



Report of Prayaas: An Effort for Humanity

Prayaas: An Effort for Humanity is an initiative for community service by Indukaka Ipcowala Institute of Management (I²IM), CHARUSAT- Changa. Prayaas is an endeavor to make a difference to the community. It aims to give underprivileged a ray of hope and support that would give them a chance for a better future.

Prayaas provides volunteer opportunity to the Management student community of I²IM, to learn management of initiatives and social responsibility with benefits for the society. Prayaas can help them to widen their perspectives of management and at the same time their involvement can benefit to create greater social good.

Prayaas is continuously directed to accomplish the following five objectives.

- 1. Helping Hands**
- 2. Spreading Smiles**
- 3. Enlightening Lives**
 - Career Guidance*
 - Life Management Skills*
- 4. Celebrating Joys**
- 5. A Ray of Hope**

1. Helping Hands

Helping Hands is an idea to distribute goods/ items to satisfy the basic necessity of life and provide gifts of independence, companionship, dignity, and hope to the people they help. Student volunteers of I²IM may distribute Grocery, Clothes, Medical Aids etc to the needy. The objective is to collect voluntary financial contribution and use the same for procurement and distribution of goods/items to orphan ages, old age home, NGOs, Slum/ BPL areas.



2. Spreading Smiles

Smile is free and it costs absolutely nothing to give one but can change the world of the person who receives it. So Spreading Smiles aims to spread and bring smiles on everyone's face that needs it. It is an initiative towards creating moments of happiness through various fun activities. The objective is to spend time with old age homes, orphan children and conduct various interactive entertaining games and fun activities.



3. Enlightening Lives

Enlightening Lives is an initiative towards disseminating information and imparting knowledge among underprivileged youth. The objective is to meet underprivileged youngsters and to educate/ counsel them on following issues.

1. Career Guidance: Through seminars/ counseling sessions awareness will be created regarding various options available which will help them for "Earning while learning". Guidance will be given to underprovided youth for the various career options available for them in their future endeavor.

2. Life Management Skills: Through educational seminars, guest speakers and counseling sessions underprivileged youth are encouraged to overcome a variety of life challenges including substance and alcohol abuse, sex education and general health issues.

4. Celebrating Joys



Living up to the true spirit of festival - spread light in the lives of others, I²IM has come forward to devote festivals to underprivileged children and old age people of our society. The objective is to celebrate and dedicate special occasions or festivals such as Diwali, Holi, and New Year, Kite flying etc. to underprivileged children, and old age people who normally have no resources to play big on these festivals so that they rejoice special occasions.



5. A Ray of Hope

A Ray of Hope is directed towards all those activities which do not fall in above mentioned categories.

The objective is to focus on

1. Healthcare activities
2. Nature care activities
3. Any Other activity for Social upliftment.

Following activities were conducted under various heads of Prayaas – A Community Service Club.

