

Charting a noble cause

Some management institutes in Saltlec take initiatives to undertake drives for the betterment of the weaker sections of society

Rony Sengupta | Salt Lake

Kudos to three management schools in Sector V, namely ICFAI Business School, Institute of Engineering and Management and Globsyn Business School. These B-schools, after all, have taken a step forward to help the needy and underprivileged in society. After all, social responsibility is a guiding principle for every big corporate house today.

In sync with this trend, the ICFAI Business School established its

social responsibility wing called the ICFAI Centre for Social Responsibility three years ago. The centre started with 'Bridges', a programme aimed at the youth residing in the slum and red-light areas of Kolkata. The programme, which started in 2004 with 10 students, has since moved on to its fourth batch which began on May 16, 2007. "The main objective of this programme is to help the underprivileged individuals to come up in life," said professor Santanu Ray, director, ICFAI Business School, Kolkata. ICFAI has



THUMBS UP: Students in a special class

also started an English medium school near Mukundapur called ICFAI Republic School, where children of rickshaw pullers and domestic helps are provided with education and food.

The Institute of Engineering and Management (IEM), is also working for a similar cause. It has taken the cause to educate street children every Sunday at two places: the first in front of Ballygunge Siksha Sadan School and the second near

Mahabodhi Society at College Square. The institute is also planning to set up an orphanage soon.

Globsyn Business School students, as part of Rotary Club of Calcutta Metropolitan South undertake different projects throughout the year to improve the lives of the old and deprived. Some of their work includes organising blood donation camps and distributing clothes to orphanages and old-age homes. "Globsyn students are keenly associated with this noble drive and as a team we try to help the society," commented Debaprasad Chattopadhyay, professor, Globsyn Business School. Plans in the pipeline include organising a health check-up camp and a detailed literacy programme. These management colleges have plans to further extend their level of work, and also hope that other colleges will follow their noble endeavour.