

## Winners

**First Winner : Poornima Saini (Poornima.Saini)**

**Second Winner : Chinmay Charde (Chinmay.Charde)**

**Third Winner : Pratibha Sivakumar (Pratibha.s)**

## #1 BY - PRITAM KUMAR

**“ By implementing a volunteering strategy that takes into account the skills and positions of employees, you can provide additional value through professional development. Giving employees learning opportunities or access to leadership opportunities might not be possible in the workplace, yet, through volunteering, employees can develop new skills, lead teams in a new environment with limited resources and improve communication skills.”**

## #2 BY- POORNIMA SAINI

**“When the world is filled with darkness, it needs people to enlighten and become the source of light. The pleasure of buying something for yourself is infinitely small in comparison to the satisfaction level you feel after doing something for someone else.**

**When everyone is paving path that someone else will do the help is actually leading to no one does anything.**

**An individual must learn from nature which provide humans with all the necessities and do not ask for anything in return. When negativity surrounds this society, an individual needs to take steps to flourish it with positivity and that person becomes a beautiful soul.**

**Things like giving food to hunger people, donating stationary to who can't afford it, donating blood to save lives and teaching kids to become educated may seem small but they create an impact on society that no one can resist to notice.**

**Nature is an enigma whatever we give to the society somehow it returns to us in any form.**

**When you do something good for someone and that person does something for someone else and this chain goes on and on. Take the initiative to change a life because you are creating a chain of helping people.**

**I have donated money to orphanage of specially-abled kids, give biscuits to dogs almost every day, served food in gurudwara and joined to clean animal shelter in Chennai. It was the greatest happiness and contentment for me. I feels to be at zenith when I do things like this. I hope Newgenites will join this CSR movement.”**

## #3 BY- VENNILA R

**“I am extremely happy to write this article. Because, this kind of events would help us always to remember our responsibilities towards our society. As a human, we depend on our society and our society needs us to protect them. In our society, everyone needs someone to help in their difficult times as a family or as a friend or as an unknown. I think, helping others in their difficult time would be the best gift that anyone can give to someone. According to me, Education is the main key to take anyone to a higher level. Also, this is the only thing which could not be taken from anyone in our society. Kindness and Knowledge sharing are the essential key to raise our society. Helping others in terms of food or money or education will move our society to the next level. We should also be responsible towards our environment. Currently We are in the high time to protect our environment from the serious damage. As an individual, we are accountable of our home, our street, out city, our country, and moreover our earth. In addition, we must aware of all the government policies and all government projects which would change the environment. As a citizen, this is crucial in this time. Rainwater harvesting and planting at least one tree per head at home which would help our environment getting better. Decreasing production of unwanted gases and reducing usage of vehicles will increase the livability in earth. These are the best things we can do for our next generation too. This would make our society more vibrant:). Thank you for this valuable opportunity!”**

## #4 BY- VABBILSETTY ASHISH

**“The main purpose of CSR is to engage companies and organisations towards organising programs or activities for social welfare and improvement. I think these programs help in providing basic amenities which are necessary for survival. Some of the essential CSR activities include promoting education, promoting health camps, blood donation camps, collecting relief funds in case of natural disasters/calamities , promoting gender equality, environment sustainability, business ethics, and some fun activities in order to keep employees engaged thereby helping them maintain work-life balance and handling pressure. I think activities for the employees should also help them in improving their vocabulary and necessary skills needed to survive in this corporate world. Newgenites should take up more of CSR activities as they help them in knowing te things in which they are more intrested(like other than work). Educating people is the best activity. Whether small of big things/topics, knowledge would be useless unless it is shared. Buisness ethics are the must as the company's name and status depends on how its employees are, whether it is in a client place or outside the office. Once we are working for an organization, I think we, the employees( Newgenites) are the ones who represent the organization.”**

## #5 BY -RUCHIKA SHARMA

**“Individual Social Responsibility – Need of the hour!!**

**Wake Up! If not now, when?**

We all want to live in a clean city, breathe fresh air, expect our children to be responsible citizens, expect society’s improvement and betterment. However, neither a single person nor a group of individuals nor a defined body alone can make it happen. Each one of us is part of the society and thus, onus lies on all of us. Individual Social Responsibility (ISR) includes the engagement of each person towards the community where he /she lives.

**CSR vs ISR**

Corporate Social Responsibility (CSR) is a broader concept. Whereas, Individual Social Responsibility (ISR) has emerged from it. If ISR becomes way of life CSR may be an automatic end result.

**Some ways to practice ISR are:**

- 1. Keeping your home, surrounding neighbourhood, school, college, company clean. If our Prime Minister of India can pick up litter from beaches, we should not feel any shame in following his footprints.**
- 2. Reducing energy and water consumption.**
- 3. Making effective use of our skills by contributing to the projects launched by government, NGOs, Corporates to support different social causes like creating awareness for the importance of education, finding shelter for the homeless, looking after the sick people, spending time with old people etc.**
- 4. Donating things which are no longer useful to us but can help others around. For example, books, notes, clothes, study table etc.**
- 5. Raising voice if something unethical is happening around instead of ignoring it and moving on as if you saw nothing.**

**What is in it for me?**

As mentioned above, you are part of this society. Your contribution towards its betterment and improvement is not a favour to anybody rather you are doing yourself a favour. Over a period of time, you will be reaping the benefits of a better society. “

