

# Times CSR Awards

## Gujarat 2021

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## APPLAUDING TIMES CSR AWARDS

Honouring the organisations, individuals & associations of Gujarat for their social responsibility efforts towards the society

In the field of Education <b>Bhanwar Rathore Design Studio</b>	Social Responsibility in Covid Period <b>Chetan M Parmar</b>	Social Responsibility in Public Life <b>Mahesh Kushwah</b>	In the field of Environmental Conservation & Forest Preservation <b>Dr. Dimesh Kumar Sharma</b>
Skill Development & Livelihood <b>Tarun Kailashchand Jain</b>	Serving the Community at Large <b>MP Financial Services</b>	In the Field of Medical Care and Assistance <b>Madhuram Charitable Trust</b>	In the field of MSME finance <b>PSB Loan</b>
Covid-19 and Skill Development <b>Analytix Business Solution Pvt Ltd</b>	In the field of Healthcare Services to Prevent Malnutrition & Anemia <b>Adani Wilmar Ltd</b>	Healthcare and Improving living conditions in rural areas <b>Cadila Pharmaceuticals Ltd</b>	Community Services <b>Sharif Memon</b>
For the Initiative of Beti Bachao <b>Arjun Thakkar</b>	In the field of Community and Staff Vaccination <b>German TMX</b>	Award for Technology Incubation for Community Welfare <b>Deepak Foundation (Deepak Group)</b>	In the field of Healthcare Services <b>Bankers Group of Hospitals</b>
In the field of Mental Health Awareness <b>Dr Dhruti Anklesaria</b>	Welfare Activities for Social Upliftment in Vadodara & Surroundings <b>Sabari Chemicals Private Limited</b>	In the field of Medical services <b>Sureshbhai D Patel (Surya Group) Managing trustee of Shri Dr. Dahyabhai P. Patel Foundation</b>	In the field of Community Education <b>Shree Shakti Seva Kendra (Usha Agarwal)</b>
In the field of Spiritual Guidance <b>Shah Rupesh Y</b>	In the field of Women Empowerment & Education to children <b>Givingback Charitable Foundation</b>	In the field of Covid 19 Awareness <b>Vasavada Zalak Dushyantbhai</b>	In the field of Women Empowerment Initiatives <b>Manisha Pinkal Shah</b>
Providing food to the needy people <b>Sarthi Foundation</b>	In the field of Garden Evening Classes (Urban) <b>Tresna Foundation</b>	Community Education & Fight Against COVID19 <b>Gujarat Tea Processors and Packers Limited (GTPPL) A part of Wagh Bakri Tea Group</b>	In the field of Providing Education to the UnPrivileged child <b>Yoganjali Keviani Mandal</b>
Contribution towards upliftment of weaker sections in Anand & Surroundings <b>Roots Foundation</b>	In the Field of Ayurvedic Treatment <b>Bhargava Ayurveda Hospital</b>	Welfare activities for women empowerment <b>D N Charitable Trust</b>	In the field of Social Justice <b>Ayaz K. Shaikh (Advocate)</b>
			In the field of Medical assistance to Society at large in Covid Crisis <b>Rajiv Engineers</b>

### Honouring the CSR work done by individuals & organization in Gujarat

Times Group aims to identify organisations, individuals & associations that are leading transformation by integrating sustainability in their core business model, be it in ecology, water conservation, preserving nature or educating the communities, to save and grow more trees etc and felicitate them for their exemplary contributions in the approach towards CSR.

The 1st edition of Times CSR Awards saw CR Patil, President - BJP Gujarat & MP, Cabinet ministers Arjun Singh Chauhan & Pradeep Parmar: Alok Pandey (IAS), PK Lehari, Ret. IAS and currently secretary of Somnath Temple Trust & celebrity guest as Khabir Bedi with Mayur Vakani (Sunder Mama Tarak Mehta ka ulta chashma) and Knowledge Partner - Simulations.



### Research Methodology

The objective of this research was to identify and recognise top personalities having contributed in Social Responsibility in their respective categories in Ahmedabad. The survey had two major modules to arrive at the analysis and final ranking i.e. Desk Research and Factual survey (Participatory Survey).

The study was conducted in Ahmedabad for 4 weeks, starting from 1st week of September 2021. Based on the final score, results were drawn in respective categories. CAVEAT: Best efforts were made to reach out maximum personalities in the respective categories in Ahmedabad. Only those names were considered who have submitted their participatory factual sheets.

### About Avance Field & Brand solutions (Avance)

Avance India (Avance Field & Brand solutions LLP) is a full service marketing research agency providing Research and Support Services to companies ranging from boutique research agencies to large consulting firms. Avance India is passionate about their work and known for their expertise, innovations, maintaining the professionalism and zero quality tolerance. The team is highly experienced and instrumental in catering their clients for their complex requirements. As Avance chases aggressive expansion, it will never compromise on their core values in their offering to their clients,

which are: Ethics, Integrity, Transparency. Avance has compact team of researchers they are well focused and experienced with exposure of delivering global and national MR projects. The services are very cost effective with high quality standards. Avance has a very wide network of operations. Avance India is corporate member of MRSI and follow MRSI code of conduct while conducting all their research projects. For more information about the company please visit [www.avance-india.in](http://www.avance-india.in)

Note: The study has been carried out by an Independent Market Research Agency named Avance Field & Brand Solutions LLP using the stated methodology for arriving at given rankings.