Head	Year	Activities Undertaken
Helping Hands	2015-16	No hand is holier than the hand given to help for the needy, with this objective under Helping Hands; student of BBA programme of Indukaka Ipcowala Institute of Management (I ² IM), CHARUSAT- Changa distributed winter clothes to needy people on January 1,2016.
	2014-15	Students of I ² IM, CHARUSAT- Changa visited the Blind People’s Association (BPA) , Ahmedabad on July 28, 2014 and helped blind people by donating Rs.5000 to the BPA.
Spreading Smiles	2015-16	Smile is free and it costs absolutely nothing to give one but can change the world of the person who receives it. Spreading Smiles aims to spread and bring smiles on everyone’s face that needs it. It is an initiative towards creating moments of happiness through various fun activities. To fulfill the above objectives I ² IM, CHARUSAT –Changa organised following activities under Spreading Smiles. Visit to Orphan-Age Students along with a faculty member of I ² IM, CHARUSAT- Changa visited an Orphan-Age home-Doltbaa Anath Ashram, Nadiad on August 8, 2015 to spread smiles among children by gifting them necessities for daily life and playing games.
	2014-15	Visit to Old Age home Students along with a faculty member of I ² IM, CHARUSAT- Changa visited an Old age home- Shantilal Mohanlal Ashakt Ashram, Dakor on August 9, 2014. Entertaining games were played and sweets were distributed among the old age home people to bring smiles on their face. Visit to Orphan-Age Students along with a faculty member of I ² IM, CHARUSAT- Changa visited an Orphan-Age home-Mattruchaya Orphanage, Nadiad on August 9, 2014 to spread smiles among children by gifting them necessities for daily life and playing games.
	2012-13	Visit to Old age home Students along with a faculty member Of Indukaka Ipcowala Institute of Management (I ² IM), CHARUSAT –Changa visited Old age home of Lambhvel, Anand on 10 th August 2013. Entertaining Games such as <i>Passing the parcel, Puzzle, One Minute Games</i> were played and fruits and items of basic necessity of life were distributed among old age home people to bring smile on their face. Visit to Orphan- Age Students along with a faculty member Of I ² IM, CHARUSAT –Changa visited Orphan-Age home “Hindu Anath Ashram” at Nadiad and “Child Care Home” at Anand on 10th August 2013. Students of I ² IM made efforts to “Spread the Smile” among the children by gifting them stationary items, chocolates with the different games and organizing drawing competition.

Enlightening Lives Under Career Guidance	Throughout the Year Under Career Guidance Seminar Series (CGCS)	Climbing to the top requires strength, whether it is to the top of a mountain or to the top of your career, with this deliberation; every year students along with a faculty member of I ² IM, CHARUSAT- Changa conduct Career Guidance seminars to students from various schools and colleges across Gujarat. Every year more than 5000 students of 100+ schools and 50+ colleges are directly counseled by the faculty members of I ² IM. Till date more than 30000 students and 300 schools (without repetitions) have received benefits of the same.
	2012-13	15 seminars on various topics such as “Career Paths after Graduation”, “Effective Resume Building” and “Competitive Exams: a Placement Talk” etc. were delivered for disseminating information and imparting knowledge among youth by team of I ² IM faculties and students. More than 700 students form colleges such as Shri R. K. Parikh Arts and Science College, Petlad, Smt. S. I. Patel Ipcowala Petlad Commerce College, Petlad, Smt. T.J. Patel English Medium Commerce College, Nadiad, Anand Commerce College, Anand, C P Patel & F.H. Shah Commerce College, Nalini Arts College, Anand etc. were benefited.
Life Management Skills	2018-19 2017-18 2016-17 2015-16 2014-15	The most important life skill is the ability to learn. By learning new skills, we increase our understanding of the world around us and equip ourselves with the tools we need to live a more productive and fulfilling life. Life skills are not always taught directly but often learned indirectly through experience and practice therefore I ² IM, CHARUSAT- Changa organized a visit to villages like Narsanda, Piplag, Dumral, Chaklasi, Ajarpura and other nearby villages to create awareness among the people through video screening and demonstration. Awareness issues were like: <ul style="list-style-type: none"> • Cancer awareness • 108 emergency services • Consumer Awareness (Jago grahak jago) • Dengue awareness • Hygiene-The way of life • Earthquake safety tips • How to survive in a heart attack when one is alone
	2015-16	Sessions on <i>Management the Gita Way - Inspirations from Lord Krishna – Management Guru</i> were organized in 40 different schools of Charotar region. Along with this 100 books; titled- <i>Inspirations from Lord Krishna – Management Guru</i> was distributed in School Libraries Govt. / Public Libraries of 100 different villages of Charotar region .
	2013-14	August 10 th , 2013 I ² IM, CHARUSAT –Changa organized Life Management Skills activities to create awareness among people of Rajnangar, Kanjari, Boriavi, Bakrol villages of Anand District on following issues. <ul style="list-style-type: none"> • Awareness on social issues like <ul style="list-style-type: none"> • Efforts to Save Water

