitation which comes under the Swachh Bharat Abhiyan. Social Responsibility Committee of Jaipuria Institute of Management under the guidance of Prof. Reena Agrawal, Faculty Coordinator, and Mr. Ishnidhi Srivastava, Student Coordinator, while striving for a sustainable and inclusive society, took the initiative to promote water conservation and proper sanitation among different government schools and youth as they are the future of the country. An activity in this regard was organised on the 14th of September, 2019 headed by Ms. Ritika Jain, Ms. Saumya Gaur (Batch 2019-21), Ms. Ashi Upadhyay (Batch 2019-21), Ms. Archana Mahalwal (Batch 2019-21), Mr. Shaswat Jaiswal (Batch 2019-21), Mr. Prayush Prakash (Batch 2019-2021) & Ms. Ritika Jain (Batch 2019-21) took the responsibility of taking permissions from different schools. The activity was conducted in 5 different schools.

1. MORAL WAY PUBLIC SCHOOL

R. Jain

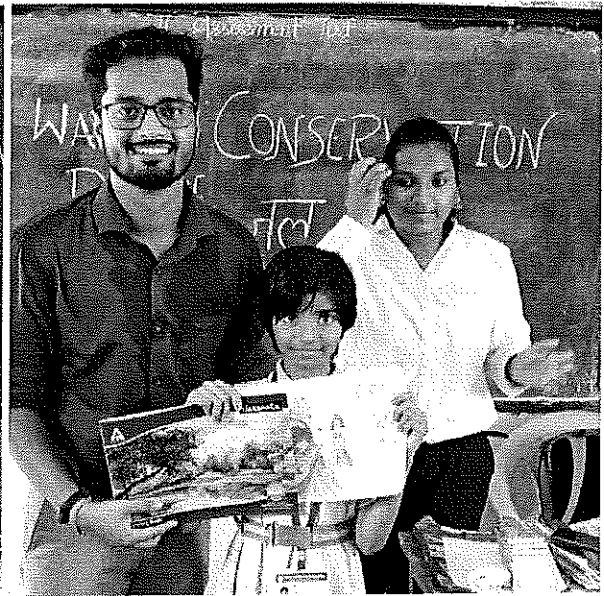
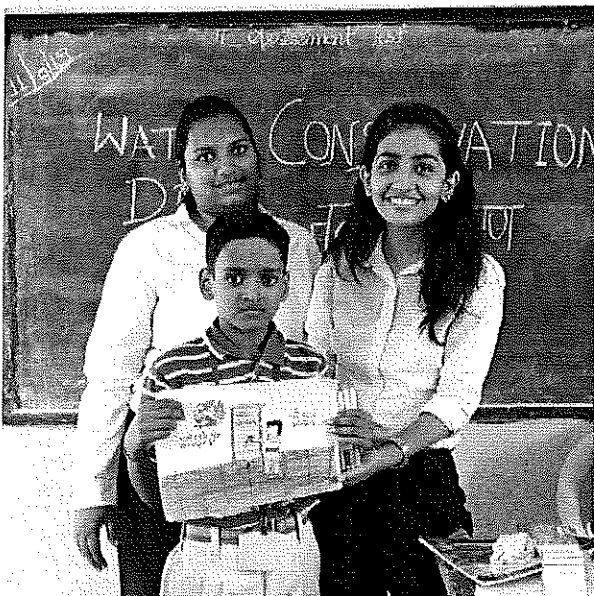
2. PRATHMIK VIDHYALA, PURNA

3. PRATHMIK VIDHYALA, POORE GAURI

4. PURV MADHYAMIK VIDHAYALA, PURUA

The students of the school were given a presentation on basic water conservation techniques and habit, sanitation, hygiene and the importance of saving and proper use water. Some students also stood up and narrated how they can keep themselves clean by washing hands before every meal and by following proper water saving habit. The student volunteers along with SRC Junior members engaged the students of class 1st, 2nd, 3rd, 4 and 5th in a drawing competition, the theme of the same being how to conserve water and what role they can play to keep the environment save and clean as well. The students participated in the competition with high levels of enthusiasm and made some amazing pieces of art. Some of the drawings that the students made were really commendable because of the ideas they conveyed that could be incorporated in making Swacchta Pakhwada a success. After that, a pledge of water conservation was taken by 426 students in both the schools and as a token of love, sweets were also distributed among the students by the volunteers.

R. S. S.



R. J. C.

SWACHTA PAKHWADA DAY 3

Date of Activity: 14th September 2019

Nature of Activity: Social Initiative

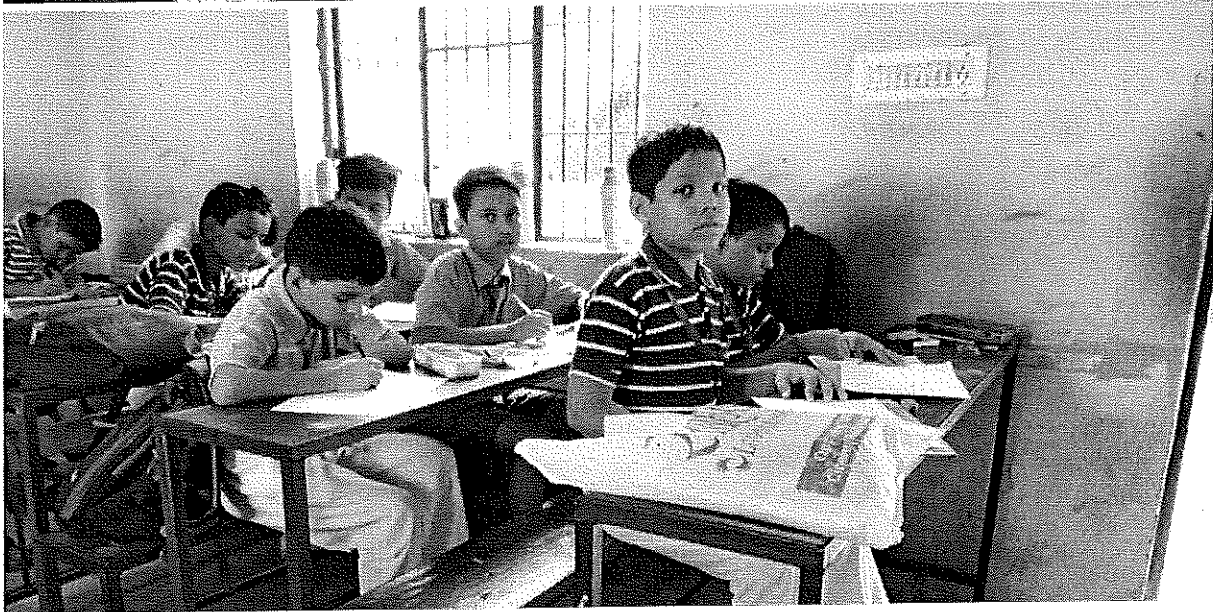
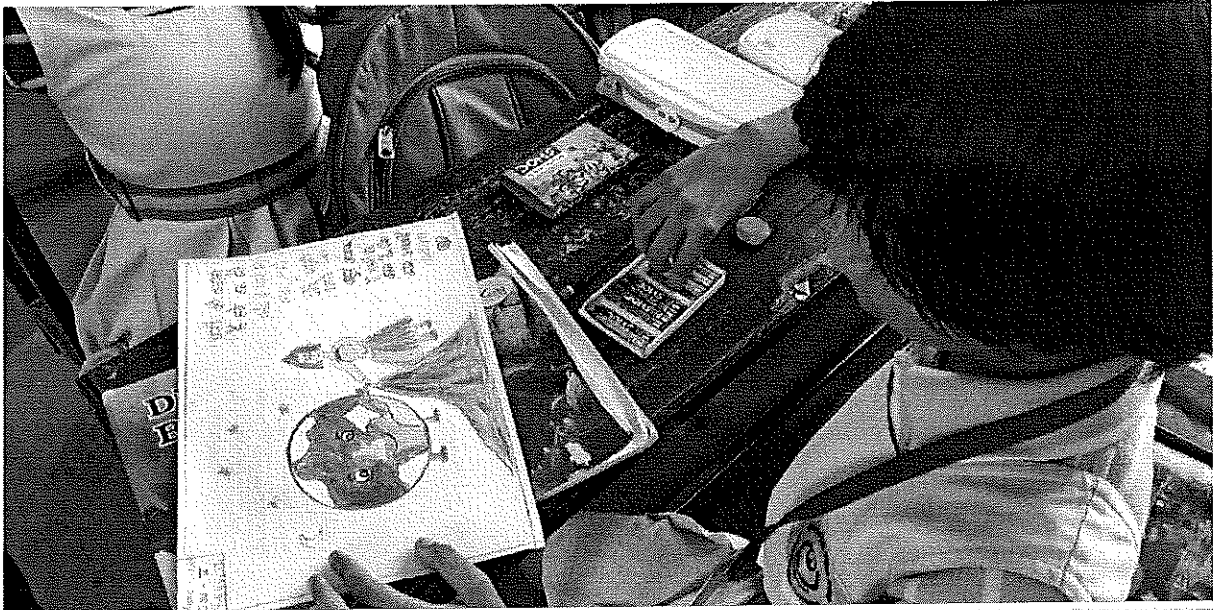
Brief about the activity:

India is progressing aggressively towards creating a better and cleaner environment to enable the growth of its people for a better tomorrow. Speaking about the better tomorrow, we believe that it is only possible when we are aware about the present and what is happening in our surroundings, we know that one of the major issues which we face the scarcity of water, “Swachhta Pakhwada”, a Government initiative towards Water Conservation and Sanitation which comes under the Swachh Bharat Abhiyan. Social Responsibility Committee of Jaipuria Institute of Management under the guidance of Prof. Reena Agrawal, Faculty Coordinator, and Mr. Ishnidhi Srivastava, Student Coordinator, while striving for a sustainable and inclusive society, took the initiative to promote water conservation and proper sanitation among different government schools and youth as they are the future of the country. An activity in this regard was organised on the 14th of September, 2019 headed by Ms. Ritika Jain, Ms. Saumya Gaur (Batch 2019-21), Ms. Ashi Upadhyay (Batch 2019-21), Ms. Archana Mahalwal (Batch 2019-21), Mr. Shaswat Jaiswal (Batch 2019-21), Mr. Prayush Prakash (Batch 2019-21) & Ms. Ritika Jain took the responsibility of taking permissions from different schools. The activity was conducted in 2 different schools.

1. GAYATRI BAL VIDHYA MANDIR, VIBHUTI KHAND
2. UPPER PRIMARY, GULAM HUSSAIN.

The students of the school were given a presentation on basic water conservation techniques and habit, sanitation, hygiene and the importance of saving and proper use water. Some students also stood up and narrated how they can keep themselves clean by washing hands before every meal and by following proper water saving habit. The student volunteers along with SRC Junior members engaged the students of class 1st, 2nd, 3rd, 4 and 5th in a drawing competition, the theme of the same being how to conserve water and what role they can play to keep the environment save and clean as well. The students participated in the competition with high levels of enthusiasm and made some amazing pieces of art. Some of the drawings that the students made were really commendable because of the ideas they conveyed that could be incorporated in making Swacchta Pakhwada a success. After that, a pledge of water conservation was taken by 102 students in both the schools and as a token of love, sweets were also distributed among the students by the volunteers.





R. ...

“Signature Campaign” on Swachhta

Date of Activity: 2nd October, 2019

Nature of Activity: Social Initiative

Jaipuria Institute of Management, Lucknow in association with Lucknow Metro Rail Corporation organized a “Signature Campaign” on Swachhta at 10.30 am, across 21 Metro Stations in Lucknow on October 2, 2019 on the occasion of 150th Birth Anniversary of Mahatma Gandhi ji, Father of Nation.

The event was inaugurated by Shri Kumar Keshav, Managing Director, LMRC and Dr. Kavita Pathak, Director, Jaipuria Institute of Management, Lucknow in the presence of 500 plus people belonging to Lucknow Metro, Jaipuria Institute of Management, Artist Association of Uttar Pradesh , HDFC Bank, Radio Mirchi and daily commuters of metro.

The event was organized by Social Responsibility Committee(SRC) under the guidance of Prof. Reena Agrawal(Faculty Coordinator-SRC), Prof. Shubhendra Singh Parihar,(Associate Dean, Student Affairs) along with Mr. Sushil Kumar, (Director Operations-LMRC).

The event started with the enlightening performance of Artist Association of Uttar Pradesh in tribute to Mahatma Gandhi and Lal Bahadur Shastri.

Further Dr. Kavita Pathak was invited to inspire the audience on this auspicious occasion. She shared with the audience the importance of the principles of Gandhiji and mentioning that being a thin and lean physic man then to Gandhiji was a great warrier. She then talked about how Jaipuria Institute of Management collaborates with different authorized bodies and this time it has collaborated with LMRC to make an outreach to the public contribute for local cause. She also mentioned how she has been a part of cleanliness drive in the Institute and strongly believes that change starts with self. She motivated the audience to follow the Gandhian path and imbibe Swachhta in there day to day life . She emphasized on the famous saying of Gandhiji:-

”I Will Not Let Anyone Walk Through My Mind With Their Dirty Feet”

In the end Dr.Kavita Pathak (director) thanked LMRC for partnering for such a wonderful cause.

Then, Shri.Kumar Keshav was invited to enlighten the audience. He told that he is one of the strong followers of Gandhiji and how he admires him for such a great vision. Then he talked about the various initiatives taken by LMRC to provide its services in an effective manner to the people of Lucknow .He also mentioned about the fact that Lucknow Metro has been working with integrity .He also told how he has been inspiring people of LMRC to work with passion ,honesty and hundred percent dedication to serve the people of Lucknow.

In the “Signature Campaign” the students of Jaipuria along with LMRC staff interacted with the people at different Metro Stations and the commuters in Metro Train and requested their commitment for Swachhta by sharing their view and thoughts on a postcard. They successfully interacted with 1000 plus individuals from whom they received the commitment for the same.

The Signature Campaign was conducted by students of Jaipuria as well as members of LMRC. In total 100 plus volunteers and coordinators managed the show.The event was coordinated by Mr. Ankush Singh,(President,Student Excellence Council 2019),Ms.Unnati Tandon,(Vice President,Student Excellence Council 2019) and Mr. Ishnidhi Srivastava, (Student Coordinator SRC) and Mr. Omesh Srivastava, (Assistant Manager, Student Welfare) and all other senior member of Student Excellence Council.

Lastly, the initiative was appreciated by LMRC and all the people who participated in “Signature Campaign” which included all the age groups and people working in different departments. There were many government officials who also participated and shared their thoughts regarding the same. People were happy to make the commitment and be a part of this revolution. The activity ended with a thought by Mahatma Gandhiji: -

“You must be the change you want to see in the world”

Bytes from some students of batch 2019-2021:-

Harshita Singh:- The Campaign was a great learning experience for me. We approached to the public and asked for their commitment to make our environment clean and green.

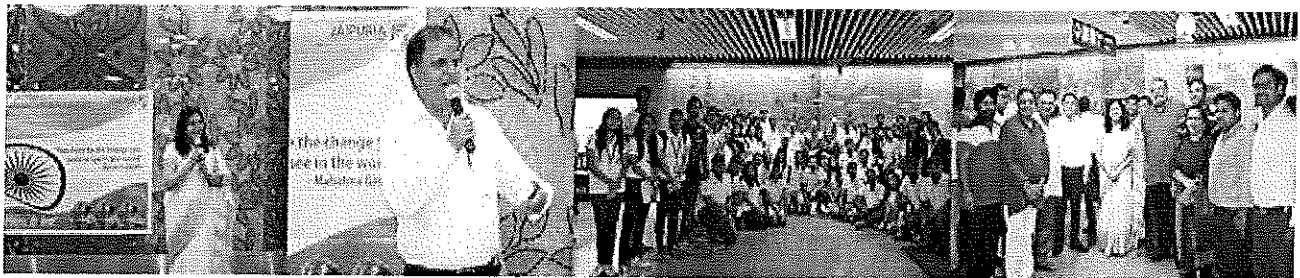
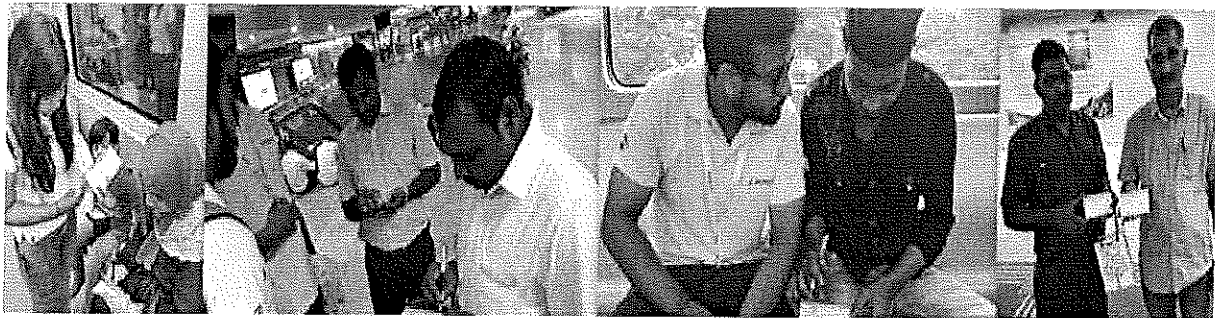
Chanchal Mishra: I feel proud that I worked for my nation and I promise to continue serving my nation.