## A successful businessman and active philanthropist

When it comes to successful businessman involved in active philanthropy, Mahesh Kushwah is a reputed name in the fraternity. Owner of Isha Real Estate Developer, Mahesh Kushwah is a well-known businessman from Gujarat. Apart from being the chairman of the North Indian Development Council of Gujarat Pradesh, he is also the chairman of the core committee. Mahesh Kushwah is also playing an active role in various social organizations in which he has special responsibility in Akhil Bharatiya Hindi-Bhashi Utthan Sangh as well as being the Vice President of Kshatriya Vikas Parishad. Kushwah has donated land and provided financial assistance for the construction of Kshatriya Bhavan in Ahmedabad. He is also the trustee of Shriram Paramahansa Yoga Niketan Trust Vastral. The land of this ashram has been donated by his father. Apart from this, he continues to provide financial support to religious works and organizations in Ahmedabad from time to time. He also adopts orphans and provides them education. He has donated land for the construction of Hindi Bhashi Bhavan in Vastral area of Ahmedabad. Whenever the society needs support, Mahesh Kushwah is always ready to help and comes forward for the betterment of people.

## Madhuram Trust: Supporting specially-abled stand on their feet

Ahmedabad-based Madhuram Charitable Trust is dedicated to creating a positive impact in the lives of the specially-abled and helping them lead a normal life. Founded in 2019 by Shraddha Soparkar, Madhuram Charitable Trust launched the 'Stepathon' initiative to distribute prosthetic legs imported from Germany among physically challenged persons and give them a second chance at life. In less than two years, the Trust has distributed prosthetic legs among more than 100 beneficiaries. "Our activities are primarily focused on creating an inclusive society, where people with disabilities are a part of the mainstream in the real sense. Our goal is to ensure specially-abled do not have to face any discrimination and are equipped with the necessary skills to realise their full potential," says Shraddha Soparkar.

Principle Trustee of Madhuram Charitable Trust. She was inspired to establish the trust and work for the specially abled, marginalized, and physically challenged persons after giving birth to a special child. In addition to Stepathon, the trust conducts regular therapies such as physiotherapy, occupational therapy, speech therapy, applied behavioral analysis, aqua therapy, and corrective surgeries, among others. Its other activities including distribution of hearing aid among the hearing impaired, providing healthcare services to the underprivileged, extending monetary support, medical assistance, psychological counseling, among others. It also focuses on creating career opportunities for the specially abled. Madhuram Charitable Trust is also eligible to carry out CSR activities for corporates.

## Government's Social Safety Net Programs: Catalyzing entitlements through CSR

Project Sangaath- a CSR initiative of Deepak Group Helps bridge the last mile reach of the Government's social safety net programs and schemes meant for underprivileged communities. Rolled out by Deepak Foundation, the CSR arm of Deepak Group, 'Sangaath', is an effort towards easing the hurdles faced by potential beneficiaries while applying for benefits under state-sponsored schemes. Limitations such as illiteracy, ignorance, unavailability of basic pre-requisite documents and proofs required for compliance, incidental cost including transportation, loss of daily wages, processing fees, make it a steep ask for beneficiaries to avail the schemes. Initiated since 2018, Project Sangaath is currently operational in 50 sites across Gujarat, Maharashtra and Haryana, comprising over 20,000 beneficiaries. The term 'Sangaath' can roughly be translated to 'companionship'. The initiative empowers beneficiaries with Adhikar- a QR coded card using digital technology that serves as a repository, to facilitate the application process. Adhikar Card provides information to the beneficiary,

about the schemes applied, as per their eligibility and other documentary proofs required during application verification. "The project reinforces the Deepak Group's philosophy of inclusive growth by actively engaging with communities and public authorities in the same stroke. The lifetime benefits of the initiative far outweigh the investment made", said Maulik Mehta, CEO Deepak Nitrite Ltd. Jan Suvidha Kendra- a help desk is established in every panchayat/ward office to facilitate the process of providing assistance to the eligible beneficiaries. "Jan Suvidha Kendra facilitates door-step accessibility of public schemes and services and optimizes its utilization. Not only does it strengthen the government's program but also educates and empowers beneficiaries of their entitlements under safety net programs. Local volunteers make the program sustainable, cost effective and replicable," said Archana Joshi, Director Deepak Foundation.



Shraddha Soparkar

## A social activist who is always there to help people in need



Chetan Parmar

On one hand, the pandemic has left several scars on mankind, but on the other hand, it has also brought out people who have created inspiring stories and fought the pandemic in their own capacity. Ahmedabad's Chetan Parmar is one such person.

BJP Councillor from Khokhra constituency, Chetan rose to the occasion when the pandemic hit the city badly. During the second wave of the pandemic, there were a lot of abandoned corpses as in most cases family members were either restricted to come in touch with the corpse or they refrained themselves looking at the risk. In such cases, Chetan and his team performed their last rites with people wearing PPE kits. "Here in Khokhra, an elderly person expired and his wife was also hospitalized while both their sons were abroad. We performed his last rites. There were a lot of cases like these. We also distributed Ration Kits to the needy during this period," shares Chetan.

Chetan Parmar also facilitated in providing Tiffin Service' for patients affected by the pandemic. He had also formed a team that provided free sanitization for houses. This was an exemplary initiative appreciated by several dignitaries.

In Gujarat, for the Police Department, 1 lakh litres of sanitizer was provided to several officials. Food was also provided to the personnel on duty during such tough times. This initiative was highly applauded by higher officials.

During the second wave, during shortage of oxygen, Chetan Parmar provided 5 oxygen cylinders with a technician. More than 80 people benefited from this service.