		<ul style="list-style-type: none"> • Better Waste Management • Fight against Polio • Save Girl Child <p>Awareness on health issues and first aid like:</p> <ul style="list-style-type: none"> • Dealing with Burns • First Aid in Heart Attack • General Health Care Action • Eradicating Malaria • First Aid in Electric Shock • Identifying Low blood pressure • Wake up to Hypertension <p>Different videos were shown to the households and awareness was created on the same topic, the students explained the video in local language and wherever needed also showed a demonstration.</p>
	2012-13	May 22, 2013 to June 1 2013 with an objective of improving speaking, writing as well as soft skills, English Enrichment Program was conducted for twelve teaching and non-teaching staff of Dipak High School, Amreli
A Ray of Hope	2018-19 2017-18 2016-17	<p>Tree Plantation</p> <p>A Tree Plantation day is organized in High schools of Kamla, Manjipura, Aljada, Salun, Chalali, Kanjoda, Maholel, Monghroli, Surasamal, Vina villages of the Charotar region. Generous contribution of 400 plants from forest department had been extended from Petlad nursery to accomplish the objective. Tree which have long life span like Neem, Piplo, Borsalli etc were planted with the help of student volunteers and school students. Need of tree planation to save environment was highlighted during discussion with school students. A total of 1500 trees have been planted through such drives.</p>
		<p>Role Play</p> <p>I²IM, CHARUSAT –Changa organized Role Play activities on themes of Education and Healthcare, Domestic Violence, Dowry System, and other socially relevant issues with high impact value on September 7, 2016 in Borsad, Alarsa, Bhadrans, Bochasan, Kinkhlod, Kankapura, Napa, Ras, Sisva, Valvod in Bandhani, Khambat, Mehlay, Padgol villages of Charotar Region</p>
	2015-16	<p>A Tree Plantation day was organized as on August 8, 2015 in High schools of Nadiad, Vaso, Palana, Tundel, Pij, Dabhan, Rampur, Dumral, Piplag, Bhumel villages of the Charotar region. Generous contribution of 400 plants (Gulmohar) from forest department had been extended from Petlad nursery to accomplish the objective.</p> <p>I²IM, CHARUSAT –Changa organized Role Play activities on themes of education and healthcare on August 8, 2015 in Bandhani, Khambat, Mehlay, Padgol villages of Charotar Region.</p>
	2014-15	A Tree Plantation day was organized as on August 9, 2014 in High schools of Dabhau, Malataj, Gada and Khandhali villages of the Charotar region.

		Generous contribution of 400 plants (Gulmohar) from forest department had been extended from Petlad nursery to accomplish the objective.
		<p>Role Play I²IM, CHARUSAT –Changa organized Role Play activities on August 9, 2014 in Khambhat, Padgol, Mehluv and Bandhani villages of Charotar Region. <i>Importance of 108 Emergency Services</i> was nurtured to the village people through role plays.</p>
	2013-14	<p>Organ Donation Day I²IM, CHARUSAT -Changa participated in I Lead India Campaign - “Donate Organ Save Lives” on August 3, 2013. Under Ray of Hope the Organ Donation Day was celebrated by Community Club, Prayaas – An Effort for Humanity at I²IM. More than 111 number of MBA & PGDM (2012-14 and 2013-15 batch) students voluntarily registered themselves and expressed their willingness to donate organs like corneas, kidneys, liver, lungs, heart, pancreas under this campaign of Ray of Hope - Prayaas. It is an initiative to spread awareness about Organ donation to save and gift a new life to someone who needs it.</p>
		<p>Tree Plantation I²IM, CHARUSAT –Changa organised a Tree Plantation day on August 10, 2013 in Changa, Demol , Malataj and Dabhau villages of Charotar region. Generous contribution of 200 plants (Asopalav, Neem) from forest department had been extended from Mehluv nursery to accomplish the objective.</p>
		<p>Role Play I²IM, CHARUSAT organised role play activities on August 10, 2013 in Vaso, Ramol, Vaso (Alindra) and Khandhali villages of Charotar Region. Importance of Education, Health was nurtured to the village people through role plays.</p>
	2013-14	<p>Spreading Awareness about Healthy Diet Habits I²IM, CHARUSAT –Changa organized SUMMER MAN-EDU-TAINMENT CAMP (SMC) - 2014 for 12th Standard and Final Year / Graduating students who are aspiring for BRIGHT CAREERS IN MANAGEMENT during May 5- 10, 2014. As a part of that camp, I²IM organized a unique activity of spreading awareness about healthy diet habits by distribution of butter milk and tips for keeping oneself cool with Healthy Diet Habits among employees of all the constituent institutes of CHARUSAT.</p>
	2012-13	<p>March 20, 2013 I²IM celebrated World’s Sparrow Day to raise awareness of the declining number of house sparrow and the need for its conservation in the locality and the surrounding region. 70 bird’s nests were put on the trees across 125 acres of green CHARUSAT campus by faculty members and students of I²IM. A message “Save the Sparrow” was spread across the university.</p>