# CSR Week 2019 – Write-up Competition



**#6 BY - CHINMAY CHARDE**

**“We all live to prosper. As we grow, we realise that our existence is invariably intertwined with those around us. We may be independent individuals, but it is the ecosystem we participate in that helps us thrive and excel. It is with this spirit of joyous giving that we step out into the realm of those beyond our immediate family. As conscious human beings, we have a choice to make a positive difference to everyone around us.**

**CSR is important in a myriad number of ways. We can shape lives - not just by one shot money donations, but by actually going out and spending time with those who may not have someone to take special care of them.**

**If you were not brought up along with your grandparents, try visiting an old age home. They may have a different take on life than you, but their wisdom is chiselled through ages and can offer valuable insights to something that is potentially bothering you right now. A small handshake, a caring hug or the warmth of your presence itself can be enough to uplift the spirits of those around you.**

**It is important to note that by actively taking out time for CSR activities, we help ourselves grow too. We add wonderful new dimensions to our own lives once we step out of our regular humdrum. You may discover refreshing new hobbies, make new friends. This is important for a healthy individual's psyche and emotional health too - something that often gets neglected in today's transactional world.**

**At last, I would like to conclude by saying that not choosing to act is also a choice. We may miss on some of our most precious moments in life, if we forget to give back to the society we are born into.”**

## # 7 BY - MEHWISH ROMAN

**“The society is a very heavy word that we tend look at as an outsider. But the reality is that the society is very much made up of people exactly like us. People who don't see their place in it, who refer to it as a subject they're alien to. But is it really so? The day we are able to honestly answer this, is the day we'll learn to give back to it. Awareness of one's social responsibility makes them highly capable of being content with their lives, which serves a great purpose because moral dissatisfaction is the root cause of unhappiness among most working class today.**

**Acknowledgement of one's position in the society and how it affects them is key. The society consists of many factors, environmental, political and cultural. It is as simple as the fact that you won't realize the value of maintaining an ecosystem till your child can only read about trees in books. And by then it will be too late to feel sorry for what could have been done. Our culture also serves as part of our society and it is we who shape both role models and stereotypes. So it is up to us to decide what we as a unit deem to be acceptable. Values as basic as the ones taught to us in nursery should be intilled is us at every stage of life. These values are as simple as kindness, respect, striving for a sustainable environment and always having an active conscience are basic necessities to be an active member of the society. We must continually try to make the world a better place by playing are role or providing our services in a gentle and effective way, all the while keeping the objective of being socially responsible in mind. And we as Newgenites should have the same mindset. “**



## # 8 BY - DEEPAK GARG

**“In my opinion, we are not just responsible to nurture our family, we must be responsible for our society also.**

**We live in society and have impacts of our surrounding; if we make our society better through providing literacy with any available medium, it will give us satisfaction that, you have contributed for your society We cannot expect from others to make it better until you self don't contribute.**

**‘Newgen’ is giving us this opportunity to contribute in society to make it better through various program ‘CSR’ and ‘NDDP’.**

**Thank you! ‘Newgen’ “**

## #9 BY - PRATIBHA GARG

**“Social Responsibility is not a duty, It is a way of life. CSR is not restricted to a community, city or a country. It is a global movement that addresses the problems of societies at large and giving back our maximum by congregating efforts of each and every individual in a progressive direction. In today’s scenario of cut throat competition, everyone is so occupied in chasing targets and handling the pressure at workplace where we actually forget that there is a world around us as well. CSR in a way helps to bring a real human within us who sees the soul in other human. It plays a crucial role in the progress of the society, which would at end benefit us in generations.**

**Our lifestyles are our preferences, and often, our choices can be sufficiently altered to change our lifestyles in a way that achieves all our goals but does not lose ourselves in the process. One brilliant choice is being philanthropist and enjoying giving back to the society. It is de-stressing too, it helps to realize our own self and manage our inner relationship to make us live a more balanced life, allowing us to keep a balance between our mad rush to fulfill our ambitions and our need to become a more responsible citizen and an individual.**

**I am a proud newgenite where the organization's insight is also the same. You can always choose to offer help in any way you can to people who need it most, and see for yourself if such an experience can be life-altering.**

**At the end of the day it’s not about what you have or what you’ve accomplished. It’s all about who you’ve lifted up, who you’ve made better. It’s about what you’ve given back**

**Don’t give to get. Give and inspire others to give!”**

# CSR Week 2019 – Write-up Competition



# 10 BY - A.HARI KRISHNA, CHENNAI

**“Social responsibility is a magnificent quality that can be possessed by anyone irrespective of their financial or literary status. Every little contribution which can be either financial, oral or just a thought can sometimes turn into a revolution which is invaluable. The unity of social responsibility as a corporate unit lead to the initiation of CSR which has been a tremendous success over the years. A small part of our time may lead to betterment of our society or may be helpful to society in one or the other way or it can even change some person's life in a better way. There are many ways to contribute but we just need to say "We-Can". In other words, it is our duty to give it back to society. Since pollution is a major threat to the environment currently, it can be a great move to come forward as a unit representing your organization which not only helps for the betterment of the environment but also reaps a few moral benefits to the company like increasing unity by bringing the employees together, identifying a leader or a revolutionist. We have many problems in our society just like pollution, We can also come forward with a provoking thought regarding a problem like poverty or illiterature which might ignite a spark in the society and procure a beneficial outcome. From a business point of view, embracing in such issues helps in promoting the brand of the company and build healthy relations with other organizations. “**