Currently we are working on awareness for vaccination. We provide a special facility for old age people for vaccination by providing a vehicle with a driver that takes them to less crowded centres. Around 350-400 senior citizens were vaccinated through us."

—Chetan

## Rotary Club extending the support to hospitals during the pandemic

## Rotary Club extending the support to hospitals during the pandemic

Rotary International is one of the largest and oldest service organisations of the world. It was established in 1905 in the USA and it came to India in 1919, more than 100 years in service. Rotary has been serving the society through its 35000 plus clubs and 12.50L Rotarians.

Rotary International supports the communities through its The Rotary Foundation. The Rotary Foundation is supported by "Bill and Melinda Gates Foundation" across the world to eradicate Polio. Birla Group's Rajshree Birla is the largest donor from India to the Rotary Foundation.

Rotary International proudly boasts about eradicating Polio from the entire world. It supports educational institutes, hospitals, communities in providing economic sustainability, for instance the club, Rotary Club Of Ahmedabad Supreme arranged donations through various donors and Rotary Foundation, clubs in USA and individual donors from USA, arranged a total amount of Rs 50 lakhs (US \$ 66,666) and donated 4 ventilators and 13 pep ventilators to 3 different hospitals of Ahmedabad.

As President of Rotary Club of Ahmedabad Supreme, Rotarian Tarun Jain informed that in the current year, he has arranged to donate 2 Phaco machine to support cataract surgery of eyes for the needy.

Personally, Rotarian Tarun Jain as President of Rotary club of Ahmedabad Supreme, one of the 25 clubs of Ahmedabad is a very kind hearted and generous individual, who always keep his pocket open as and when any need arises.

After the Phaco machines donations, President Tarun Jain is aiming to create a state-of-the-art Hemo-dialysis machines with 10 machines for poor and non-affording patients. This project will be costing around Rs 1.10 CR (US \$ 1.40L). He solicits support from corporates individuals and the same will be supported by Rotary Foundation. Apart from such asset creation Rotary club of Ahmedabad Supreme has been supporting around 75 old age people who have no other family member to help, with life essentials, groceries etc for Last 10 years without fail.

Tarun as a good will gesture had promised our two para



Tarun Jain

Olympians Bhavina Patel and Sonal Patel. Through Rotary club of Ahmedabad Supreme, to support all their international travels till next Olympics.

To join Rotary and support communities, to connect and make new friends, to enjoy the fellowship and entertainment events, to grow in life and to sponsor various events and create visibility in niche segment.

For more details, contact:  
RTN. TARUN JAIN @ omganpati74@gmail.com  
President - Rotary Club Of Ahmedabad Supreme

## A positive endeavour can be life changing

Nothing comes easy is not just a phrase and this award winning story will make you believe in that. Arjun Thakkar who recently won the Times CSR award (Ahmedabad) is a person who is not just a believer but a doer to bring the required change.

### GOAL OF HELP

Arjun Thakkar's been backing up the government, without them even knowing with just a goal in his heart to help the underprivileged girls who are battling for their lives. Not just with the food and living, but by also providing them with the opportunity to be independent by giving them a chance to get good education, medical safety, awareness and what not.

### INSPIRATION

He's been helping them since years when he is not that old as well, maybe because the inspiration and the well inculcated thought was instilled in his very childhood by his grandfather and father, Arjun Thakkar took it as a tradition or maybe as values of upbringing, but the work he is doing today is commendable.

### AN IDEAL

Recently looking and monitoring the conditions of the street animals he is seen to be taking some good initiatives to help them with medical health, food and is also motivating people to be a part of the same by being persistent with what he does. Whether it be his morning walk, some work travel or anything, Arjun Thakkar keeps his mind active and with this attentiveness he recently helped a dead lying street dog and also alerted the city municipal corporation about the scenario.

As well said by Mahatma Gandhi, "Be the change you wish to see in the world". And Arjun has proved to be an ideal example of it.



Arjun Thakkar

## Break the stigma, taboo, prejudice and discrimination against people with mental illness

Stigma often comes from lack of understanding or fear and is universal. Mental health stigma refers to societal disapproval, or when society places shame on people who live with a mental illness or seek help for emotional distress, such as anxiety, OCD, depression, bipolar disorder, or PTSD.

False beliefs about mental illness can cause significant problems.

Stigma can lead to discrimination. Discrimination further escalates to someone making a negative remark about mental illness and further can contribute to worsening symptoms and reduced likelihood of getting mental health treatment.

Traumatic events are not easy for anyone to comprehend or accept.

Post-traumatic stress disorder (PTSD) is a mental health condition that's triggered by a terrifying event — either experiencing it or witnessing it.

It is high time to consider and be kind and gentle towards the mental health condition of post trauma survivors.

PTSD develops in about 1 in 3 people who experience severe trauma and feel helpless as some cannot move on from the traumatic experience.

We as a society, require to speak and stand up to break the stigma.

Please feel free to contact and join 'Yourway Life' to "BREAK THE STIGMA" in their drives: Sexual Assault and Mental Health, Women's Mental health, Menstrual stigma, Men's Mental



Dr Dhruvi Anklesaria

Health, Defeat Depression, Breast Cancer stigma, Suicide prevention and others.

Join mental health support groups, connect @  
Dr. Dhruvi Anklesaria

"Yourway Life"-Institute Promoting Mental Health B-4, Venus Building, BPC ROAD, Alkapuri, Vaodara-390005, Gujarat  
Let's Talk Mental Health: +91 70460 19994  
www.yourwaylife.com

## Roots Foundation is making a significant contribution for rural development and social welfare



Tanuj Patel, Founder &amp; Managing Trustee, Roots Foundation

Roots is a non profitable Organization founded by Tanju Patel for the upliftment of underprivileged persons. As a non-profit organization with many years of operation, they always strive for a better world and service to the society.