Shashank Tripathi : I was a good experience where we interacted with fellow travellers on the metro to get the message about cleanliness in our surroundings. We learnt lot of new things by engaging ourselves in this drive.

Sajal Kumar:-I feel really proud to be a part of swachhta abhiyaan.

Ruchi Gupta:- I learnt new things like how to work with the team, the aura of the event was full of positive vibes where we students felt motivated to engage more and more people.

Anshika Agarwal:- An experience that I shared was altogether an add on to my knowledge .As I interacted with almost of all the age groups I could feel the sense of responsibility and awareness that people have now days towards keeping their society clean and green was highly applaudable. The event signifies the fact save the present to survive the future.



R. Jee

DATRI CAMP

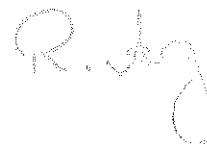
Social Responsibility Committee of Jaipuria Institute Of Management, Lucknow in collaboration with DATRI organized an awareness & registration camp on 23rd & 24th October. The campaign was organized under the guidance of Prof. Reena Agarwal , Faculty Coordinator and Mr. Ishnidhi Shrivastava , Student Coordinator took an initiative to promote awareness & registration camp of Datri “ TO SAVE MORE LIVES’.

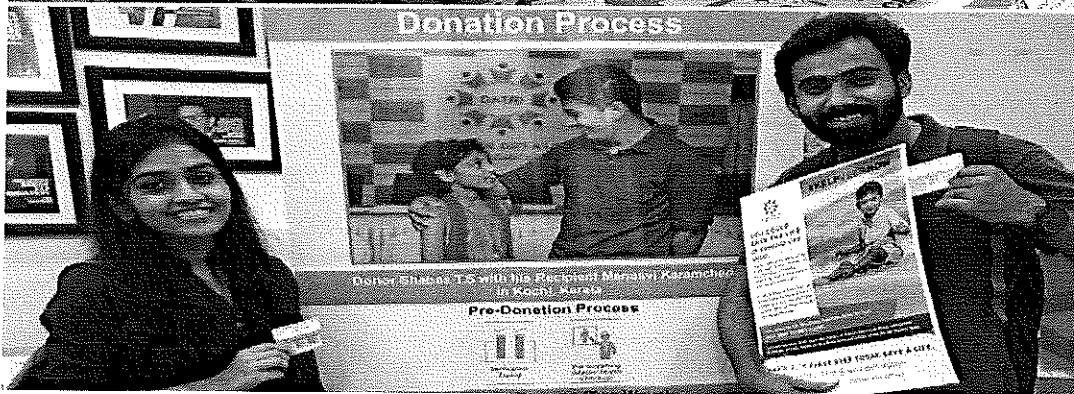
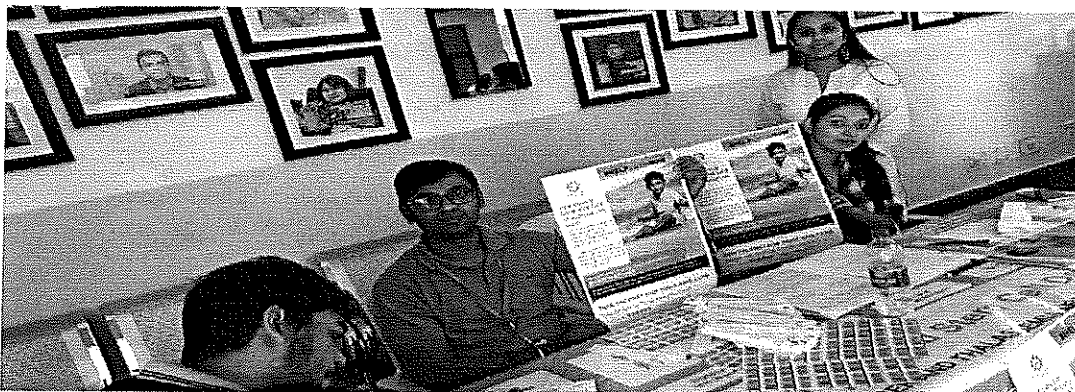
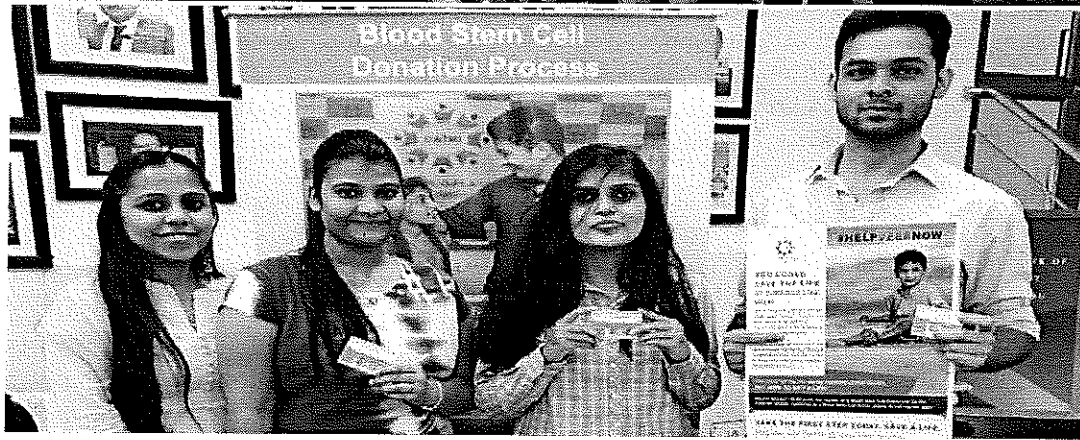
DATRI is a not-for-profit-organisation, a blood stem cell donors registry setup with the objective of helping patients suffering from life threatening blood disorders like blood cancer, thalassemia and others. We do this by spreading awareness on the process of blood stem cell donation & registering voluntary donors for the same.

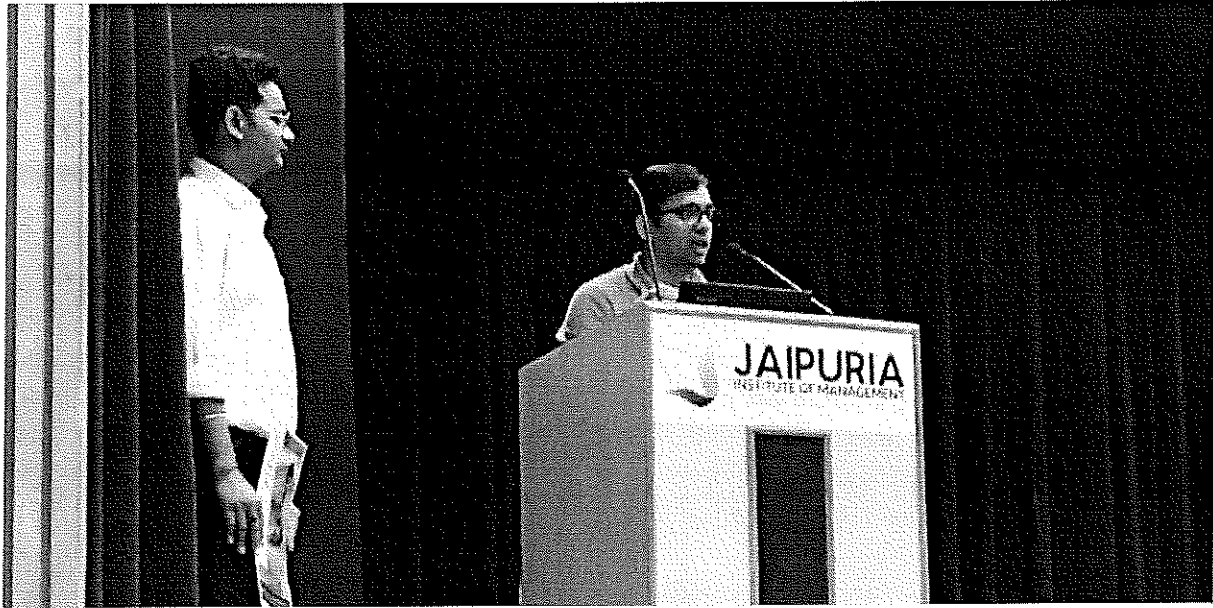
On 23rd of October 2019 the camp was set-up in college campus along with the two volunteers from Datri, due to less awareness among the students there were only few registrations for donors. On 24th of October a briefing session was organized in the auditorium for the students to make them aware about the camp and enroll more registrations. The session was conducted by Mr. Vatsal Yadav a volunteer from datri. The session was a successful one as because after that the number of registrations actually increased many people were made aware about it and were willing to help too. Therefore the count of registrations increased in large number in day 2 as compared to day 1.

