



**Vol. 3 , September 2011**

# **Aarohan**

*Scaling New Heights at IMNU*





## Namashkaar - From the Editorial Team



WITH THE PANDORA BOX OF SCAMS BURSTING OPEN INTO THE MARKET, THE CORPORATE HUE AND CRY HAS NOW SHIFTED FROM PROFITS TO THE SOCIALLY BENEFICIAL SUSTAINABLE PROFITS. THE ESSENCE OF SOCIAL RESPONSIBILITY HAS NOT ONLY BECOME THE THEME BUT HAS STARTED BEING INTO THE CORE OF THE ORGANIZATIONAL PROCESSES. OF COURSE, THIS SHIFT TO US MEANS MORE RESOURCES AT DISPOSAL BY THE CORPORATE, AS FAR AS THE IMAGE BUILDING CONTINUES. ALSO WITH THE SEEMINGLY HUGE PROBABILITY OF US BEING FORCING US IN FUTURE TO GO GREEN AND SOCIALLY RESPONSIVE GLOBAL ORGANIZATIONS, THE IMPERATIVE AND THE GRAVITY OF THE SITUATION CAN'T BE UNDERMINED. SO, ALTHOUGH THE MEANS MAY VARY, ENDS WILL BE THE SAME- A MUTUAL BENEFIT FOR ALL.

THUS, HERE WE ARE WITH OUR NEWSLETTER WITH A GRASS ROOT LEVEL INITIATIVE. FROM EVENTS TO ENDEAVOURS TO MAKING A DIFFERENCE INTO PEOPLE'S LIVES, THIS IS OUR SMALL EFFORT TO BRING FORTH OPINIONS AND THE NONCE RIGHT IN FRONT OF YOU IN A VERY CONCISE FORM. ALSO WE HAVE OUR JUNIOR EDITORIAL TEAM JOINING US FROM THIS EDITION ONWARDS.

HOPING YOU LIKE THE EFFORT AND APPRECIATE THIS DEW DROP IN THE OCEAN OF THOUGHTS...WE WOULD LOVE TO HEAR FROM YOU ON ANYTHING AND EVERYTHING.



TILL THEN...HEAR... OPINE...N SAY, AND DON'T FORGET

IF WE THINK WHO CAN DO..., ALWAYS CHOOSE YOU...

ALL CAN MAKE A DIFFERENCE, THE EFFORT BE SMALL OR BIG,

MIGHT TAKE TIME TO BEAR FRUIT, BUT ONE SHOULD HAVE HIS PICK

THAT THIS IS WHAT I OPINE TO DO, COZ THAT IS WHAT MAKES YOU 'YOU'



From

The Editorial Team of RCIMNU

## From the Mentor's Desk



**By: - Dr. Sapna Parashar**

Margaret J. Wheatley rightly said that “Circles create soothing space, where even reticent people can realize that their voice is welcome.” I take this opportunity to welcome the new members of Rotaract Club of IMNU.

I am pleased that we have been performing various activities related to social cause and individual development. Every day we need to achieve greater heights by working hard to achieve the goal.

I expect that the fresh talent inducted in the club would excel in the atmosphere wherein we could increase our reach and working towards various social causes. I am extremely pleased with the way things have progressed in recent past.

Rotaract Club of IMNU has also been founded on three things- mutual respect, recognition of responsibility to help each other on the basis of each other's equal worth and working together to make this society, a better place for everyone.

The responsibility is collective as well as individual. With this I would like to congratulate you and wish you all best of luck for a beautiful journey with the club.

It is my pleasure to welcome you all in the Rotaract family.

## Faculty Corner

### Is Social Sensitivity Important for Managerial Success?

**By: - Dr. Bindi Mehta**



We all come from a certain social and economic backgrounds. And generally speaking our exposures and experiences are limited to these groups and identities. Be it our families and friends, community and neighbourhood, or school and other institutions of higher learning. Though generalizations are not appropriate, but I can say with a fair degree of confidence that many of us have not been to a slum, we do not have friends from a faith different from our own, we are largely unaware of life in the villages, we sometimes hesitate in interacting with mentally or physically challenged people.