Just as the roots of the tree penetrate the soil for the tree to stand tall, similarly Root NGO works with a vision to support the society in the best possible manner by providing necessities to sustain in life.

Tanuj Patel, a young entrepreneur is working selflessly for the betterment of citizens.

The activities of Roots Foundation include - To promote academic education and vocational training by establishing institution, schools, colleges and universities. To provide medical education, medical services, media research, impart training in the areas of medicines and clinical research, and extend support in the field of medical research and any other clinical field. To create health awareness programmes and develop health care centre for underprivileged public.

Roots foundation have organised various events like Skills Development Programs, Clothes Donation Drive, Beat Plastic Pollution, Aahaar- Food for All, Save Girl Child, Tree Plantation Drive and many more drives.

The foundation has done remarkable activities during the covid-19 pandemic. It served millions of people by providing meal, grocery kit, fruits and vegetables to the impoverished persons. To stop the spread of Corona, the foundation distributed so many masks and sanitizers free of cost and also arranged to send labourers to their home safely.

The DN Charitable Trust was formed in March 2021 by Dr Dharmang Mandola. Charotar Multispeciality Hospital, first established in Kheda in 2015 and converted the same into DN Charity Trust this year to pursue charity activities. The core objectives of this Foundation are to support activities in the field of women empowerment, education and health-care.

Today, they have launched three programs for women empowerment. Under this program they have formed a cluster of 10 villages each and running women Gruh Udhog for employment. In this one cluster, women are trained for embroidery work, other cluster works for hoisery making, third cluster makes disposable dishes, bottles and bags from recyclable banana leaves. Similarly for the youth, they have formed a different cluster. Under this program, DN Charitable Trust have installed one RO plant between 10 villages. They are doing water packaging and mineral water bottles distribution. From the sales, 90% earnings go to Gruh Udhog and remaining 10% goes to the Trust Fund. All the raw materials are provided by the Trust only. This way they are offering employment to around 200 women and 50 youth of the nearby villages.

DN Charitable Trust is also going to launch a full-fledged school very soon. It will have classes from kg to 12th (sci, arts and commerce) which will be based on gurukul system of schooling.

From next month, the Trust will offer free medical treatment for various diseases for the community. Charotar Multispeciality Hospital in Kheda is one of the only hospitals in the whole taluka which has facility of dialysis and does around 350 dialysis in a month for free.

DN Charitable Trust is committed to make a difference in the society through its CSR activities.

For more details, contact:  
DN Charitable Trust, Kheda

## DN Charitable Trust in Kheda conducts many activities for the welfare of community



Dr. Dharmang N Mandora, Chairman, DN Charitable Trust, Director, Charotar Hospital



## Kindness never disappears in challenging times



Bhanwar Rathore

The COVID and lockdown has been a journey of a tough time for all and during that appalling time there were only few who were thorough with what should be done and Bhanwar Rathore is one of them, who stood by his students who are unable to afford the preparation fees, but deserves to be trained. He provided them with free training to get admission in NID/NIFT/NATA with the upgraded skills and technology of their institute BRDS to give them the same classroom experience and knowledge which was being provided before lockdown.

BRDS under the guidance of Bhanwar educates 25 minds and helps them to get selected in their desired college.

### GOAL AND INTENTIONS

Being a graduate from NIFT, with experience of few years now, Bhanwar Rathore felt to share the treasury of knowledge that he holds to give, its best designers to the country and with this warm heart and without any greed, he started to mentor four students for free at first which went to 20 then 200, 2000 and 8000 plus number today.

### SKY HAS NO LIMIT

He aims to bring forth the deserving students who can make it big and make the country proud. He also aims to create institutions internationally so that students from other countries can also get a chance to study and understand the prowess that Indian designs and institutes hold.

Bhanwar Rathore's continuous efforts and dedication to help the needy ones with the expertise and education he provides made him to win the Times CSR award and made us celebrate his hard work and dedication which eventually paid off with the selections of the students he taught.

Working on your dreams, and striving to achieve them, Bhanwar Rathore proved it right.

## Dr Dinesh Kr. Sharma - Dedicated towards conservation of Forest & Wild life and Environment Reservation

Dr. Dinesh Kumar Sharma is an Indian Forest Service officer with 36 years of dedicated service in the field of conservation of forests & wildlife and environment preservation. Presently, he is posted as Principal Chief Conservator of Forest & Head of the Forest Force of Gujarat State. Due to his organization persistent and sustained efforts, the forest cover in Gujarat increased by more than 10,000 hectare, mangrove cover vital for the coastal sustainability increased by 3,700 hectare and trees outside forest areas in rural Gujarat increased by about 50 million during last few years. Gujarat State is the only home to Asiatic Lion. Population of Asiatic Lion has risen to 674 during the last census in 2020 from 523 in 2015 with an increase of about 29% over five years. For survival of human being, preservation of environment and conservation of forests & wildlife is essential and Dr. Sharma has contributed a lot in this social sector. Engagement and capacity develop-

ment of stake-holders especially rural people has been the key to strategy for

effective delivery and attainment of goals of forest and wildlife conservation. Due to sustained efforts, augmented sense of belongingness to the adjoining ecosystem areas within the community has resulted in success of preservation efforts. This has also resulted in enhanced livelihood opportunities for fringe population leading to their better quality of life and resilience. Involvement of communities in conservation of forests has led to win-win situation as forests have got protection and communities have socially, economically & ecologically been benefited. Building a strong social capital for natural resource management and development at grass root community level has been a major outcome. Further, his organization has successfully executed social responsibility related to maintenance of ecosystem services and sustainable development goals through strategic interventions, engagement of stakeholders, intensive awareness etc.