The camp was headed by Ms. Ashi Upadhyay ,Mr. Prayush Prakash, Ms. Ritika Jain, Ms. Saumya Gaur, Ms. Archana Mahalwal and Mr. Shashwat Jaiswal (Batch 2019-21) junior members SRC.

The camp was setup for two days i.e 23rd and 24th of October 2019. Where we had the total collection of 82 registrations which was also mentioned in HINDUSTAN TIMES dated 30/10/19.







R. J. J.

FLASH MOB

Date of Activity: 7th November, 2019.

Nature of the Activity: Social Initiative

Brief about the activity:

Road Safety is a serious issue in the country these days as we get to hear of a huge number of accident news from different parts of the country. The younger generation are the flag bearers of the country and the irony is that they are the ones who are mostly the cause and victims at the same time. In order to make the younger generation aware about traffic rules and sensitise them to the after effects of rash driving, a flash mob was organised by students of Social Responsibility Committee under the guidance of Prof Reena Agrawal, Faculty Coordinator and Mr. Ishnidhi Srivastava, Student Coordinator. The event was held 7th of November in Singapore Mall and during the first day of Jaipuria Annual Fest Ojas 2019.



R. J. J.



R. J. J.

MARATHON ON RUN FOR ROAD SAFETY

Date of Activity: 17th November 2019.

Nature of the Activity: Social Initiative

Brief about the activity:

On 17th November 2019 “RUN FOR ROAD SAFETY” was organised by Jaipuria institute of management, Lucknow, The flagship event of the Social responsibility committee under the guidance of Prof. Reena Agarwal, Faculty Committee coordinator and Mr. Ishnidhi Srivastav, student Committee Coordinator. This marathon was conducted to create awareness among people about road safety which is a very serious issue and the focus was on the young generation who are mostly the cause and victim of this.

The marathon was organized in collaboration with Department of Transport, Government of UP, and Lucknow Police. The Chief Guest for the event was Mr Dheeraj Sahu, IAS, Transport Commissioner and Dr. Anil Mishra, Deputy Transport Commissioner. The event started with the introduction of the route to everyone present there by RJ Aftab and the whole marathon was led by the Rover biker group. White T- shirts were distributed to each participant with the slogan for Run for Road Safety. The run began from 1090 circle at 06:30 AM where Dr. Kavita Pathak, Director Jaipuria institute of Management, Lucknow and Prof. Shubhendra Parihar, Associate dean students Affair flagged off the marathon. The marathon saw big participation from the fraternity of Jaipuria Institute of Management, Lucknow as well as students from other institutes and organisations. There were more than 1200 people who participated in the “Run for Road Safety” and everyone was filled with immense joy and energy to complete the 3.6km long marathon at the earliest. People from different fields such as educational, child-welfare, women safety, old age homes, schools, colleges, environmentalist, individual volunteers, etc. came together to make this social effort a big hit. The ending point of the marathon was Gate no. 4 of Janeshwar Mishra park and refreshments were arranged for everyone who participated in the marathon.

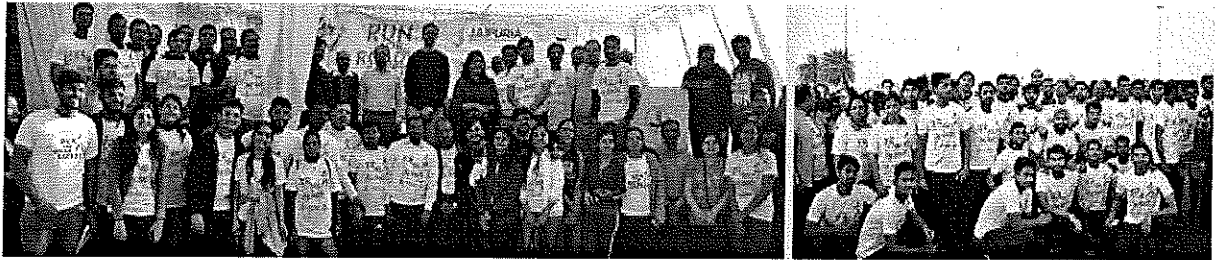
Thereafter, the winner and the runner ups were announced by the host and were awarded with cash prize of Rs 5000, Rs 3000 and Rs 2000 respectively with a certificate and the top 100 participants

were provided with certificates and token of appreciation. The winner and runner up in the boy's category were Mr Shubham Yadav (First), Mr Saurav Kumar (Second) and Mr. Pradeep Singh(Third) and in the girl's category were Ms. Archana (First), Ms Shivani Sharma(Second) and Ms. Priyanka (Third). Later, Dr Anil Mishra told everyone about road safety and that everyone should follow traffic rules and after that Dr Kavita Pathak also addressed the audience. Mr. Dheeraj Sahu also addresses the students and told them about various events that will be organised in future regarding road safety.

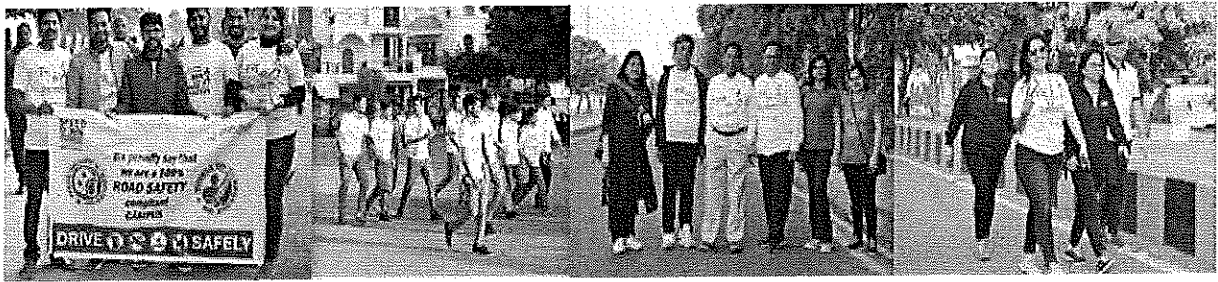
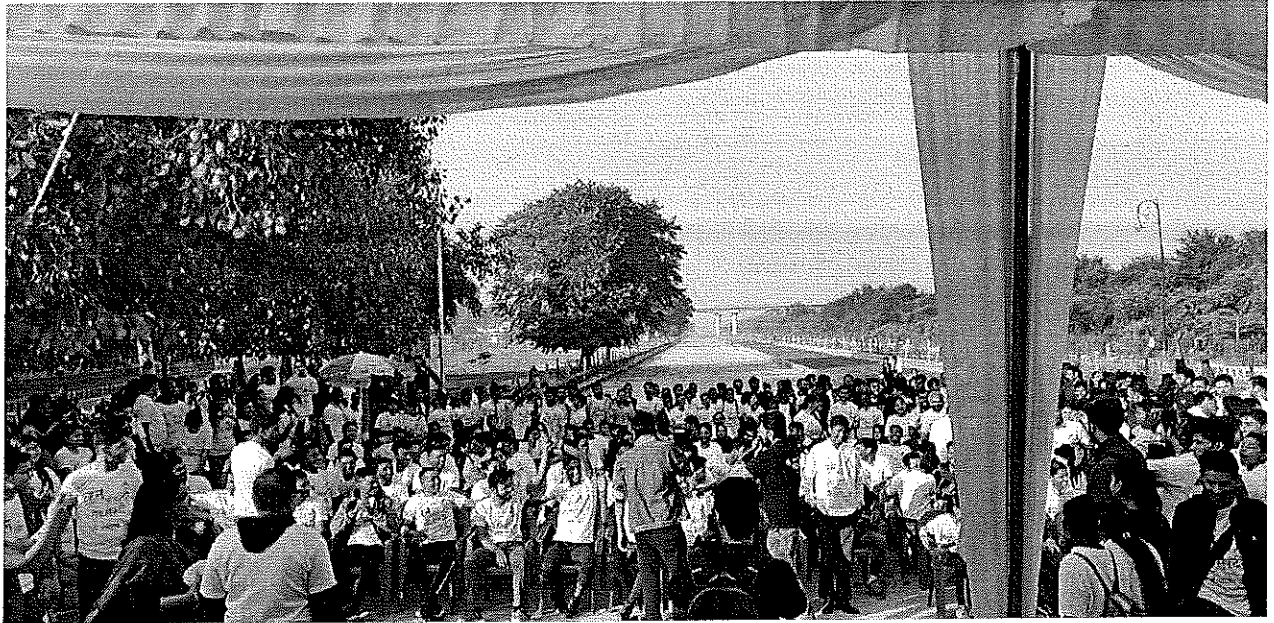
Towards the end Prof. Shubhendra Parihar and Prof. Masood Siddiqui facilitate the guests with Green certificate and memento and the chief guest was honoured with a shawl and a memento. This was followed by all the students taking the pledge to follow the traffic rules and to abide by the law.



