

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is 'the continuing commitment by business to behave ethically and to contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large'. For Sahara India Pariwar, CSR means a voluntary activity in excess of legal compliance, concerned with the social and environmental as well as economic aspects of organizational behaviour rooted in ethical values and central in shaping stakeholder relationships. Sahara India Pariwar believes in strengthening the values of respect and emotional attachment with one another as citizens of one nation, thus promoting the concept of **"NATION AS A FAMILY"**.

Sahara Welfare Foundation, the social development unit of Sahara India Pariwar, is engaged in social welfare projects, alleviating people's sufferings and bringing to them new rays of hope and a brighter tomorrow.

Some of the Sahara India Pariwar's initiatives include:

"JANSWASTHYA" PROJECT

The project started in the year 1997. The objective of this project is to provide assistance through a team of experts and mobile vans to help deprived people in socioeconomic backward parts of the country to develop their mental and physical health by making them aware regarding several health aspects. This Programme has benefited millions of people.

PULSE POLIO PROGRAMME

Since 1997, Sahara Welfare Foundation (SWF) has been participating in a Pulse Polio Immunization Programme in co-ordination with the National Programme of Polio Immunization. Approximately 0.2 million children have been vaccinated till date.

Other short term programmes which were carried out include: Hepatitis B Programme, Blood Donation Programme and Tree Plantation Programme.

LITERACY PROGRAMMES

"Sakshar Bharat" - the Programme was adopted in the year 1997. The objective of this Programme is to help children and adults residing in slums of cities develop their overall personality and a functional understanding of aspects that affect their day-to-day lives. People of different age groups have benefited from this Programme since its inception. Through 23 centers over 3000 children were beneficiaries of the Programme. The objectives include in-house capacity building for teachers/community mobilization at local level / initiative to be taken to all slum children in Lucknow/Gorakhpur.

CIVIC DEVELOPMENT PROJECTS

This project was adopted in the year 2005. This project undertakes activities like construction of cremation grounds (Baikunth Dham & Mukti Dham), construction of public toilets and hand pumps, Sankalp Udyan (Town Hall) & Sankalp Sthal at Gorakhpur, Jindpeer crossing at Hardoi, Sankalp Vatika & Prerana park developed and maintained at Lucknow and similar projects are being undertaken in other parts of the country.



Participants in sewing and embroidery training at our Vocational Training Centre



Senior Artists participating in "Celebration of Life"- an event organized for the people living with HIV/AIDS by Sahara India Pariwar and UNDP at Aamby Valley City



Distribution of Blankets



Orientation and sensitisation programme on 'Role of parents and teachers in managing emotional behavioural problems among children'



Kartavyayogi of Sahara India Pariwar assisting in registration of challenged persons in one of the entitlement realisation camps



Distinguished delegates opening ceremony of Alternative Education Centre at one of the brick kilns in Lucknow



Children participating in rally on the occasion of World Environment Day



Distribution of Blanket to Families affected by Cold wave



DOTS Camp being organized in slum



Swastha Mela in Progress



Medicine distribution on World Filaria Day



Rally being organised on World Tuberculosis Day

Sahara India Pariwar is committed to make determined efforts to help INDIA emerge as a develop nation. It has always acted as a catalyst in the developmental projects of the country.