Dinesh Sharma

## MP Financial Services scales up CSR spending

MP Financial Services a worthy recipient of CSR honour



Mihir Parikh from MP Financial Services felicitated

Ahmedabad-based MP Financial Services, a leading financial management company, supported several Corporate Social Responsibility (CSR) works during the Covid-19 pandemic to contribute to the fight against the pandemic.

MP Financial Services donated Rs. 3 lakh to the Khambhat General Hospital to help it acquire a ventilator at the peak of the pandemic. Founder and chief strategist Mihir Parikh donated Rs 5.50 lakh to the Lions Club International Foundation India towards disaster relief.

MP Financial Services also donated a portable oxygen concentrator at the Lions Oxygen Bank, and adopted 31 children who have cancer to mark Parikh's birthday. The firm is also taking care of the treatment of the 31 children.

Awareness is the key to good health, and MP Financial Services' efforts also focus on creating awareness. The firm organized a health talk show series with reputed doctors from Zydus

Hospital to create awareness about different critical illnesses, besides supporting health check-up camps and other awareness campaigns.

"At MP Financial Services, we believe in giving back to society. The Covid-19 pandemic was a tough time for everyone, and we scaled up our CSR activities to support as many people as possible. We will continue to focus on ensuring our CSR projects benefit more and more people. During second wave we had distributed free healthy hygiene meal to covid patients at their doorsteps any of the locations in Ahmedabad from the patients called," says Parikh, who began his entrepreneurial journey by establishing MP Financial Services in 2002.

Over the last nearly two decades, MP Financial Services has emerged as a highly respected and successful financial services provider with expertise in investment management, financial planning, insurance, mutual funds, portfolio management services, home loan, and other financial services.

## Sharif Memon: Committed to community services for over three decade

Philanthropy is not all about money. It is about using whatever resources you have at your fingertips and applying them to improve the world. So does our Ahmedabad based Real Estate Developer and philanthropist Sharif Memon believes in giving back to the society and community as moral responsibility.

He has been diligently involved in various CSR activities Social services/activities and campaign since 32 years. He is associated with Gihed and CREDAI. His association with Credai Gihed as our former chief minister Smt. Anandiben Patel approached CREDAI gihed to help Anganwadis.

CREDAI Gihed has adopted 274 anganwadis to improve the nutritional and health status of children and to lay the foundation for the proper psychological, physical and social development of the child.

Sharif Memon as a responsible and caregiver citizen has heartily given his past 3 years for development of each and every child at Angawadis.

Sharif Memon is youngest president



Sharif Memon

till date of Halai Memon community. He is President of Halai Memon community Ahmedabad and Vice-President of All India Memon Jamat federation & International Memon organisation & Patron of WMO.

Being a community leader, he has mainly focused on Housing, education and medical for social and economic development of society.

Under his leadership community has provided 115 houses to needy people and gave them shelter. Sharif Memon has a pivotal role in medical, education and housing for the community.

Education facilities given by community under his leadership and encourage for literacy. Similarly medical facilities like hospital, medicine and other Healthcare at affordable for all by community form various fund which is coming by community.

Sharif Memon is very much thankful to all community members and colleague to work along with him.

Reorganization, acceptance, caring and rearing are part and parcel of community development. They encourage people to participate and contribute at their best for development of society.

## Cadila Pharmaceuticals: Where social responsibility is an integral part of business

Cadila Pharmaceuticals, one of the largest privately held pharma companies in the country, believes in giving back to society and this has been its mantra for the past five decades.

During the nationwide lockdown in 2020, Cadila Pharma sourced a large quantity of essential food items such as grains, pulses, oil, spices, etc., and distributed thousands of food kits among villagers living in the vicinity of its plant in Dholka. The exercise was undertaken multiple times during the lockdown months.

Cadila Pharma has been sponsoring mid-day meals for over 10,863 children studying in 38 government schools in Ahmedabad and Gandhinagar. However, as schools were closed because of the lockdown, and there were concerns about the availability of food for many of these children, Cadila Pharma tied up with Akshaya Patra Foundation to distribute thousands of kits containing essential food items.

Cadila Pharma focused its efforts on spreading awareness regarding health and hygiene during pandemic times. The company also started producing hand sanitizers



in view of sudden jump in demand, and distributed them along with masks and gloves among frontline Corona warriors to extend its support to the fight against the pandemic.

Pamphlets to educate people about the use of hand sanitizers, importance of social distancing and face masks

were also distributed in the thousands among the local communities to create awareness. The company also organised several health check-up camps across villages. Amid the focus on philanthropic activities, Cadila Pharma ensured that the production of affordable and high-quality medicines, its mission for the last seven decades, was uninterrupted, and there was no shortage of medicines in the country.

Under Cadila CSR's Model Village scheme, Cadila has been working actively to improve the living conditions in villages at the outskirts of Gujarat through health and livelihood initiatives, building schools, increasing forest cover, educational drives for farmers and initiatives towards girl child education.

Cadila Pharma also ensured high-quality healthcare was available free of cost to beneficiaries at the multi-specialty Kaka-Ba hospital in Hansot, Bharuch, which is managed by its charitable arms Indrashil Kaka-Ba and Kala Budh Public Charitable Trust. Till date, over 10 lakh plus patients have been treated.