R. Singh



R. J. P.



R.30

EDUCATIONAL TOUR

Date of the activity: 23rd November 2019

Nature of the activity: Social Initiative

Brief about the activity:

On 23rd of November Jaipuria institute of management, Lucknow organised "Educational Tour" an initiative by the Social responsibility Committee under the guidance of Prof. Reena Agarwal, Faculty Committee Coordinator and Mr. Ishnidhi Srivastava, Student Committee coordinator of Social Responsibility Committee. Around 50 students from the Children Friendly School, Barabanki, Lucknow were invited to our college. Educational tour was organised to invite and teach the underprivileged students about the basics of computer applications, about water conservation and provide them with some moral values other than that the children were taught about the importance of education in life and why education is necessary for everyone.

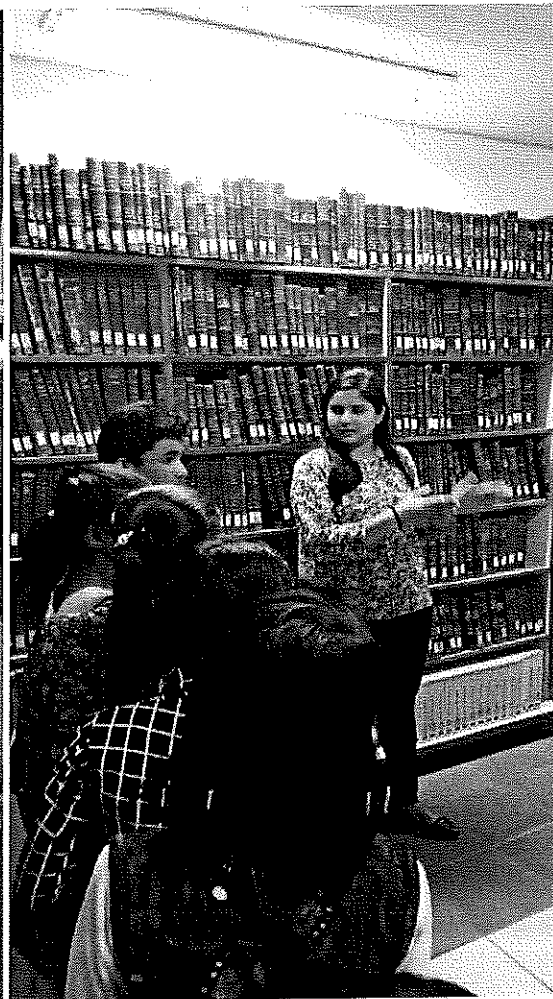
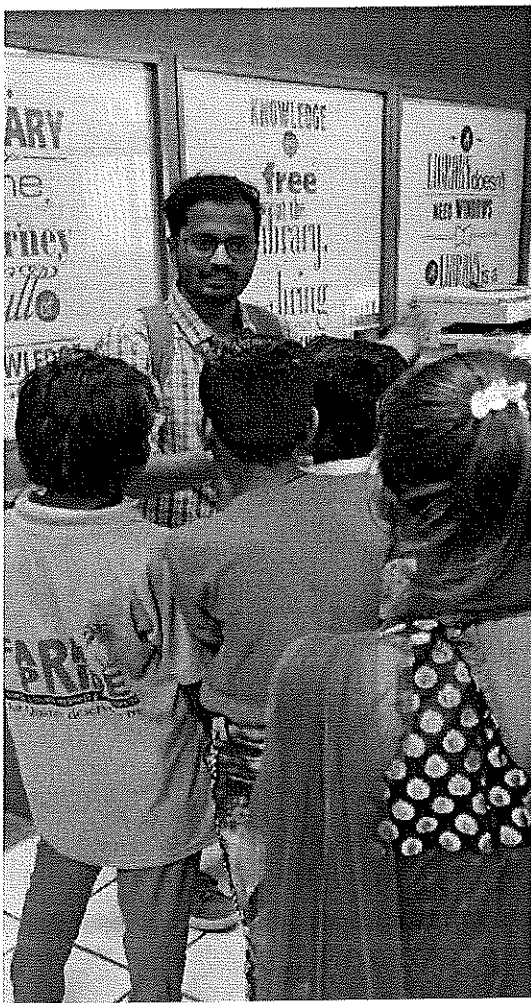
Firstly, the students were taken to the library and they were taught what library is and what we do in the library and explained them about the benefits about books in life then all the students were led around the library in small groups so they can see the library and ask any question or doubt arising in their minds. After that they were taken to the classes through elevator and were made aware about what elevator is and how it works and how it can help in saving life in some cases. In the class the students introduced themselves and told us about their hobbies and interests. Later some fun activities were conducted such as dance, singing and rap battles in which all the students participated with full enthusiasm then they were shown video related to water conservation and then questions related to the video were asked to test their knowledge. After this the children were taken to the ground where a part of students performed a Nukkad Natak in the cultural fest to spread awareness about water conservation and importance of water in life.

Secondly, the students were served with breakfast and then they were taken to the computer lab where they were taught how to use computer and how to write their names in notepad and this was the most enjoyed activity in the whole tour. Then 2 set of quiz took place in which the first

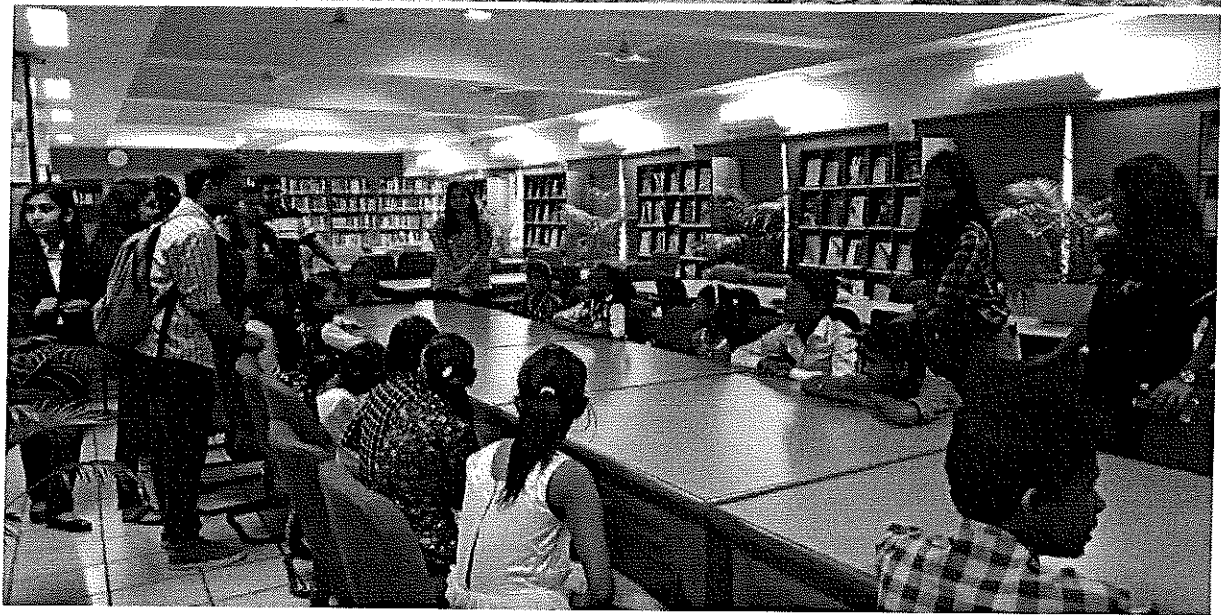
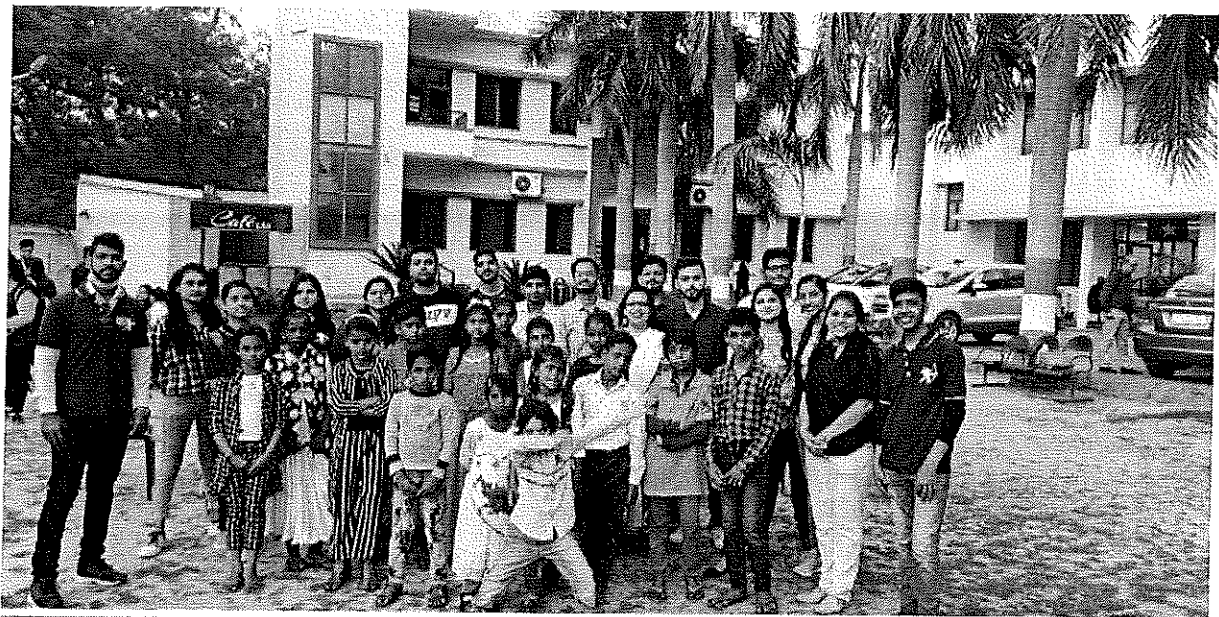
activity was “ODD ONE OUT” and the second activity was “IDENTIFY THE PICTURE” in which the top 3 students were given prizes and special prize was also given to some of the outstanding students.

