



# Institutional Social Responsibility

**2017-18**

# Institutional Social Responsibility

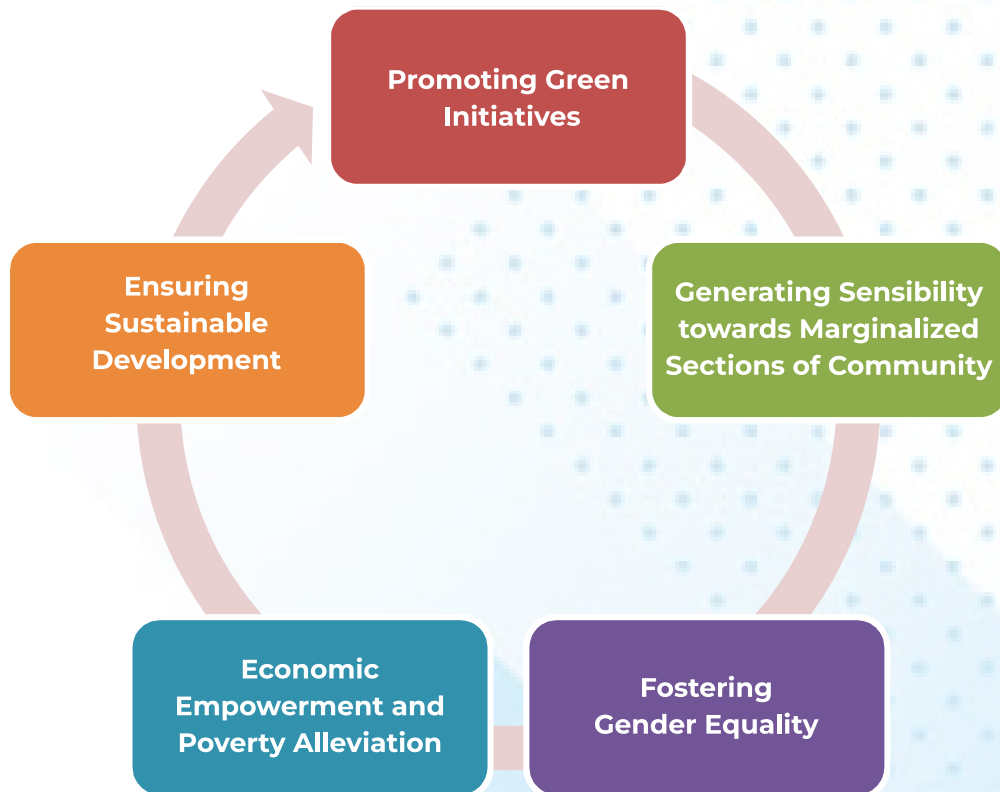
institutional social responsibility

## Manav Rachna University



It is indispensable for an educated youth to grow in an environment beholding social responsibility at the centre and become the flag bearers of the essential societal changes for their as well as organization's growth. Keeping this tone of belief, Institutional Social responsibility in Manav Rachna University is of utmost priority. The unswerving approach of Manav Rachna University to the holistic development of students has lead university to sustain magnificent resources for activities in addition to the academic infrastructure and resources. Dean Students Welfare, Manav Rachna University acts as an interface between students and administration. It nurtures the holistic development of students making them competent civilian.

# OBJECTIVES



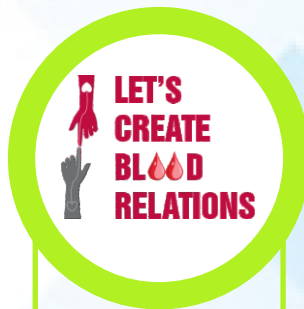
The university's **Green initiatives** are not limited to providing material support, but also include community engagement and awareness drives. We advocates and supports the Green India initiative by the Govt. of India. We have a devoted **Eco Club** to cater to **Eco friendly initiatives**. **University has adopted the following Villages for overall development under UBA; Mewla Maharajpur, Fatehpur Chandila, Ankheer, Anangpur, Pali.** We participate and contribute towards rural development and extend support towards health, education, basic amenities and employment opportunities in the villages. **Gender equality and diversity** is fostered through various activities. Empowering women, visiting old age homes, activities spreading happiness, distributing basic amenities and such other facilities for senior citizens and measures for reducing inequalities faced by **socially and economically backward groups** are the strengths of our institutional initiatives.

# OUR INITIATIVES

The UN defines: "Development concerns not only man's material needs, but also the improvement of social conditions of his life. Development is, therefore, not only economic growth but growth plus change-social, cultural and institutional as well as economic." Resonating with the likeness of the definition, Manav Rachna University takes pride in its social initiatives and strive each moment to make a small difference that can bring a sustainable change in future. Through initiatives like Adoption of Villages, Blood Donation Camps, we strive to inculcate the sense of community service in our students and the society. Ek Mutthi Daan, Sustainability projects, Vaccination Camps, Health Camps are some of the initiatives that help us in taking forward the vision and mission of our Founder Visionary, Dr. O.P. Bhalla to make quality education and health services accessible to all.



