



ISRN E-NEWSLETTER

VOL. 22

# CSR GOVERNANCE

SEPTEMBER 2019



MAXIMIZING  
POSITIVE  
IMPACT IN  
SOCIETY

## CSR CYCLE

### ISRN- A COMPLETE CSR SOLUTION!

We at ISRN are delighted to share with you the 22nd issue of our E-Newsletter. For the month of September, we went strong on various stages of DSR Cycle. ISRN has always been a one stop solution for CSR projects right from conceptualising an idea to seeing it mature in it's last stage, that is- decisions to be taken post implementation and evaluation of the project. We are spreading our wings further as we are an FCRA registered organisation.

This has been an incredible month, a dynamic phase of experiencing the various phases in the respective Cycle happening simultaneously!

To give you a glance at it, we shall take you on a journey we embarked upon in the month of September!

### WHAT WE DO:

PLANNING

IMPLEMENTATION

IMPACT EVALUATION

DECISION MAKING

## Evaluation



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*Coordination & cooperation between the Government & N.G.Os requires consistent feedback giving on various CSR Policies!*

### **BUILDING THE BLOCKS OF DEVELOPMENT**

on 12th September, ISRN organised a webinar with various N.G.Os & V.Os, members of ISRN on the amendments made to Section 135 of the Companies Act, 2013 through the Companies (Amendment) Act of 2019. The changing policies of the government bring with them a need to be discussed by the concerned entities to further the awareness! With this aim, ISRN's CED, Mr. Santosh Gupta held a brain storming session and gathered feedback from the organisations which will be compiled by ISRN and submitted to the Ministry of Corporate Affairs.

The highlights of the key provision of the Act are shared in the newsletter.





**"HUMAN  
KNOWLEDGE IS  
COMMON  
PROPERTY."**

*- Shri Deen Dayal Ji*

“

*Hail the heroes of  
Antyodaya!  
Seeing them  
transform into  
beautiful video  
documentaries  
that can be seen  
by & reached to  
millions was a  
pure joy!*

#### **ANTYODAYA- A GLIMPSE INTO BEST PRACTICES**

From *amchi* Maharashtra to *enre* Kerala to *mhara* Rajasthan to *nige* Ladakh to *maru* Gujarat to *nanna* Karnataka to *humare* Uttar Pradesh to the heart of the nation, Delhi. We traveled all over the country to capture the very essence of our **top 15 Antyodaya based best practices** in the form of video documentaries.

With the idea of spreading the awareness on various social media platforms, this step of featuring best practices was undertaken. From the remotest of regions the most unique and out of the box project models came to our knowledge through this National study. And we wish to spread this knowledge as far as we can!

The massive study of interacting with *ie* is in its final phase of completion and shall be unveiled soon after the Jury Meet scheduled in October, followed by a National Dissemination.



**"WORLD HEART DAY"**

“

*In our स्वस्थ बस्ती  
स्वस्थ शहर project,  
World Heart Day  
meets community  
where they were  
made aware of the  
importance of  
adopting traditional  
eating habits to  
keep our  
cardiovascular  
system healthy!*

**ACTIONS SPEAK LOUDER THAN WORDS!**

Through **Street Play**, World Heart Day was celebrated on 25th September, 2019 to sensitize the community about the importance of healthy lifestyle in keeping our heart healthy that ultimately determines our life years.

**Community meetings** on topics of Diabetes Management were found helpful in capacitating the local people about identification and management of diseases along with its prevention. Similarly, community meetings on topic of Food and Nutrition aimed to bring positive impact among the community in adopting the traditional eating habits.



## Intervention



**"NO MATTER THE DISTANCE,  
WE WANT QUALITY HEALTHCARE"**

“

*Different communities from far away places (3km-5km away) have begun to avail the medical services from MHU, understanding the need of quality healthcare.*

### BEHAVIOR IS THE END RESULT OF A PREVAILING STORY IN ONE'S MIND

Talk about providing healthcare at the doorstep of the under-served population and we are there in the slum areas of Ghaziabad actively working towards it. But there has been a change in the prevailing communities as well as communities beyond the reach of Medical Health Unit (MHU). This is an instrumental change as it involves a shift in the story of healthcare woven in the perceptions of communities. As observed from regular health camps, every day the average number of beneficiaries is about 130. An incredible progress in reaching not only individuals but their mentalities as well!