At the end of the educational tour the students were provided with lunch and then their feedback was taken related to what they learnt from the educational tour and everyone was ready to come for this activity again.

The activity ended at a good note, everyone was happy after successful completion of the activity and it was good to see so many happy and smiling faces. The energy and enthusiasm with which everyone worked for the completion of this activity was appreciated.



R. Singh



R. J. O.

Nukkad Natak on 'Water Conservation'

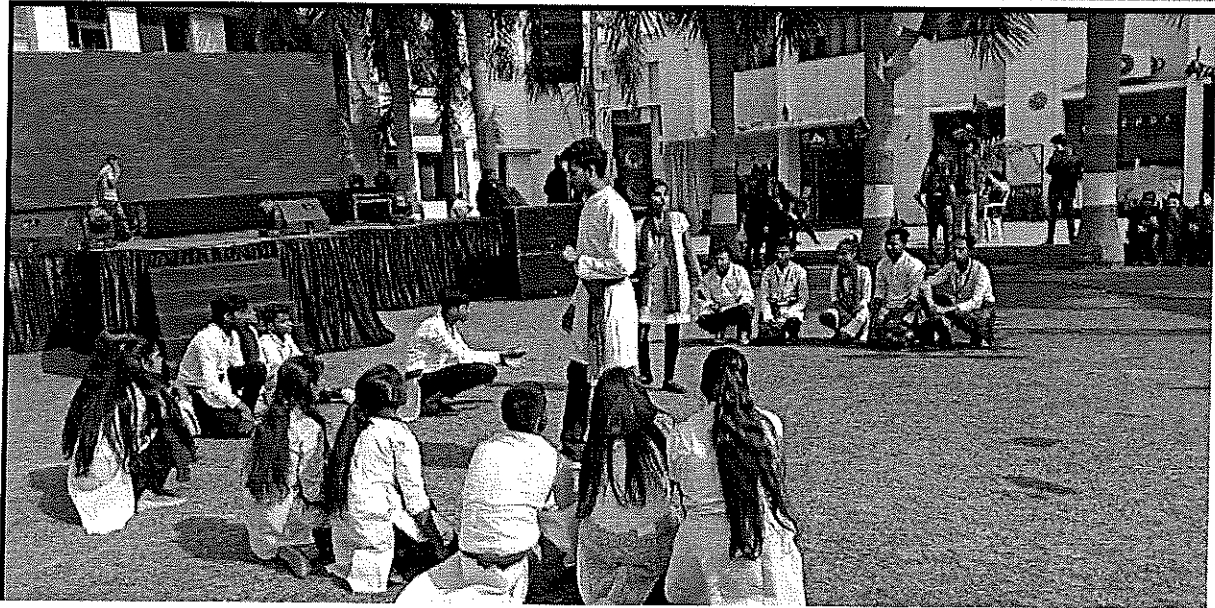
On 23rd November 2019, the students of Prakash Bal Vidya Mandir School performed a lively 'Nukkad Natak' (street play) on the topic 'Save Water'. Their slogan for the play was "Jal Hai Toh Kal Hai". It was a team event wherein the team consisted of 18 members.

The students generated awareness among the audience presents during Ojas fest about the problem of Water wastage with the help of placards with the slogan 'Water is precious', 'Save Water Save Life' focusing on 'Water Conservation and its preservation'. The students performed Nukkad on the topics of water conservation and the threats posed by its shortage. Some easy and simple ways were suggested to conserve water. It was a fun-filled learning experience for the children.

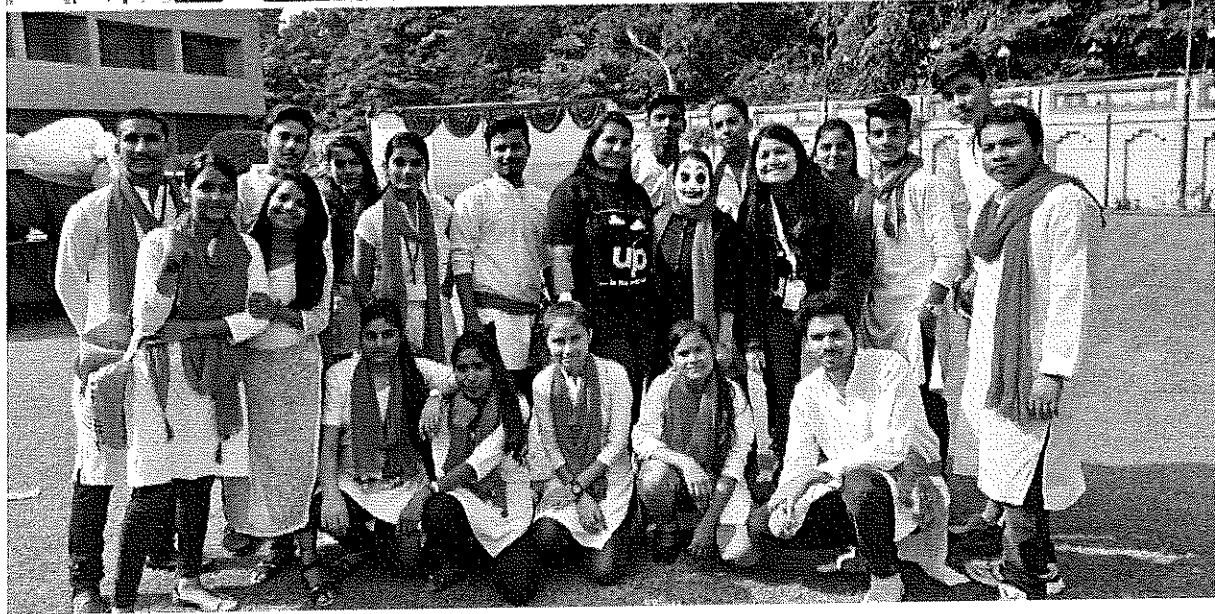
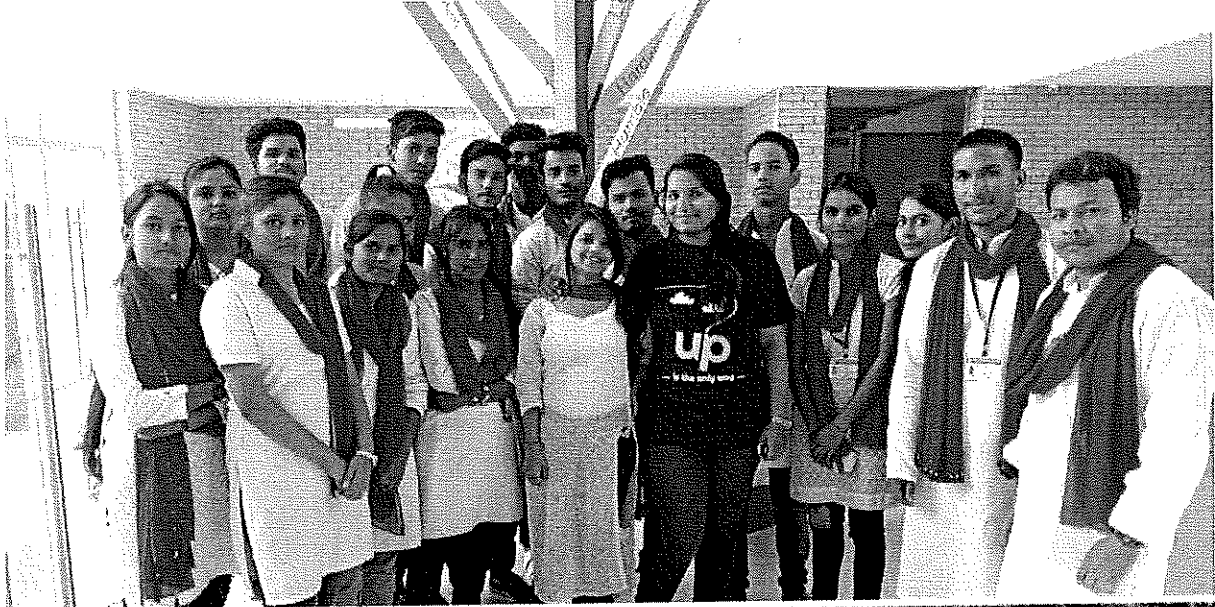
The enlightening Nukkad Natak caught the attention of people present at Jaipuria Institute of Management during the Ojas who had gathered around to witness the Natak. The students enacted before the audience various scenarios wherein people waste water. They brought into light various points, to which the society attaches less importance but it later, becomes the source of many problems.