"As a socially responsible corporate, we support several philanthropic and other initiatives for the wider public good. We have significantly scaled up the support and resources to such initiatives in the wake of the Covid-19 pandemic to provide relief to as many people as possible," said Dr. Bharat Champaneria, CMO, Kaka-Ba Hospital

## Fortune SuPoshan: Enhancing nutrition, improving health



In line with its commitment for a healthy nation, Adani Wilmar launched the Fortune SuPoshan project in association with Adani Foundation, the CSR arm of Adani Group. The project is a mission against malnutrition and anemia among 0-5 age children, adolescent girls, and women of reproductive age by improving their nutrition levels.

Since its launch in May 2016, the Fortune SuPoshan project reached a

population of nearly 16 lakh in approximately 1,200 villages and 100 slums spread across 12 states as of March 2021, boosting the nutrition level and general health of thousands of beneficiaries.

"The Fortune SuPoshan project has been highly successful in improving nutrition levels. We have expanded the project to more villages and states so that we can further contribute to making India healthier," says Angshu

Mallik, MD and CEO, Adani Wilmar.

Apart from the obvious health benefits, the initiative has also contributed immensely to women's empowerment. The project is executed at the grassroots level by SuPoshan Sanginis or community health volunteers, who act as a guide, confidant, and community support system. They are trained to take curative and preventive actions, including awareness generation. More than 600 SuPoshan Sanginis are a part of the project covering approximately 2,000 anganwadis and 3 lakh households.

"Many of these Sanginis were afraid to speak at one point, but they can now confidently deliver public speeches. This is because of the exposure they have received because of the Fortune SuPoshan project and the confidence from the change they have facilitated on the ground," adds Mallik.

In 2018, the project signed a memorandum of understanding with the Government of Gujarat and expanded its reach to the Narmada, an aspirational district in Gujarat. Adani Wilmar has also focused on capacity building of the project implementation staff and at the community level for sustained impact.

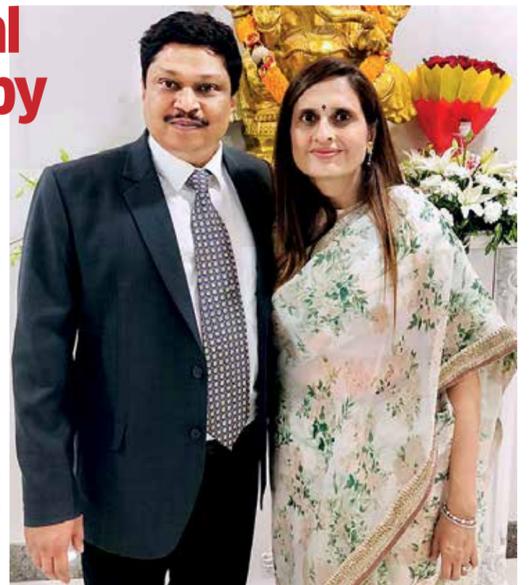
## Corporate Social Responsibility by Bankers Group

Bankers Group of Hospitals CSR program, run through the Yash Public Charitable Trust, is led by its vision to "Create a World where health, education and care is not a privilege, but accessible to all."

Team Bankers is passionate about the various programs run in the CSR arm, through which they aim to help citizens whenever there is a need.

### SOME OF THE ONGOING INITIATIVES UNDERTAKEN INCLUDE:

- Healthy Heart Initiative-They conducted more than 1400 camps in rural peripheries with 2 lakhs beneficiaries
- Clean Vadodara initiative-"Bags on Wheels," Distributed free reusable trash bags to 4000 auto rickshaws in support of Swachh Bharat Mission
- More than 350 disabled patients have undergone corrective orthopaedic surgeries with implants, free of cost and post-operative rehab care is also offered
- "Dil Se" initiative for CPR and First Aid training provided to 5000 people, so far for community health
- Other activities include health check up camps for public, tree plantation drive and road beautification in Vadodara; umbrella and book distribution for students
- Installed an AED device (Automated External Defibrillator) at Vadodara railway station, being the first railway station in India to benefit the general public
- Conducted ongoing public outreach programs such as "Dil Se Rally", health awareness talks-Hriday-ni-vaat-Hriday-thi, Journal Club, CMEs, annual Academic Symposium CARDCON etc.



Dr Darshan Banker & Dr Parul Banker

### CONTRIBUTION TO OUR SOCIETY DURING COVID-19 PANDEMIC

Bankers Group, initiated several CSR initiatives such as launch of free Covid Quarantine Center at Padra, free Covid vaccination camps with 200 beneficiaries, free health check-up drive for entire Vadodara police force, traffic police and on-field media reporters, 'Dil Se' Doctor at home services for Covid patients, free tele-consultation with doctor for home treatment, free medicine delivery at home, distribution of 500 ration kits to rickshaw drivers and railway coolies, 2000 food packets to migrant laborers and needy.



## Online PSB Loans: Helping MSMEs access loans quickly, collateral free and at low rate of interest

Access to loans was considered a tedious process, especially if the loan seeker was a small businessman. This changed in 2017 when Ahmedabad-based Online PSB Loans Limited launched the portal [www.psbloansin59minutes.com](http://www.psbloansin59minutes.com) that grants in-principle loan approvals to Micro, Small, and Medium Enterprises (MSMEs) in less than one hour to simplify the whole process of raising funds.

In just four years, the game-changing online platform, founded by Jinand Shah and Ronak Shah with a strong team, has successfully bridged the gap between banks and loan seekers by bringing them on a single platform.