Is this awareness of and sensitivity to larger societal issues, relevant and important to succeed as a manager? Let me attempt to answer this question. Businesses / corporates have never been completely insulated from social and political expectations. But in the last two decades, corporates have faced increasing pressure to act responsibly. Received wisdom and intellectual climate gets reflected in a McKinsey article titled “Are Social Issues Becoming Strategic?” Authors suggest that social issue be viewed not as issues of compliance, but as issues of strategy.

The MBA programme of the Institute is aimed at preparing students to successfully face the managerial challenges in the corporate world. We at NIRMA also simultaneously believe in our responsibility to the society at large and in our role as a catalyst of social change. To reflect this concern and as part of this larger responsibility of the Institute towards the community, a field course titled “Managing Social Projects” (MSP) has been conceived. As a part of this field course, students work in teams on a project with either a not-for-profit organization or a government intervention in the social sector.

I consider myself privileged to have been given the responsibility of co-ordinating this field course called of MSP at IMNU for the last two years. In the next few lines, I am trying to capture my take away from this experience.

Most of the participants were ignorant about larger social context in which all organizations have to operate, especially the following -

- 45 % of children (between 1-3 years) are malnourished in India and many of them do not get the essential vaccines.
- India has one of the worst sex ratio in the sub continent.
- School dropout rates are as high as 25 % (higher among girls).
- 28 % of population is below poverty line & an additional equal number suffer from food insecurity.
- Food stocks rot in Food Corporation go-downs & simultaneously we witness starvation deaths.
- Maternal mortality is 50 times higher as compared to developed countries.

With some exceptions, most of the students slowly, but surely got involved with the work that they were doing. Students got involved with voluntary organizations working on children and women issues, blind and handicapped people, environmental issues, blood banks, animal rights, microfinance, urban issues, RTI act and many more.

At the end of the course, we as faculty were a witness to many innovative ways in which students were able to work with the civil society in creating awareness, giving their inputs from the knowledge gained in the classes during first year and actually work with the people on the field. Someone has said that first 25 years of one's life is about 'learning', next 25 years for 'earning' and the next 25 years for 'returning' (to the society). Institute feels happy having ignited a flame in many students who participated in this project. And when they are in a position to give back they definitely will.

I would end with a quote -

In a world filled with hate..... We must still dare to hope.

In a world filled with anger..... We must still dare to comfort.

In a world filled with despair..... We must still dare to dream.

In a world filled with distrust..... We must still dare to believe.

## Providing more than a Business

**By: - Prasad Desai**



What an MBA grad expects after the course completion?- Joining a high salaried job in a leading organization, joining one's family business or starting up one's own venture. Like majority of the students, I also opted for the first option. After that my life was little better in terms of self sufficiency.

While working on a few projects, I came across projects on renewable energy like that of Surya-Jyoti, Suzlon and Lupin Foundation (NGO). This somehow triggered the social responsibility already lying dormant within me. Attraction towards this sector of renewable energy was getting stronger and deeper day by day. This attraction compelled me to study the potential of this emerging sector and the entrance of big players in solar projects.



And finally 2011 was a transforming year for me when “Zara Energy Pvt. Ltd.” was born. I, along with my friend Amit Lolekar materialized our dream venture, with the ambition to become one of the pioneers in the renewable energy industry. After struggling in initial stages of product development and spreading awareness of solar energy, today, “Zara Energy” is at the entry doors of the industry. In a short span of time, our products have shown tremendous maturity and uniqueness in design at affordable prices along with aesthetic looks. Zara Energy is not just a business, but providing a way of life. Now I can say that my life is not only about revolving around myself but also about delivering value to the society in terms of better environment. This determination, dedication and attitude to success take us deep into the future and lead us to believe that future is here is the bottom line.

