

From the heart >>>



Harshavardhan Neotia  
Chairman  
Ambuja Neotia

It gives me great pleasure to share with you the initiatives we have taken forward in the realm of women empowerment this quarter.

*Aalor Disha*, our adult literacy initiative in the Sundarbans had yet another successful year. Its third batch of 47 women has successfully completed the literacy programme this May, setting an example for the society and inspiring us to extend the opportunity further.

We have also launched the Utkarsh educational initiative this year to support education among underprivileged girl students in the form of motivational classes, counselling, academic guidance, and financial assistance to aspiring students.

To help women be self-sufficient, we have introduced backyard farming in the Sundarbans, which have yielded positive results.

Through these initiatives we wish to bring about a positive change in society and pave the way to a better tomorrow.

*Harshavardhan Neotia*



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Inspiring us >>>

“ I strongly believe that those of us who are privileged to have wealth, should contribute significantly to try and create a better world for the millions who are far less privileged. I will continue to act on this belief.

Azim Premji  
Chairman, Wipro Limited.



Picture of the quarter >>>



Aspiring students being mentored under the 'Utkarsh' Educational Initiative

In focus: Empowering women >>>

# Backyard farming by women self-help groups in the Sundarbans

Extending the scope of economic sustainability



To secure the future of the women self-help groups in Harekrishnapur, Ambuja Neotia has rolled out yet another livelihood opportunity in this remote village in the Sundarbans.

The group with the help of a local NGO, (Jaygopalpur GramVikas Kendra) with expertise in agricultural cultivation in Sundarbans, introduced backyard farming for income generation. The self-help groups received exhaustive field training and practical demonstration on cultivation of crops like groundnut, ladies finger, maize which grows in the soil typical to the region. They were given free seeds and fertilizers for cultivation.



The village women put in a great effort in this agricultural cultivation

which resulted in a bumper crop. They reaped the results of a good harvest by selling the produce at a good price directly in the local markets.

After having benefitted from this initiative, these women now thinking of purchasing the seeds themselves to practice it in a big way.



## 'Aalor Disha' felicitation programme:

Rewarding earnest efforts

Aalor Disha, the adult literacy initiative of Ambuja Neotia in the Sundarbans, has achieved another milestone. Its 3rd batch, comprising of 47 women have successfully completed the literacy programme as per the National Literacy Mission standard in a year. A felicitation programme for successful students was held on May 22nd, where the Chief Guest, Menoka Naskar, Panchayat Pradhan presented certificates and prizes to the beneficiaries.



## Ministry of Corporate Affairs acknowledges Ambuja Neotia's commitment to CSR

Government Officials praise the welfare initiatives of the group



Senior Government Officials from the Ministry Of Corporate Affairs were recently in Kolkata to oversee the CSR initiatives in eastern India, including the welfare projects undertaken by Ambuja Neotia.

The visiting IAS Officers met twenty-one girl students from Sundarbans who are the beneficiaries of Ambuja Neotia's Udayan Shalini Scholarship Programme at an interactive session held at the Confederation of Indian Industry (CII). At this session the officers enquired about the benefits of the programme, the family background of the students, their economic status and goals in life.

The Officers then visited Raichak to meet the members of the self-help groups. Here they learnt about the functions and relevance of these groups and how they benefitted from Ambuja Neotia's CSR initiative. They also attended a cultural programme organised by students of Ambuja Neotia's Bratachari camp at a primary school in Kalicharanpur.

The team also stopped by Rajarhat, Chandpur, where an evening school for slum children is run by the Group.

The CSR initiatives of the Group were highly praised by the IAS Officers in presence of other industrial stalwarts in CSR like Tata group and ITC at the CII. It was a proud moment for the Group!

In focus: Community welfare >>>

# ‘Utkarsh’ Educational Initiative

Empowering women through education

Empowering women across the marginalised sections has been one of the foremost objectives of Ambuja Neotia. In this realm the group has introduced yet another educational initiative for welfare of the girl child. The Utkarsh educational initiative was launched this year to support education among underprivileged girl students and to further boost their self-confidence.

Support is extended to aspiring students in the form of motivational classes, counselling, academic guidance, English classes, need-based modules, health awareness and financial assistance. Professor S.K. Chakraborty and his team from The Rabindranath Tagore Centre for Human Values have been conducting this educational programme for the beneficiaries at the Manan Kendra.

Students eligible for this patronage are selected through a transparent procedure based on their family income, living condition and the zeal to continue education. The present batch comprises of students who are from Raichak, Sundarbans, Rajarhat and other parts of the state.

The group wishes to extend this facility to more students in the coming months.



## Annual Blood Donation Camp at Ambuja Neotia

*Endeavour to save lives*



Ambuja Neotia in Association with Lions Club Blood Bank organised a Blood Donation Camp at its corporate office in Rajarhat, on 12 June, 2013. The response to this was very heartening as large number of employees volunteered to donate blood.

Through these camps the group hopes not only to help the society at large but also help its employees to avail blood from our partner Lions Club Blood Bank in times of need. Ambuja Neotia thanks all those who participated and looks forward to continued support from all employees for such noble cause.