Celebrating Joys	2018-19	<p>Celebration of Independence Day As a part of Pre – Independence Celebration on August 10, 2018, five thousands Indian Flags were distributed to students of selected schools across Gujarat.</p>
	2017-18	<p>On August 4,2017, thousands of commuters of Vadodara and Ahmedabad cities at traffic junctions stopped to witness this first-of-its-kind drive where female students of I2IM, tied rakhis to traffic violators and fed them sweets.</p>
	2015-16	<p>Distribution of Prasad at Ganpati Pandals Ganpati Mohatsava is celebrated with great joy and faith in Charotar region. Prasad was distributed to Ganpati Pandals of 100 villages (One Ganpati Pandal Per Village). Organizers of Ganpati Pandals appreciated such noble practice and praised students for their efforts. Per Pandal - Prasad Items were 2 Kgs. which include 500 gms Peanuts, 500 gms of Diamond Sugar, and 1 kg of Banana Fruits.</p>
	2014-15	<p>There are exactly as many special occasions in life as we choose to celebrate and Raksha-bandhan is one of them. I²IM, CHARUSAT-Changa took the initiative to celebrate joys of Raksha-bandhan with traffic policemen. Students from Ahmedabad and Vadodara tied ‘Rakhies’ to the traffic policemen.</p>
	2012-13	<p>March 26, 2013, (I²IM), a constituent of Charotar University of Science and Technology (CHARUSAT), witnessed a grand celebration of Holi. Colours of ‘Humanity’ were spread to rejoice this festival. Various colors and crayons were distributed among the children of unprivileged families of Changa.</p>
Holistic Exposure Learning Programme (HELP) - A Unique Model of Learning By Doing Concept– An Initiative of I²IM	2013 Onwards	<p>‘Learning by Doing’ has been an immensely influential concept in education. The concept is widely adopted by those studying, practicing and teaching “Management”. Holistic Exposure Learning Programme (HELP) is a unique model of Indukaka Ipcowala Institute of Management which reflects upon the “Learning by doing concept” theory. The institute believes that for a management discipline & Society is the Research Laboratory. In order to deal with humans and deliver to the humans in particular and society in general; the institute has adopted this model from last four years; wherein teams (consisting of Faculty Member and Students of MBA, PGDM and BBA Programmes) approach to approximately 5000 households of 100 villages of Gujarat and carry out surveys activities. Till date students have approached to more than 350 villages and cities which include 20,000+ households.</p> <p>Tem teams (consisting of Faculty Member and Students of MBA, PGDM and BBA Programmes) approach 5000 households of villages and cities / 25000 respondents approx. each year since last six years from across the state of Gujarat and undertake research projects to study:</p> <p style="padding-left: 40px;">(1) Socio-Economic, Demographic and Health Related Issues</p>

Glimpses of Community Service Activities