Prasad Desai

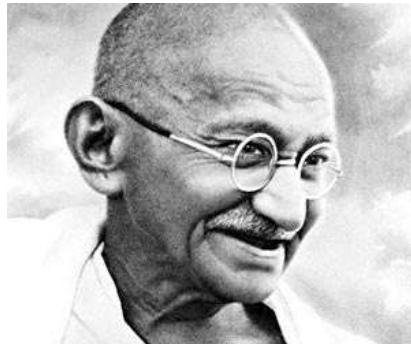
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## A Visit to Manav Sadhna

**By: - Anu Shukla**



Rotaract Club of IMNU (Institute of Management, Nirma University), known for its focus areas viz. leadership and social causes, visited Manav Sadhna, an NGO functioning from Sabarmati Ashram, on August 7, 2011. The visit was a part of the induction program of the new members of RCIMNU. At the Ashram, while interacting with Mr. Shirish, Chief Coordinator of the NGO, the Rotaractors came to know of Gandhiji's Sabarmati stay and about the functioning and framework of Manav Sadhna. Thereafter, they went for an exhaustive and guided tour of the Ashram. The overall experience was enchanting and satisfying. The students had their share of fun whilst having corn cobs, coconut water and playing antakshari on their way back.



RCIMNU hopes to continue its association with Manav Sadhna, which it enhanced last year by initiating a mentorship program with the kids at the NGO.

## Nurturing the Nature - IMNU goes Green

By: - Deval Sarang



**Save a tree, hug me rather! Make trees not stumps**

**Make trees not trucks, Character save us so we must save them!**

Many of us would have just dreamt of a beautiful home or a perfect holiday at a lush green surrounding with chirping of birds, with a swift cool breeze refreshing your body & soul, and a perfect serene landscape. The imagination in itself brings peace to the mind that is scratched in this busy life of today. This was not a dream a few decades ago...!! It must have just been a courtyard for your predecessors. The busy and competitive life took the toll over the minds and we forgot to wait for a moment and admire the beauty around. Moreover, if this wasn't less, we started ruining the environment that stood by you in the worst of your times by providing you with the basic requirements for your survival. You yourself turned the same friendly nature of yours into your own enemy and the whip of its anger turned the world upside down.

To begin with a few examples, the latest natural disaster, Typhoon Nesat hit Philippines and flooded the island and left more than 100,000 residents stranded on 27 September, 2011. Large parts of the capital, Manila, a city of 13 million, are without power and the financial markets, schools and government offices have been shut. Besides, there were many other

disasters like earthquakes in Japan, Indonesia, India, hurricanes like Katrina and the Indian Ocean tsunami that left the people with non-repairable lives and the ultimate destruction to the economies. Lamenting over what you lost is obvious, but if you realize that it was you too (though infinitesimally) responsible for it, it would make you feel even more guilty.

I won't discuss more about Global Warming because it is a part of our daily discussion and we know a lot about its causes and implications already. The worst part is that it is a part of discussion of many but a part of action of very few. We, at Rotaract Club became a part of the group of that very few when we organized a small event within the IMNU campus, called 'Go Green'.

It was a competition wherein students from various classes came together and promoted the campaign in innovative ways, planted trees and showcases posters on the same theme. Trust me, it was an amazing feeling to see so many of them coming together and participating not with a feeling to win the competition but with the feeling to save their earth because it was not one single tree that they planted though they were told to do so initially but they planted 4-5 and it had no longer remained a matter of teams as all came together for the cause.





## “A donor of today may be a recipient of tomorrow”

By: - Raj Kantawala

In India, it has been found that a high number of victims of road, rail or air accidents lose their lives. These victims lose a lot of blood during the calamity. In most cases, there is insufficient amount of blood available or the victim is unable to receive the required amount of blood on time. The remote location of accident also affects the chances of victim's survival. Many times it is also found that people refrain from donating blood because of certain traditional thinking and myths present in their minds. As a result, in times of calamity, the required blood is not easily available. This in turn, leads many victims to lose their lives. Such a situation can be prevented if sufficient amount of blood is available and accessible. There are few things more valuable than saving a life of an individual. Every individual must realize this and contribute to the society.



The blood donation camp organized by Rotaract, in collaboration with Prathma Blood Center, was one such chance. And the students of IMNU banked on this opportunity. Eye-catching posters, face-to-face interaction and use of online media meant the the message to donate blood reached masses. As a result there were over 300 participants on this historic day of 19<sup>th</sup> July 2011 willing to donate blood at the IMNU mess. Over 200 blood samples were accepted and these would help a great deal in saving lives of victims. Such enthusiasm from the participants displayed their awareness and responsibility towards the society. In return, Prathma praised these donors for their contribution by distributing certificates to them. Without the cooperation of doctors of Prathma, the administration of both Prathma Blood Center and NIRMA University and the priceless donors, the blood donation camp wouldn't have been such a huge success.