**Cleanliness  
Drives  
Under Swachh  
Bharat Abhiyan**



**Mega Blood  
Donation  
Camp**



**Ek Mutthi  
Daan**



**Drug  
Awareness  
Initiatives**



**Free Legal  
Awareness  
Drives  
and Camps**



**Sustainable  
Development  
and  
Environment  
Protection**



**Women  
Empowerment**



**Adoption  
of  
NGOs**

# IN ASSOCIATION WITH

● **Unnat Bharat Abhiyan**

● **Dr OP Bhalla Foundation**

● **Earth Saviours Foundation**

● **Jeevandayini**

● **DATRI**

● **PRAKASHDEEP**

● **Jagrati Sewa**

● **Feeding India**

● **SHEOWS:**

● **Leo Club**

## In Association With

Manav Rachna University is working jointly with organizations with an objective to bring about a positive change in society. Each organization has its unique focus, but they share a common goal of promoting social welfare and bringing about sustainable development in society. By working together, they are able to make a significant impact on the lives of people and contribute to the overall development of society.

- **Unnat Bharat Abhiyan:** The aim of Unnat Bharat Abhiyan is to promote the development of rural India by encouraging higher education institutions to work with villages and rural communities to identify their development needs and find sustainable solutions to address them. Located in Indian Institute of Technology, Delhi
- **Dr OP Bhalla Foundation :** The Foundation aims to improve the quality life of People, Nation and the World through inclusive growth and development of society. Located at MREI Campus, Sector-43, Faridabad.
- **Earth Saviours Foundation:** The Earth Saviours Foundation (T.E.S.F) is an internationally acclaimed and recognized non-profit organization. Established in 2008 by Shri Ravi Kalra. Located at Bandhwari, Gurgaon and Mandawar, Dausa.
- **Jeevandayini Foundation:** It is an independent Society based in India focused on the cure of blood related disorders like Leukaemia, Thalassaemia and Aplastic and Sickle Cell Anaemia.
- **DATRI:** It is a not-for-profit organization registered in 2009. Located at Chennai.
- **PRAKASHDEEP Foundation:** PRAKASHDEEP is a non-governmental, not for profit organization set up with the objective of providing free quality education, a substantial mid-day meal and basic medical care to the underprivileged children. Located in Sector, 21 B, Faridabad.
- **Jagriti Sewa Trust:** It is a nonprofit NGO and was formed with the primary purpose of ensuring an opportunity for education to all the poor and needy. Located at Faridabad.
- **Feeding India:** It is a non-profit organization dedicated to eradicate hunger and improve malnutrition outcomes in India. Located in New Delhi.
- **SHEOWS:** It is an old age home working to save lives of the abandoned, destitute, and homeless elderly across Delhi NCR, and Uttar Pradesh. Located in GarhMukteshwar and Delhi.
- **Leo Club:** Leo clubs are a youth organization of Lions Clubs International. Leo clubs encourage youths to develop leadership qualities by participating in social service activities. Headquarters is located in Oak Brook, Illinois, USA

## Swachh Bharat Abhiyaan: In the Pursuit to Serve Community

### Cleanliness Drive at Shiv Mandir at Sainik Colony, Faridabad (11.8.2017)

In order to extend the efforts to continue with this grand vision, the initiative was taken to clean the Shiv Mandir, Sainik Colony, Faridabad under the Swachh Bharat Abhiyaan on 11th August 2017. To fulfill the objective of Sustainable Development and Environmental Protection cleanliness of the Mandir is done on a weekly basis by Manav Rachna Educational Institutions.



Cleanliness Drive at Shiv Mandir, Sainik Colony, Faridabad (11.8.2017)

### Cleanliness Drive at Sanjay Colony, Faridabad (23.08.2017)

To continue with the cleanliness drive under Swachhta Pakhwada, students and staff members of Manav Rachna University visited Sanjay Colony of Faridabad on 23rd August 2017 and carried out the Cleanliness drive. Students from all the clans participated in the event.



Cleanliness Drive at Sanjay Colony, Faridabad (23.08.2017)

## Swachh Bharat Abhiyan: In the Pursuit to Serve Community

### Cleanliness Drive at Sanjay Colony, Faridabad (2.10.2017)

On the occasion of Swachh Bharat Abhiyan cleanliness drive at Sanjay Colony, Faridabad was organized on 2nd October, 2017. The dedicated students, faculty and staff worked together to bring about a positive change in their community through their efforts towards maintaining cleanliness.



