



**The 4<sup>th</sup> edition of Emami Foundation's education  
CSR initiative "Siksha Sahaya"  
lends textbooks to 130 underprivileged students of XI and XII standard**

**Kolkata, July 17, 2014: Emami Foundation**, the CSR arm of the Rs 7000+ cr business behemoth Emami Group successfully observed the 4th edition of its education CSR initiative "**Siksha Sahaya**" at the Emami Corporate Office in Kolkata yesterday. **Shri R.S. Goenka, Joint Chairman, Emami Group** and **Swami Chidrupananda of Ramkrishna Mission Institute of Culture, Golpark** graced the occasion as guests of honour. Textbooks to 130 students of 11th and 12th standard from 5 neighbouring schools of the Tiljala, Kasba, VIP Nagar and Haltu areas were handed over on the occasion.

**Emami Book Lending Scheme** is one of the successful schemes under the Siksha Sahaya project of Emami Foundation which started in the year 2013. In this scheme, text books are given to the financially underprivileged and meritorious students from class IX to class XII with an objective to bring down school drop-outs and broaden the horizon of education among the students from the underprivileged sections of the society.

Speaking on the occasion, **Mr. Sushil Kumar Goenka, Managing Director, Emami Limited** said that, "Emami Foundation believes in fostering social empowerment through education. We feel that it is only proper education that can build a strong foundation for a prosperous India. Therefore, one of the major initiatives undertaken by Emami Foundation is to support education of poor students through various trusts, schools and societies. We are happy to inform that over the past editions, it has been observed that the book lending scheme has resulted in a significant decrease in the rate of dropouts among these students who have shown encouraging response through significant improvement in their educational performance."

Addressing the students, **Swami Chidrupananda of Ramkrishna Mission Institute of Culture, Golpark, said that**, "You are the future of India and it is only with the light of education, the future foundation can be strengthened. Through this initiative of Siksha Sahay, Emami Foundation is making a significant contribution towards building of the nation's future. You must realize that you are getting a highest form of gift from Emami because there is no 'daan' which is greater than the 'daan' of education. "



In July, 2013, Emami Foundation successfully carried out a similar text book lending programme for 71 students of 11th and 12th Standard from 5 neighbouring schools. In the following year, in 2014, a similar text book lending programme in the month of January witnessed a major success when 100 students from 9<sup>th</sup> & 10<sup>th</sup> standard got covered under this scheme from 10 schools. Under this scheme, the text books (all subjects) that are lent out are returnable so that they can be re-issued to the next batch of eligible students thus making the endeavour more sustainable. All the editions so far have witnessed active participation not only from the students but also from their guardians and teachers.

Besides this, in a separate programme in January 2014, Emami Foundation also started a scholarship programme with 44 select underprivileged B. Tech students of the Rajabazar Campus of Calcutta University. A cheque worth of Rs. 90,000 was handed over to the Registrar of the University for disbursement of scholarships to the selected students who are in the first and third semesters of various streams of B. Tech course. Under the scheme, scholarships will be continued to be awarded up to the fourth semester of the course to these students on basis of their subsequent academic performance.

Apart from the text book lending scheme, Emami Foundation also runs after school education centres and vocational training centres in tailoring, computer training, beautician training etc. Under the WASH (Water, Sanitation and Hygiene) project, recently the Foundation has also initiated the project of clear drinking water and running tap water for sanitation at a school at Haripal in Hooghly, West Bengal. The Foundation has plans to include more government sponsored and anganwadi schools within this project in the days to come.

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