Blood donation campaigns not help save lives of individuals in case of calamity, but also remove the myths prevalent about blood donation in the society. Such campaigns would make the people understand that **“I must do something”** solves more problems than **“Something must be done”**.

## Dracula Vs Edward Cullen

By: - Safal Jain



I'm not a pretty active guy when it comes to activities whether they are physical or specifically those requiring taking a stand and being literally vocal. However, sometimes it requires that you turn super active or act like a neutrino. This situation could be anything from running like crazy to attend that 9.15 lecture or reading the mails from professors or seeing a pretty face in the mess and trying to avoid that extra nanosecond of a glance which turns into a stare. The above situations may be true for most of us, but some might still argue that they are a reckless bunch of restaholics that don't give a damn about life and take things in their stride at their own pace. However, everybody in this mad crazy world is running/walking/crawling at their own pace and terrible things can happen when someone's world collides with someone else's. This collision (literally) could happen with you on a road where you get hit (by some Idiot) and find yourself in the hospital in serious condition requiring blood transfusion.

Now, as you lie in the hospital bed in an unconscious condition; the most active organ of your body the Brain (as always) can't sort out a dilemma. The Brain ponders whether it should accept blood from the Red plastic bag or not.

The left side of the Brain says "C'mon it is a No-Brainer; you ought to take the blood. Don't you want to live?"

The right side says "But I don't deserve it, I haven't done my part."

Left - "What part are you talking about, just shut up and take it."

Right - "Well, I don't want to be called a Dracula afterwards who JUST sucks blood donated by those awesome people."

Left - "So what do you want?"

Right - "I want to be like Edward Cullen who drinks blood ONLY when required (after marrying Bella, in order for her to become a vampire) and is such a caring and responsible guy. Bella is just crazy about him..."



Left - "So, all along it was about **GIRLS!** Ok, sure be like Edward and be responsible and all by donating blood so that you'd have done your part. But, take this blood first!"

Finally both the parts come to an agreement and the Heart, Liver, Kidneys and other organs take a deep breath.

It's your call now, as to which path you want to take. Remember, however that this person in the hospital bed could be any of your near and dear ones and you may end up acting super active running from posts to pillars to get them the required quantity of blood. What I believe is that 'One good turn deserves another' and the amount of blood pressure that you reduced while going through this article (which I hope did reduce) may just encourage you to be like Edward ;)

**P.S.** The article is a bit technical with some facts being taken for granted; Engineer to the core.

## Teach For India [TFI]



**By: - Nikhil Sheth**

**Teach for India Fellow, 2011-13**

Right from my junior college days, I was very much interested about social issues but it had always been from an observer's point of view. That changed one evening in late 2008, when I joined a contingent from my workplace TCS in Gurgaon to volunteer in a Yamuna river cleanup drive. I became an active volunteer from then on. In mid-2010, my yearning for doing something more in the social sector led me to resign from TCS. I decided to take a 1-year break from all occupational activity. I moved back to my hometown Pune, where a friend introduced me to the Teach For India fellowship program, I visited a fellows coffee meet-up, got to know more about it and then started volunteering at a TFI classroom in Shantabai Ladkat School, Nanapeth, to get an authentic feel of the fellowship. I made up my mind that this would be the thing for me, applied and got an offer for the 2-year fellowship program in December 2010.

In this time I became a nearly full-time volunteer at the school and also started exploring the work being done in the field of education in the social sector. My forte being technology, I got involved with FOSS and Wikipedia community and spread an offline, copyright-free encyclopaedia "Wikipedia for schools" (<http://tinyurl.com/WFSOE>) to as many places as I could in the few months I had before starting my stint with Teach for India.

