

A background image showing four hands of different skin tones reaching up from the bottom and outwards from the sides to form a large triangle. The hands are positioned so that their fingers meet at the top and bottom points of the triangle.

CareNShare

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“ There's an old saying, "Give a man a fish, and you'll feed him for a day. Teach a man to fish, and you've fed him for a lifetime." In NIIT Foundation (NF), we have extended this saying. We believe that if you make the people believe in themselves, they will learn new skills on their own and will never be in a situation where they need help from others.

With a vision to use skilling and education to show, demonstrable deep impact in every underserved community we work in, NIIT Foundation partnered with Everest Foundation in 2015 to take this vision further. We started with a skill centre in Bhagwanpur, Uttarakhand and later expanded our association to a career development centre in Balasore, Odisha. The vision of these centres is to provide career skill training to underserved youth and prepare them for future job opportunities. In the last 3 years, we have been able to train over 1346 candidates under various career courses in both the locations. Out of these trained candidates, 482 candidates have been placed in the formal sector with INR 15,000 per month being the highest salary secured by a student.

Everest Foundation team is very passionate about skilling the community youth and frequently brainstorms with the NF team to resolve the on-ground challenges. It is truly a collaboration of like-minded organisations and we look forward to our continued partnership.

Sapna Moudgil
Director
NIIT Foundation

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About Everest Foundation - Building Foundation

Everest Foundation is committed to enhancing the livelihood and living conditions of communities. Our approach is to get proactively involved in their economic upliftment and improve their living conditions. Everest Foundation primarily focuses on training and skill building, health, hygiene and sanitation, education, art and sports promotion, environmental sustainability and community empowerment. The Foundation has developed programs which are innovative, sustainable and create value for every stakeholder. The Foundation also promotes Individual Social Responsibility (ISR) and facilitates social change by engaging with privileged individuals and motivating them to participate in the creation of a better society. We, at Everest Industries Limited, aim to collaborate with individuals and enterprises to develop sustainable action agendas that can improve the world we live in. Our programs have reached out to 16 districts across India.

CSR initiatives – Empowering the Nation



Everest's sport program has social and economical imperative on youth

Sport has emerged as an important component in socio-economic development in India. The active participation in sports improves community health and productivity, reduces medical expenses, imbibes teamwork and discipline in character and enhances social cohesion. Everest Foundation's football promotion program in Coimbatore is running with the aim to provide skill to the youth and children which can help them to lead a healthy and progressive life. This program is providing regular training to local youth and adolescent by providing them quality sport infrastructure and qualified coaches. Also, to provide competitive platform, we organise district level tournament 'Everest Champions Trophy'. So far 442 children/youth have been trained under the said program. This year, in Everest Champions Trophy, total 480 children/youth from 24 schools participated in this tournament which included 120 girls.

Enabling rural women to earn and live with self reliance

Strengthening the rural women economically is strengthening the nation as they represent almost half of the population. Everest Foundation initiated the Sewing Centre at Bhagwanpur, Roorkee with the aim to train the rural women with sewing skills. Now this is helping them to satisfy their creative instinct as well as they are contributing to their family economically. Since the inception of the program, 332 women have been trained under the said program. These skilled women are becoming self employed and are earning to contribute for their household needs. Today there are many who run sewing/boutique shops and are working at nearby garment factories with an average income of Rs. 6000 in a month.



'Aap ke Saath, Kaushal ki Baat'- strive to mobilise people for Skill India

Like others, Everest Foundation too faced challenges in mobilising youth and finding real needy people to get trained in its skill training program. In order to find innovative ways and moving a step ahead from the conventional practice of mobilisation, Everest Foundation designed an activity named 'Aap ke Saath, Kaushal ki Baat (ASKB)'. ASKB is a combination of program awareness, counselling, demand creation and candidate selection. These set of activities strive that real needy candidates land in training centre as an end result of this initiative. ASKB ensures the enlistment of candidates for the courses are being offered at the vocational centres of Everest Foundation at various locations. The process also involved the use of digital technology for creating awareness about the courses amongst the community.