Cleanliness Drive at Sanjay Colony, Faridabad (02.10.2017)

## Blood Donation Drive, Let Humanity Thrive

### Mega Blood Donation Drive (16.09.2017)

The blood donation was organized on 16th September 2017 in collaboration with MRU LEO Club, Lions Club, Dr OP Bhalla Foundation, Datri Blood Stem Cell Donors Registry. Students' participated in and got a chance to instill the lifetime commitment of helping others and understanding their duty towards the society.



Cleanliness Drive at Sanjay Colony, Faridabad (02.10.2017)



## Zero Hunger

### Awareness Camp: Feed India Campaign (08.09.2017)

Team WILD CATS, MRU in collaboration with the FEED INDIA NGO as the education partner organized an awareness camp on Friday 8th September, 2017 for encouraging the young aspirants of MREI to join the movement and become the food heroes.



Awareness Camp: Feed India Campaign (08.09.2017)

## Moments Cherishing Humanity: No One Sleeps Hungry

### Ek Mutthi Daan (16.09.2017)

Ek Mutthi Daan started on 09-03-2014 with an objective to ensure that "no one sleeps hungry" and the second objective was to teach the students, staff and faculty "to share and to give and help uplift everybody".



# Ek Mutthi Daan

## Philanthropy: Mission Rooted Deeply

### Share if You Care (06.10.2017)

MRU took an initiative to begin to act and reinforce the values in the students by organizing various CSR activities, wherein the students got an opportunity to spread awareness of being empathetic towards lesser privileged people and did various collection drives to help the needy. Week-long collection drive concluded on 6th October 2017.

# Share If You Care



## The Extended Family

### Adoption of 5 villages under digital 17 X 17 Action Plan (11.10.2017)

Under the scheme of Unnat Bharat Abhiyaan of Government of India, ManavRachnaUniversity adopted the five(5) villages in Faridabad district namely: Ankhir, Anangpur, MewlaMaharajpur, Pali and FatepurChandela on 11th October 2017.



Adoption of 5 villages under digital 17 X 17 Action Plan (11.10.2017)

## Sensitivity isn't a Weakness

### Sports Events at NGO PRAKASHDEEP (12.10.2017)

On the International Day of the Girl Child with the aim of encouraging young girls to embrace Sports activities along Education, Clan Forest Rhinos from Manav Rachna University visited Prakashdeep, Sec-21, Faridabad on 12th October 2017. The children participated in various sports activities with excitement and were filled with happiness. Refreshments were distributed and the prizes were awarded to the winners and participants.



## Every Charitable Act is a Stepping Stone towards Heaven

### Joy of Giving (04.10.2017 – 17.10.2017)

A cloth, toy, Stationery, and blanket donation drive carried out by the 'Rhinos', received an overwhelming response from the associates of Manav Rachna and students. The drive was conducted from October 4th to 16th October; various items like stationery, soft toys, notebooks, biscuits, blankets, clothes etc. were collected and donated to the poor people living in the neighborhoods, National Blind School (NIT-5), and The Earth Saviours Foundation (Gurgaon).



Blanket donation drive (04.10.2017 – 17.10.2017)

## Gender Sensitivity: Celebrating She-Roes

### Gender Sensitization and Girl Education at the Mohna, Girls Govt. School (20.11.2017)

CLAN Water Sharks organized a day-long awareness camp on Gender Sensitization and Girl Education at the Mohna, Girls Govt. School on November 20, 2017. The objective of the activity was to make the students understand the fact that equality is the essence of democracy. Through the activities, the students touched upon many issues related to the subject. Students performed a Nukkad Natak, Poems and songs to sensitize the audience on the subject.



Gender Sensitization and Girl Education at the Girls Govt. School, Mohna (20.11.2017)

## Being Compassionate

### Visit to School for the Deaf and Home for the Aged (26.12.2017)

Sukrit Vridhawas at Dabua Colony, Faridabad aims to serve the needs of the elders in a holistic manner, enabling them to live active, dignified and healthier lives. It tries to provide elderly relief through various age care interventions such as organizing health care and awareness camps. Team Manav Rachna celebrated Christmas on 26th Dec 2017 with them and tried to make the day special for 25 senior citizens. Students and faculty members treated their elderly friends with sumptuous snacks, all in the spirit of Christmas.



Visit to School for the Deaf and Home for the Aged (26.12.2017)

## If You Are Well I am Well: Our Motto

### Feeding The Poor: Feed India Campaign (12.01.2018)

In continuation to the mission of Feed India “Hunger Heroes” from Team Wild Cats visited one of the shelter homes near old Faridabad called 'Rain Basera' to feed the hungry on 12.1.18. There was only one thought: “No one should sleep hungry”. Two students were part of the drive.