It is the first platform in India to have Digital Mudra Loans from all public sector banks. The one-of-a-kind platform grants in-principle sanctions to loans ranging from Rs. 10,000 to Rs. 10 lakh in just 59 minutes without any collateral. The banks disburse the loan amount within seven days of the approval. The platform's disbursement success rate of 40% is significantly higher than the industry rate of below 10%.

"We undertake other CSR activities, but we believe our biggest contribution to the society yet is the change we have brought in the way loans are given and taken without collateral and at very low rate of interest offered by Top Banks of the Country. We have already helped few lac MSMEs and small businesses meet their funding needs with our unique platform and contributed to the country's develop-

ment," says Jinand Shah, Co-founder, MD and CEO of Online PSB Loans Limited.

In just three years, the SIDBI and PSBs led initiative of [www.psbloansin59minutes.com](http://www.psbloansin59minutes.com) has been recognised as the country's largest lending fin-tech platform by Credit Suisse. The firm's key shareholders include SIDBI, SBI, Bank of Baroda, Punjab National Bank, and Indian Bank and Samridhi Fund.

"CSR usually benefits a few hundred people, but the [psbloansin59minutes.com](http://www.psbloansin59minutes.com) portal has directly helped thousands of MSMEs in their growth journey by ensuring access to capital easily and quickly," says Ronak Shah, Co-founder & COO of Online PSB Loans Limited. [www.psbloansin59minutes.com](http://www.psbloansin59minutes.com) has facilitated disbursements of INR 70,000 crore to MSMEs so far.



## German TMX – Value driven and socially responsible organization



environment. They aim to achieve supremacy by being a customer-driven, quality-obsessed and socially responsible corporate entity.

Firmly believing that primary objective of a business is to improve quality of life of people and the community, as a corporate they have actively devoted the efforts in giving back to the society and fulfilling their responsibilities whenever the society is in need. Taking a step in direction of social responsibilities during the time of pandemic, they have tried to make the best possible efforts to help the covid affected society wherein the organisation willingly stopped its plant operations during pandemic to supply oxygen to fulfill shortages, opened a 50 bed covid facility for needful segment of society, totally on charitable basis as well as actively initiated a vaccination drive for all its staff and workers for prevention & awareness of Covid 19 and became a 100% vaccinated organisation. The organisation will always conduct its business ever mindful of its social accountability and respecting applicable laws with regards to human dignity. They have also influenced their partners in fostering a sense of social commitment for their stakeholders.

German TMX has been a part of the Haq Steels & Metaliks Ltd since its commencement in 2013 and has been producing quality steel products

from its manufacturing unit in Kutch and Viramgam. The group has established itself as one of the prime sources for TMT manufacturing, Pig Iron supply as well as Ingot Mould for a variety of industries. From TMX Bars to MS Billets to Sponge Iron, they are committed in offering quality and solidity, and shaping business excellence with strength and durability through delivering superior value to our customers, shareholders, employees and society at large. A rebellious spirit, a vivacious goal and a commitment to work in the true spirit of entrepreneurship, they make optimum resource utilization, environment friendly procedures and practices, and a safe and healthy working



## Bhargava Ayurvedic Hospital conducts multiple CSR activities for public healthcare



Bhargava Ayurvedic Hospital Dahemi, Anand is a sixty bedded Ayurvedic Hospital which includes ten luxurious rooms which is well supported by trained nursing staff. The Hospital has a well equipped Panchkarma Therapy Center managed by panchkarma therapist. Hospital has yoga hall, Recreational Room, Gymnasium for refreshment and entertainment of patients.

Well known experienced modern as well as Ayurvedic Consultants are available at hospital on OPD hours. Bhargava has ayurvedic hospital, ayurvedic pharmacy which prepare ayurvedic medicine such as powder, tablet, medicinal oil, ghee and herbal garden, Bhargava Resort is well supported by large swimming pools as well as pathway for morning walk.

Bhargava Ayurvedic Hospital is known for its management of paralysis. The hospital has

already treated approx 500 paralysis patients in the hospital. Patients with chronic disease such as diabetes, blood pressure, obesity, psychological disorder and diseases like joint pain are hugely benefited by ayurvedic medicine as well as panchkarma therapy. Hospital has on call dietician, yoga expert as well as physiotherapist, and well equipped physiotherapy unit and x-ray facility.

In this covid-19 Pandemic situation Bhargava Hospital organised webinar on covid-19 to make awareness for medical graduate and common people. Bhargava had already organised campaigning for covid-19 vaccination. To boost immunity in post-covid patient, Bhargava has distributed more than 5000 Ayurvedic medicine kits and more than 15000 Homeopathic medicine kit to people of Anand city, to serve as covid warriors for the common people.



Bharatbhai Patel, Chairman, Bhargava Ayurveda Hospital

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## Analytix Solutions: Ushering in hope in the lives of the disadvantaged

Analytix Solutions, a multi-divisional outsourcing solutions provider; undertook several CSR and other welfare initiatives in health and education in an effort to improve the lives of disadvantaged communities.

Analytix Solutions also launched initiatives aimed at sanitation and hygiene, Covid-19 vaccination, skill development, and livelihood during the Covid-19 pandemic.



Team Analytix

Analytix Solutions believes formal CSR activities boost employee morale and lead to greater productivity. Hence, it regularly encourages employees and involves itself in various welfare activities like health and education of underprivileged children and donation activities to NGOs. The firm has formed small groups within the organisation to participate in welfare activities and bring hope to the lives of disadvantaged communities.