Empowering family through enhanced skills

Parul, a 22 year old girl, eldest amongst the 7 siblings, lives with her family. Her father runs a fast food stall near Bhagwanpur market and has a monthly income of Rs.8000/-.

Despite having a very limited family income, Parul didn't let her dreams fizzle out and at present, she is pursuing her graduation in arts. Besides completing her studies, she wanted to acquire some skills which would help her to provide financial support to her family.

Everest supported her cause and added wings to her dreams. She got enrolled herself in Everest Sewing Centre in the 3 months sewing course. After completing the course, she started running a small sewing workshop from her home and now she earns up to Rs. 5000/- in a month.



ISR initiatives- Everest heroes

Everest volunteers fulfilled the wishes of less-privileged children

An act of giving gives you immense joy that you cherish for longer time which is not the case with other events which give you temporary happiness. Everest has been celebrating 'Joy of Giving' week from years. This year, Foundation organised a program 'Wish Tree'—Fulfilling the wishes of less-privileged children. The activity comprised identification of school, wish collection from children, putting wishes on Wish Tree, inviting employees to fulfill the wishes and gift distribution to children. This activity was organised at Noida, Kymore and 114 employees participated in it. This program was driven by employees who executed entire program and fulfilled the wishes of 306 children studying in Govt. schools.



Vastra Daan

The fact that giving back is intrinsic to our company culture is evident from the system which encourages each employee to contribute for social cause. In order to help homeless people, shivering in the chilling winter, we organised 'Vastra Daan', a cloth donation drive at Noida and Lakhmapur, Nashik. Total 35 employees donated their old clothes but in good condition for the ones in need. More than hundred set of clothes were handed over to the organisation working for homeless people and orphanages.



A session by Employee Spouse!

Mrs. Pratibha Mishra, wife of Mr. Sanjeev Mishra, Finance department, Kymore visited the 'Everest Skill Development Centre' and discussed the importance of education in an individual's life.

She informed students about the various aspects of distance learning and scholarships provided by the government and private institutions. She also discussed the importance of female education.

GUEST SPEAK

Leadership and Individual Social Responsibilities (ISR)

My practical experience demonstrates that if an organisation and its workforce are to be socially responsible then it needs the commitment of not only senior managers of that organisation but all leaders in the organisation. All organisations of course have leaders at various levels for various objectives. Leadership for ISR itself is more concerned with how an employee influences another to carry out various tasks not directly connected to the business objectives and so it is more concerned with communication and motivation.

When we consider the qualities of a good leader, it is very common to come up with a list of the qualities which a good leader should have for promoting effective ISR, such a list might look as; Integrity, Judgement, Energy, Humour, Fairness, Initiative, Foresight, Dedication, Objectivity, Decisiveness and Ambition.

And of course we can also come up with a set of qualities which we consider that a good leader should not have. This might include; Stubbornness, Vainness, Self-centredness, Ruthlessness, Unfairness and Prejudice. The problem with defining a leader through the definition of desirable and undesirable qualities is that what we are seeking is the perfect person. In reality, such a person does not exist.

Leadership is also concerned not just with the task at hand but also with relationships between the leader and others involved in the tasks. This is one of the most important factors in the success of any activity.

Adapting, communicating and diagnosing are the key competencies for leadership for effective ISR and can be broken down as follows:-

Task: the level of guidance, motivation and instruction a leader provides

Relationship: the leader's amount of social and emotional support

Readiness: the ability of the employees to action a task, function, or objective.

Leaders should both volunteer and encourage employees to volunteer for community and make charitable donations. Community engagement should be associated with long term business success.

Group Captain Ravi Bhate (Retired), GM - Technical and Training (B & P)

(About Author - Experience of 33 years of leading defence personnel in combat assignments as well as 'winning hearts and minds' within the country and outside. Participated in Op Vijay, Op Parakram and commanded Indian Aviation Forces in UN Operations at Democratic Republic of Congo.)



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