Feeding The Poor: Feed India Campaign (12.01.2018)

## “Family is not only an Important Thing; It's Everything”

### Adoption of Old Age Home Guru Vishram Vridh Ashram by SHEOWS (5.4.2018)

Dr. O.P. Bhalla Foundation celebrated Founders day by visiting an old age home on 5th April 2018 at Guru Vishram Vridh Ashram SHEOWS, Badarpur, New Delhi. The visit was graced by Smt. Satya Bhalla, Chief Patron MREI, who encouraged students to help and support the destitutes who suffered from Dementia, Alzeihmers, Schizophrenia and other psychological disorders through psycho-cognitive interventions. Every month the rice collected through EkMutthiDaan is donated to SHEOWS as well. Rice donated by MRU students (781) was presented to the Old Age Home by the faculty representatives.



Adoption of Old Age Home Guru Vishram Vridh Ashram by SHEOWS (5.4.2018)



## Nature's Bounty With Butterfly Count

### Butterfly Count (09.09.2017)

Conservation Education Centre (CEC), BNHS, New Delhi, celebrated September as Butterfly month under the theme "Butterfly". Dr. Ahmad and other volunteers from Asola Bhatti Sanctuary visited the campus on 9th September 2017, students along with a team from Asola Bhatti did the Butterfly count in MR Campus.



Butterfly Count (09.09.2017)

## Waste isn't Waste until we Waste

### Waste Management Workshop (21.09.2017)

To create awareness on waste management, Clan Rhinos under the aegis of Manav Rachna Life Skill Program in association with Dr. O.P. Bhalla Foundation organized a workshop on waste segregation on 21st September, 2017. Ms. Monica Sharma from Human Kind Foundation and Mr. Rajesh Goyal from Garbage to Garden enlighten the audience about massive health hazards and economic challenges related to garbage. They also shared how easy it is to manage organic waste and reduce the landfills to 10%, thereby helping the government to reduce its expenses on waste transportation and deployment of manpower.

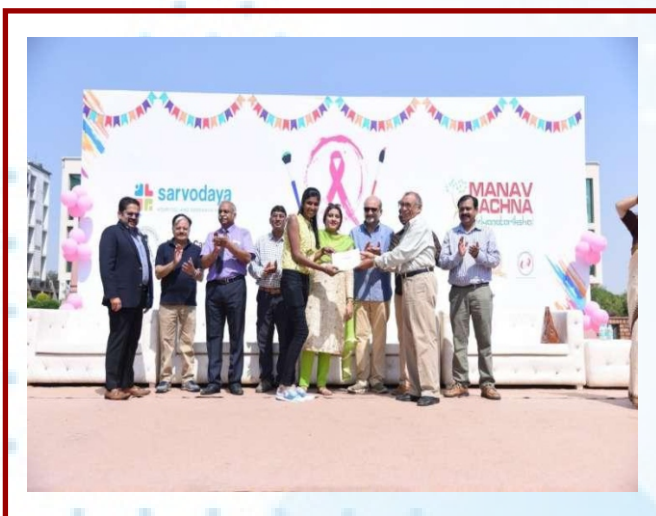


Butterfly Count (09.09.2017)

**The Art has Sole Function–To Affirm and Glorify Life**

**Pink Ribbon Art Festival (20.3.18)**

A Faridabad-based hospital Sarvodaya Hospital & Research Centre organized the Pink Ribbon Art Festival at Manav Rachna Education Institution on 20th March 2018. The entire event was dedicated to having a serious conversation on breast cancer, including the latest advancement of techniques and treatment of the disease. On the second day, the conference celebrated the spirit of womanhood and created awareness on breast cancer among the people. Over 1500 participants from various schools and colleges were present to paint their idea of a healthy life and womanhood.



Pink Ribbon Art Festival (20.3.18)

## Better to Wear Out than to Rust Out

### **Awareness Session on Personal Health and Hygiene of Women (27.3.18)**

Manav Rachna University in collaboration with Manav Rachna Dental College organized an Awareness Session on Personal Health and Hygiene of Women on 27th March 2018. The objective of the session was to raise awareness about rarely-discussed issues in health and hygiene. Menstrual Hygiene is a topic of 'Muteness' and conversation of the subject among women or even between mother and daughter is very limited. MsRanjeet Kaur Gujral, guest speaker of the session spoke extensively on sustainable hygiene and health solutions. She explained the consequences of using plastic pad that is not safe on the personal and social level.



Awareness Session on Personal Health and Hygiene of Women (27.3.18)



**MANAV RACHNA  
UNIVERSITY**   
(FORMERLY MANAV RACHNA COLLEGE OF ENGINEERING)  
Declared as State Private University Vide Haryana Act 26 of 2014