During the pandemic, Analytix Solutions used virtual means such as the Impact app to achieve fitness goals and raise more than Rs. 3 lakh for social causes. The firm also dis-

tributed food packets, hand sanitizers, and masks in rural and slum pockets around the city.

"Corporate social responsibility is deeply imbibed in Analytix culture, with a lot of focus and efforts for championing women's rights, protecting the environment, and eradicating poverty. We also believe that being a socially responsible organization also empowers our employees to leverage the resources at their disposal to do good for the community," says Satish Patel, CEO & Founder, Analytix Business Solutions.

Women empowerment through digital literacy is another focus area of Analytix Solutions' CSR activities. To mark International Women's Day on March 8, 2021, the firm donated desktop computers to students facing difficulties in continuing their education due to a lack of resources. Analytix Wonderful Women of Work also celebrated the occasion to empower women within the organisation.

During Covid-19, when work from home became the norm, Analytix Solutions focused on Security, Engagement, Value Creation, and Adaptability (SEVA) to keep the employee morale high.

"We formed a Covid help-desk to extend necessary support to employees in finding hospital beds, blood, and drugs. We also conducted a series of meditation workshops and other initiatives to boost their mental and physical wellbeing," says Rajiv Bhatia, President & Country Head, Analytix Business Solutions.

Analytix Solutions also organized four Covid-19 vaccination drives for employees and family members and provided financial assistance of Rs. 40 lakh to help more than 40 employees meet hospitalization expenses.

Job creation is another area where Analytix Solutions is making a significant contribution. The firm created 200 jobs between January and June this year and plans to hire up to 150 more in the next three months. Its employee strength stands at 570 plus.

## Sabari group of companies: Delivering one of the finest quality range of chemical products across the nation



Mohan Nair, Chairman

Sabari group of industries, Vadodara was set up by Mohan Balakrishnan Nair in the year 1983 and commercial production was started in 1984 with the support of Ravi Nair's brother in law A Keralite by birth, he shook hands with entrepreneurship while staying in Gujarat. Sabari Chemicals Pvt Ltd manufacturers and exports a comprehensive assortment of Agro Chemicals, Drug intermediate, Organic Chemicals & Industrial Chemicals. Over the years, Sabari Group of Industries has established its presence in the market by providing distinction through quality. Being an ISO 9001:2015 and ISO 14001:2015 certified company, one of the finest grade materials and latest processing techniques are used under the strict guidance of their skilled team.

The company exhibits a strong commitment to customer satisfaction by continuously delivering quality products and services. Under the visionary leadership of Mohan Balakrishnan Nair,

who has 35 years rich experience in the chemical industry, the organisation has seen tremendous growth. This is noticeable due to the fact that the company was formed with a paid up capital of Rs 3 lakhs and today has an asset base of Rs 35 crores. Being the company's Promoter and Director, Nair's sharp business acumen has enabled the company to diversify into different segments and has also done successful international tie-ups.

The company was started with a single product and today is successfully manufacturing 22 products. Mohan Balakrishnan Nair has an interesting and noteworthy profile. He is an active Committee Member of FIA Central Zone and FGI. He serves as the Chairman (Business Committee) for Central Gujarat Chamber of Commerce & Industry. He holds prestigious positions in various government and religious organisations. Also it is a great matter of pride for Gujarat, as he has won several awards for his dedicated work in business and towards the society. He received the Akshaya National Award Aug 2015 for Social Service. He is honoured with the Rashtriya Nirman Ratna Award in 2019. Quality Brands 2015-2017 Award, National glory of Indian Award, National Industrial excellence award by National Chamber of Small & Medium Entrepreneur in 2015, The Company was felicitated as the Best Fine Chemical Manufacturer at the 'Times Icons of Vadodara 2020, an event conducted by OMS - a division of Times Internet Ltd., a research by Aim Research & Consultancy etc.

Mohan Nair is on a mission to provide the organisation with cost effective services and resources to continuously improve and meet the corporate & international standards.

For more details contact: Sabari Group Of Companies, Vadodara

## Simulations Public Affairs Management Services: Helping companies, individuals share their stories

An integrated communications consultancy, Simulations Public Affairs Management Services Private Limited were the 'Knowledge Partner' of this maiden edition of 'Times CSR Awards' initiative.

For nearly two decades, Simulations has been developing effectively crafting 'Communications Strategies and Public Relations' programs for leading corporates, healthcare organizations, entrepreneurs, NGOs, startups, educational institutes, coopera-

tives and several others, with an aim to help build reputation and enhance their visibility.

"In recent years, Corporate Social Responsibility (CSR) has assumed a significant role, and is considered a key parameter for evaluating companies, especially post Covid-19 times. Going beyond statutory requirements, many companies are doing excellent work in healthcare, education, women empowerment, Covid-19 relief, skill development, rural development, and other areas. The Times CSR Awards are an attempt to recognize and felicitate such

companies, individuals, and non-government organizations who have made exemplary contributions towards social responsibility and embodied the true spirit of CSR" says Shailesh Goyal, Director of Simulations Special Initiatives.

The team at Simulations PR ([www.simulationsindia.com](http://www.simulationsindia.com)) collaborates with clients to come up with tailor-made messaging and communication strategies to tell stories about their social responsibility initiatives and enable them to build visibility and earn goodwill and support.

"We have evolved from being a traditional Public Relations firm to a complete communications services provider. We offer digital media management consultancy, content development, creative services, conceptualizing events, Blogs and contributory features writing, increasing google presence, advocacy advisory consulting and many other services to an entire range of entities including organizations, entrepreneurs, trade and business associations, academia, governments and NGOs etc." says Goyal.



Shailesh Goyal