

From the heart >>>



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As we have moved into another year, I take this opportunity to share with you another chapter we have covered in the realm of corporate social responsibility in the last quarter.

Our constant endeavour to transform lives in Raichak continues through proactive handholding in areas of health and community welfare. We had organised two eye camps in Raichak where 200 villagers received free diagnosis. At Kalicharanpur village we have started Sishu Siksha Kendra, a cultural centre to nurture artistic talents of local school children. We also conducted a unique workshop on motherhood in Raichak to educate mothers on the role she needs to play at different stages of development of a child.

Our Utkarsh educational initiative continues to support aspiring girl students in the form of motivational classes and academic guidance. We arranged a special educational tour and a mentoring session to make learning effective and to boost the self confidence of the students.

Through all these initiatives we hope to change lives for the better and wish to keep leveraging our core capabilities to make concrete contributions to the society.

Harsh Neotia



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Inspiring us >>>



Business cannot succeed in a society that fails. Responsible businesses have to be committed, not just around the environment but education and health.

Samuel A. DiPiazza, Jr.
CEO of PricewaterhouseCoopers



Picture of the quarter >>>



School children match their steps to the music at Sishu Siksha Kendra in Raichak

Mother's motivation camp in Raichak

Workshop on motherhood

Women play various vital roles in their lives. One pivotal role is that of a mother. She has to be aware of the physical, cognitive and social development of her child as well as their needs at the adolescent stage for proper development of the child.

But most women living in the country side like Raichak don't have proper formal education and are not aware of a mother's role at different stages of development of a child which could affect their growth.

In order to help them overcome this issue, Ambuja Neotia organised a workshop on 'Child Psychology & the Role of a Mother' at Purba Kakjole Primary School in Raichak. Eminent educator, Mrs. Sudeshna Sinha counseled 32 mothers on motherhood and the role she needs to play at different stages of child's life with help of charts and diagrams.

This was the first time such a welfare initiative was taken for mothers in Raichak and the women who attended this workshop are thankful for the motivation and guidance they have received in this particular session.



Eye care camps in Raichak

Specialised medical treatment for the poor

Ambuja Neotia's cataract screening camps at two locations in Raichak drew a huge response from the people. The first camp was held on November 26 at Surabhi Complex and the second was organized at a primary school in Mankhand village on November 29, in collaboration with Susrut Eye Foundation & Research Centre in Kolkata

More than 200 villagers turned up at these eye camps. Optometrists geared with ophthalmoscope, lens box and eye charts diagnosed eye problems. Power was prescribed to those found short of vision. Around 59 patients diagnosed with cataract were sent to the Susrut Eye Hospital at Salt Lake where they underwent free surgery and received medications.



Sishu Siksha Kendra in Raichak

Special cultural classes for underprivileged children

Sishu Siksha Kendra started its journey in April 2012 at Kalicharanpur, in Raichak. This initiative was implemented to improve the lives of underprivileged children by nurturing their artistic talents and providing them with the means and opportunity to practice art. This programme is outside the normal school curriculum and aimed at instilling self-esteem and national pride through art and cultural classes.

Weekly classes are conducted by trained teachers, where several primary school students learn yoga, art, elocution, traditional dance and music. The majority of these kids have no access to any form of entertainment like television or computer and are delighted to be part of this programme, as it gives them the opportunity to learn dancing, singing which is a great source of recreation for them.



Educational tour for Utkarsh students

Taking learning beyond the confines of a classroom



Ambuja Neotia organized an educational tour of Kolkata for the Utkarsh students who come from far-off districts and don't have much knowledge about the city and culture. This initiative gave these girl students the opportunity to visit three eminent places like Jorasanko Thakur Bari, Birla Museum and Birla Temple, the popular landmarks of the city.

At Jorasanko Thakur Bari, the ancestral home of Rabindranath Tagore, the students took keen interest in photographs, books, journals and personal items displayed at Rabindra Bharati Museum. They showed equal



enthusiasm on the following trips to Birla Museum and Birla Mandir. They had fun exploring the science gallery at Birla Museum and were left amazed by the beauty and grandeur of the Birla Mandir.

Overall it was an experience to remember for these underprivileged students who for the first time received a guided tour of the city. Excursions like this are not only of immense educational value but also provide tremendous motivation to the students. The group endeavours to take more such initiatives to make learning effective.

Mentoring session for Utkarsh students

Extending support to ambitious girl students

The Utkarsh educational initiative provides mentoring support to students throughout the year. Under the 'Meet an Achiever' programme the students meet working professionals from various walks of life who come to share their career growth and experiences, encouraging them to work towards their goals in life.

Several professionals from Ambuja Neotia have come forward to offer mentoring to these students and this time it was Mrs. Piyali Biswas from EDP Department. She spoke at a great length about her childhood days, academic years and the challenges she undertook to establish herself in the corporate world.

The spontaneity with which she conducted this session made it interesting for the students and they



thoroughly enjoyed listening to the lessons of her life. They requested her to come back again, which she promised to do.