Multispecialty Health camp has been impacting the community for seeking specialized care under one umbrella in the vicinity of local community without spending huge sum of money. In the camp that was organized in September, total 350 beneficiaries were covered.

Adding another feather to the cap of progressive behavior, people from various socio-economic strata visit the MHU Van for the services, making the reach all the more inclusive in nature.



## "STRENGTHENING THE PEDAGOGY TOWARDS DIGITAL LITERACY"



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*Different communities from far away places (3km-5km away) have begun to avail the medical services from MHU, understanding the need of quality healthcare.*



### HANDHOLDING FOR

A refresher training for teachers was organized by ISRN on 14<sup>th</sup> of September 2019 at Govt. Girls Higher Secondary School, Jawad as part of its initiative 'UTTAM SCHOOL PROJECT'. The main objective of this - **"Refreshers training Program"** was to clarify the queries of if any, and also to train teachers about the new additions in the technology platform. ISRN staff and its resource partners Embibe and Alpha provided the knowledge sessions about Competitive Exam Software, English Language Lab, E- Content Teaching and Hardware related (use of Smart Board etc.)

**Shri Ajay Sing Changwar**, District Collector and DM, Neemach was the **Chief Guest and MLA of Jawad Shri Om Prakash Sakhlecha** was the **guest of honor**. District Collector during his orientation said UTTAM SCHOOL PROJECT should be implemented in all the Schools of Neemuch district which is a great step towards Quality Education" he also appreciated the initiative taken by ISRN. MLA has encouraged and motivated the teachers to use digital education in building a better future for the students and to the society.

ISRN CEO Shri Santosh Gupta expresses his happiness over the impact that being created by its initiative "UTTAM SCHOOL PROJECT". Later the teachers shared their experiences with ISRN.



# Reflection

## DEVELOPMENTS OF THE MONTH

**3125 PATIENTS**

were healthified under the Mobile Health Unit, ISRN initiative, supported by Indraprasth Gas Ltd., New Delhi



**SCHOOLS 15**



were a part of the "Refreshers Training Program" under the Uttam School initiative by ISRN

**900+ PRACTICES**

have been collected under Antyodaya Based Best Practices Study, initiative by ISRN, supported by Ministry of Culture, Government of India. Close to 450 best practices have been documented under the study.



## THOUGHT OF THE MONTH

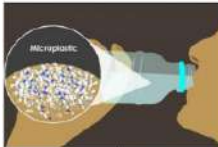
# EATING PLASTIC ANIMALS DIED, SEEING PLASTIC NATURE CRIED, SO SAY NO TO PLASTICS!

## URGE TO OUR MEMBERS & READERS

Speaking at the 14th meeting of the Conference of Parties to the United Nations Convention to Combat Desertification (UNCCD COP14) in Greater Noida, Uttar Pradesh, PM Modi had appealed to all delegates to initiate a global ban on single-use plastics.

## FOR YOUR KNOWLEDGE

Items to be mindful of in terms of consumption, falling under the single-use plastic category are- **plastic** bags, cups, plates, small bottles, straws and certain types of sachets.



Plastic trash gets degraded into tiny components that enter food and water sources, eventually ending up inside our bodies. According to a report, humans end up consuming almost 5 grams of plastic every week, most of it through water.



An estimated 16 million tonnes of plastic end up in oceans every year. Most of this waste is dumped in the Indian Ocean, but where the trash ultimately ends up is still a mystery. Scientists also believe there may be a 'garbage ball' forming in the Bay of Bengal where all the waste has been accumulating.



India's segregation and recycling system operates through an informal chain of workers - from ragpickers who sort through waste to dealers who sell the plastic to plants. About 60 per cent of plastic waste in the country is recycled, according to various estimates, vast amounts of plastic litter clog public spaces as well as water bodies.



## *URGE TO THE READERS & MEMBER...*

- We invite VOs & corporates to become a member of ISRN. For further information you may please visit our website [isrn.in](http://isrn.in) or contact us at [mervices@isrn.in](mailto:mervices@isrn.in)
- We urge members of ISRN to send in their monthly highlights and updates at the above mentioned contacts as well so that we are able to showcase them for the ISRN network

ISRN Membership is open to Corporate and VOs . The memberships brings the advantages of knowledge, net working and resources that help corporate meet their CSR objectives and statutory obligations under companies act easily and efficiently, while making resources available to VOs .

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