Students put in their best effort to make their play entertaining and exciting.

R. J. J.



R. J. G.



R. dg

NEW YEAR CELEBRATION AT SLUM AREA.

On the joyous occasion of New Year 2020, the Social responsibility committee under the guidance of Prof.Reena Agarwal, faculty coordinator and Ishnidhi Shrivastava, student coordinator organised an event of spreading happiness in the slum areas near Singapore Mall.

New year is celebrated with great joy all around the world on this day we welcome the new year and bid goodbye to the old one, therefore it is not celebrated less than as a festival. Because with the new year comes the new hopes, dreams, opportunities and challenges to everyone. We all celebrate new year in our own ways with our family and friends but this new year we thought to do something different and celebrate the day with the poor and needy ones.

Around 100 childrens were catered by us we distributed samosas and toffees to the children and also interacted with them where they showed their talents like singing a songs and reciting poems. The mothers of these children were also present there who were very happy to see their kids enjoying.

Having a good start of the year with this event was a pleasure to all of us. The event was headed by Ms. Ashi Upadhyay and Ms. Saumya Gaur (Batch 2019-21) Junior Members, Social Responsibility Committe. There were a few volunteers from the junior batch who participated in this small event and helped us in bringing big smiles to everyone's face.

The event was successful one as it brought smiles to everyone faces. The activity instilled a feeling of satisfaction among all of us and brought happiness to the children.

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R. J. J.

ACADEMY FRESHERS DRIVE

“Education is the foundation key of every nation without education a nation cannot build to its full capability.”

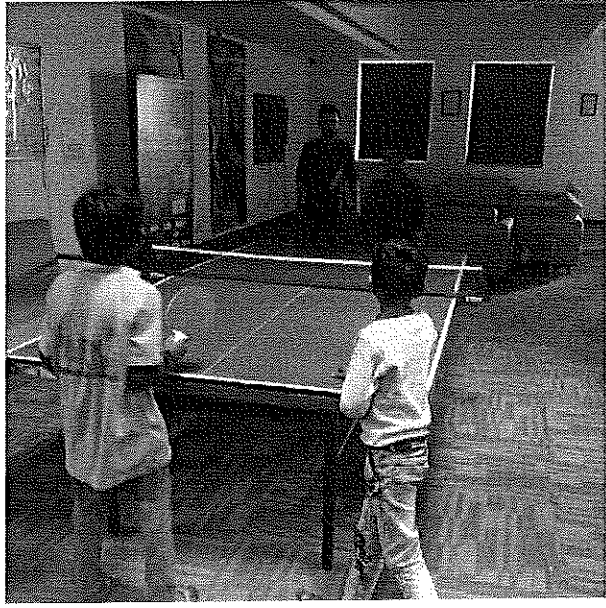
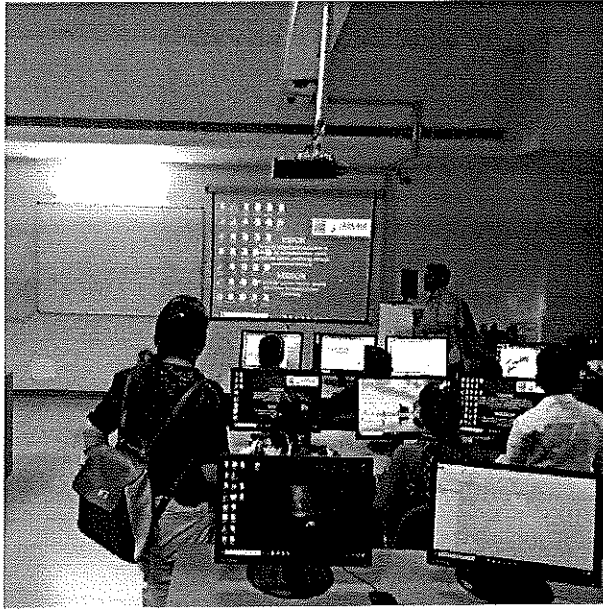
On 25th of January 2020 ,Robin Hood Army collaborated with the Social Responsibility Committee of Jaipuria Institute of Management. This was possible under the guidance of **Prof. Reena Agrawal (Faculty Coordinator of SRC)** and **Mr. Ishnidhi Srivastava, (Student Coordinator SRC)**.The event was planned by the SRC in association with Robin Hood Army were an Academy fresher program was organized.In this we invited underprivileged kids or students where they were given an opportunity to visit our campus and take some insights from this education drive.

This drive will help them to make the difference and find out the answers of what and why they should look in their life. A group of 30 talented students explored our campus ,volunteers of Jaipuria institute of management helped them in explaining the key area of higher education. The students were guided on different specialization that they can opt for their upcoming future. Looking at the infrastructure and ambience of the college like Library, Computer Lab, Projectors, Classrooms, and many more, students might get influenced and motivated towards higher education. The idea was to expose them to how it feels to be in a hardcore academic environment.

Further, in the class some fun activities took place such as Poem reciting and story telling in which all the students participated. The students were taught the basic use of Computer Applications and its use in their life and in business sector.

Concluding the drive some fun activities were performed in the lawn and the students were served with the snacks and gifts were distributed to them.





R. Singh

REPUBLIC DAY ON JANUARY 26th 2020.

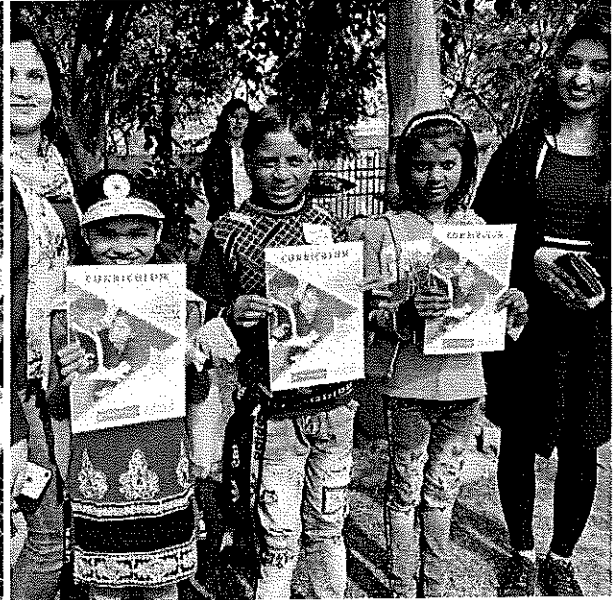
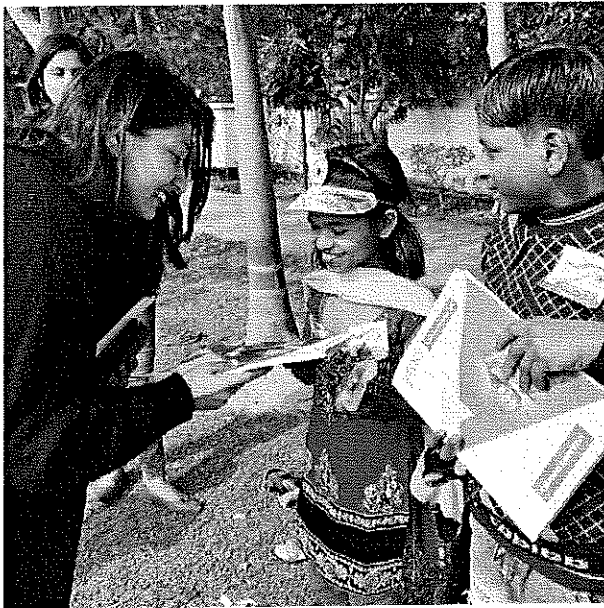
JAIPURIA INSTITUTE OF MANAGEMENT, LUCKNOW in association with ROBIN HOOD ARMY celebrated 71st REPUBLIC DAY on 26th January 2020 in front of JANESHWAR MISHRA PARK GATE NO-2 and RANA PRATAP PARK, BEHIND MINI STADIUM with the SRC members and Robin hood army team.