TFI's first 6-week intensive residential training program "Institute" began from 30<sup>th</sup> April 2011 at SIMS, Pune with a surprise welcome cheer from all 40-odd people-- staff, fellows, and new entrants inside the main building I entered. Later I too joined them in cheering the next entrants. The next day, all 140 fellows got together in one of the lecture halls of a management institute - and we were all sitting on the carpeted floor due to space constraints. And somehow this just helped us to be informal and connect with each other. We loved this "India Style" of seating arrangement so much that most of us used the same arrangement even when there were chairs available.

On day 2, we were taken by bus into the heart of Pune and sent out among a poor community - all of us were tasked with meeting whatever children we could find and striking up a conversation with them. Some of us were welcomed into houses, others played cricket with the kids, and some just brought a drawing book along, drew and coloured stuff with some kids in the crowded "Galis". For several fellows including me this was their very first experience going into a poor peoples' community - complete with cramped spaces, shamble houses and waste and soap suds (from the washing) all over the place. In here, instead of the stereotype of dangerous people, we found smiling and humble faces and extremely generous people who had no issues with parting with their meagre stocks of food to just make us more comfortable. We made friends in no time. We had been instructed that until the visit ended, we were all to keep completely quiet, not say a word, and get into the buses, and maintain silence through lunch all the way till after we gathered at the post-lunch training session. This allowed us to really absorb everything that we had experienced and reflect on it. Fascinating insights were developed and shared on that day by all the fellows and this day stays etched as one of my biggest turning points in personal transformation. We realized, without needing any fancy presentations or lectures, why we have joined this movement, for whom we're really working. It got us committed for the movement like nothing else could. This session was followed by further reflections, life-map sessions, and formations of groups and so on over the coming days.

There's not enough space to describe everything that happened at Institute, and you can actually get a better description of it from blogs made by some other fellows, like this one by Smita Routh:- <http://smitaspeaks.blogspot.com/>



From the second week at Institute, we started with a Summer School: A win-win scenario wherein parents sent their kids for 4 hours each day during their vacation, to bridge over whatever gaps the kids may have in their learning over the past years; and at the same time we as fellows get to train ourselves on-the-job as teachers during the four hectic week program. The task included a full, intensive diagnostic on the learning levels of each child in every class where we chart out the data and numbers for each kid and figure out what their actual grade level was. Here the reality of India's educational inequity dawns: most of the kids in 2nd grade are at the pre-KG level and so on. In every class, there may be the one kid who's at proper grade level, and there are 10 others who for some reason or the other just fell through the cracks and don't

understand a thing in a normal classroom. It is these kids that go on to contribute to the huge statistics of drop-outs in India. Our task as their teachers is to look beyond the behaviour issues, look beyond indifference, and find out what their problems are and how we can fix them. The challenge is daunting: we are given 2 years to make these kids leapfrog to their age-specific grade levels. And we cannot afford to leave any child behind. This is our mission, this is my mission: 34 children who are a part of India's future, and I have only two years to do whatever it takes to ensure that their gaps in learning are filled and they can compete on an even level for a better life than the one their parents have led. We change several conventional teaching models around in the process: we have a strong child protection policy and don't resort to physical punishments. We cannot directly fight the entrenched attitudes but we can lead by example and bring real change by being part of the system yet doing things differently. We have an amazing support structure among fellows and staff, but for the most part we have autonomy in what to do in our classrooms.

We try our best to bring the best educational practices from around the world into our classrooms, to deliver them to children from poor backgrounds. Instead of physical beatings, we have behaviour and academic trackers - instead of the stick we have positive incentives and rewards that encourage students to work together as a team, and master their lessons for their own future rather than just for following someone's dictates. It's a tough transition and so it can take months for some classrooms to get into a state of order, but even that process is full of fun incidents that make me break out laughing every time. The biggest challenge here of course is the lack of resources, no point in waiting for them to arrive. So we have to do whatever we can to raise funds to get those resources to our kids, like better workbooks, projector setup for computer-aided learning, worksheets and stationary.



It is said that there is enough in this world for everybody's need but not for everyone's greed: I firmly believe in this idea and know that the better-off sections of society have a bigger role than any government in uplifting the poor. So come, join the movement if you can, volunteer with us, or just donate and watch a movement transform the face of education in India. You can also check out more about our movement on [www.teachforindia.org](http://www.teachforindia.org) and on FB: <https://www.facebook.com/teachforindia>.

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