The event was organized by Social Responsibility Committee under the guidance of Prof. REENA AGRAWAL (Faculty Coordinator -SRC) , Mr. Isnidhi Shrivastava (Student Coordinator – SRC) along with social responsibility committee junior members. The team was divided into two groups where one went to Janeshwar Mishra park at 11:00 am and other to Rana Pratap park at 11:30 am.

Robin Hood Army is a volunteer based Zero funds organisation that works to get surplus food from restaurants to the less fortunate sections of society in cities across India and 12 other countries.

The first phase of event was organized at 11:00 am by Robin Hood Army, Gomti Nagar Academy and the second phase was organized by Robin Hood Army ,kathuta academy at 11:30 am. The event started with flag hoisting followed by the cultural performances presented by the students of the academy there was music ,dance, poetry and many other exciting things like distributing food stuffs, goodies to the children and also getting interacted with them . On the auspicious occasion of Republic day the academy gave the students their curriculum book with the motive of lighting the lamp of knowledge in the minds of the children which was distributed by the social responsibility members. As the event was very mesmerizing so even the society people participated and shared their thoughts by singing patriotic songs and reciting stories on 71st Republic Day as a proud Indian. The event was concluded with group pictures and selfies. The overall event was an immense success as it created the patriotic aura all around through which many of us got motivated and was deeply influenced by the work done by the Robin Hood Army as a social community.

R. J. G.



R. Singh



R. J. J.

Jaipuria Institute of Management, Lucknow in association with Lucknow Metro Rail Corporation Celebrated 71th Republic Day

Date of Activity: 26th January 2019

Nature of Activity: Social Initiative

Jaipuria Institute of Management, Lucknow in association with Lucknow Metro Rail Corporation celebrated a “71th Republic Day” at 11 am, at **Hazratganj Metro Stations in Lucknow** on January 26, 2020 with the Jaipuria fraternity and employees of LMRC.

The event was inaugurated by **Shri Kumar Keshav, Managing Director, LMRC and Dr. Kavita Pathak, Director, Jaipuria Institute of Management, Lucknow** in the presence of 250 plus people belonging to Lucknow Metro, Jaipuria Institute of Management and the daily commuter.

The event was organized by **Social Responsibility Committee(SRC)** under the guidance of **Prof. Reena Agrawal(Faculty Coordinator-SRC), Prof. Shubhendra Singh Parihar,(Associate Dean, Student Affairs) along with Mr. Sushil Kumar, (Director Operations-LMRC).**

The event started with Mr. Shri Kumar Keshav enlightening the audience with his words. Further Dr. Kavita Pathak was invited to share her views on the occasion. In the end, she thanked LMRC for their collaboration with the institution and hoped this collaboration would only grow better with the coming years.

The event started with an enthralling performance which comprised of **Group Singing performed by the students of Jaipuria**, the cultural events continued with **Mr. Ankit Mishra** playing a patriotic song on the flute.

Further, LMRC introduced a flag that was 15 meters, one of the biggest in length.

The Cultural Event was conducted by students of Jaipuria as well as members of LMRC. A total 80 plus volunteers and coordinators managed the show. The event was coordinated by **Mr. Ankush Singh**, (President, Student Excellence Council 2019), **Ms. Unnati Tandon**, (Vice President, Student Excellence Council 2019) and **Mr. Ishnidhi Srivastava**, (Student Coordinator SRC), **MS. Navyashree**, (Student Coordinator Cultural Committee) and **Mr. Omesh Srivastava**, (Assistant Manager, Student Welfare) and all other Coordinators and senior member of Student Excellence Council.

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SHAYOG

Date of activity: 15th February, 2020

Nature of activity: Social Initiative

Social Responsibility Committee (SRC) of Jaipuria Institute of Management, Lucknow conducts outreach programs for the upliftment of rural and underprivileged people by conducting various programs like digital literacy, financial literacy, career counselling, donation drives etc. Every year, Social Responsibility Committee of Jaipuria Institute of Management, Lucknow collect various usable items such as Clothes used or new, shoes, sandals, toiletries, bed sheets, sweaters, utensils, blanket, quilt, mattress, pillows, Note books, stationery items, school bags, pencil boxes, lunch boxes, games etc. and distribute the same to the deprived groups of the society, living in rural as well as urban area, people affected by floods, under privileged children, old aged people and orphanages. In continuation of this initiative, the committee started collecting clothes and toiletries, sweaters and other stuffs from the neighbouring localities and volunteers. The volunteers happily donated their unused stuff for the donation of the same. The committee under the guidance of Prof. Reena Agrawal, Faculty Coordinator, SRC and Mr. Ishnidhi Srivastava, Student Coordinator SRC decided to donate the collected clothes and materials on 15th February, 2020 in the Chandwaal Village where people don't have the basic amenities. The committee got a list of materials and the number of family members in each family, through Mr. Ratnesh Kumar, the School Principal of Child Friendly School, who is also a social worker who runs that school free of cost. Then the Committee members segregated the collected clothes into different packets according to the list received. Since we had short of clothes, sweaters and blankets were newly bought so that it can be donated to the elderly people. On 15th of February, the Junior members of the social responsibility committee led by Mr. Ishnidhi Srivastava left to Chandwaal village to donate the items.



School Bag Donation Drive

Date of the activity: 15th February, 2020

Nature of Activity: Social Initiative

Brief about the activity:

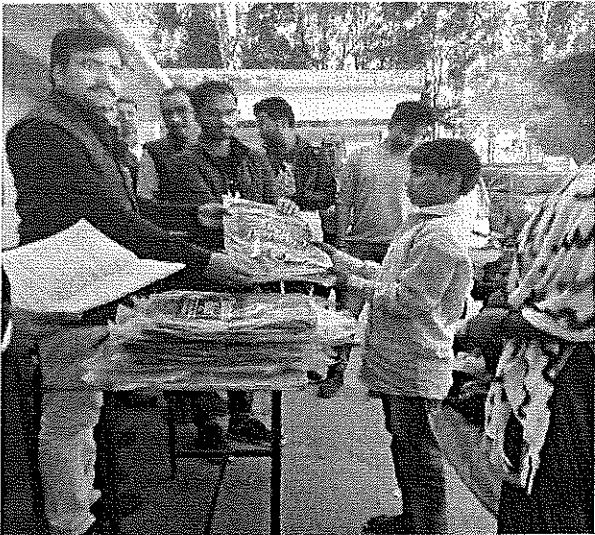
“Giving Is Not About Making A Donation. It’s About Making A Difference”

Social Responsibility Committee (SRC) of Jaipuria Institute of Management Lucknow conducts outreach programs for the upliftment of rural and underprivileged people by conducting various programs like digital literacy, financial literacy, career counselling, donation drives etc.

Every year, Social Responsibility Committee of Jaipuria Institute of Management, Lucknow donates textbooks, notebooks and other stationery items to underprivileged students in Lucknow city and neighboring rural areas.

In continuation of this initiative, Social Responsibility Committee of Jaipuria Institute of Management, Lucknow under the guidance of Prof. Reena Agrawal and Student Coordinator Mr. Ishnidhi Srivastava conducted a school bag donation drive, we were able to donate 70 bags to the students of Child Friendly School, Chadwal village with the help of Mr. D.K. Agrawal and Siddharth Agrawal who made the bags available for the purpose of donation in the drive. Mr. Ratnesh Kumar is the principal of the school, who is a social worker and runs and teaches the students free of cost, he was happy with the initiative taken by the Social Responsibility Committee of Jaipuria Institute of Management, Lucknow.





R. J. J.

