



Emami Foundation's education CSR initiative "Siksha Sahaya" expands its coverage to 100 school students

Also awards 44 scholarships to meritorious underprivileged B.Tech students of Calcutta University

Kolkata, January 27, 2014: In the first year of its education CSR initiative Siksha Sahaya , Emami Foundation, the CSR and philanthropic arm of Rs 6000 cr business conglomerate Emami Group, expands its **text book lending programme to 10 schools covering 100 under-privileged meritorious school students**. At a programme held on 24th January, 2014 at the Emami Corporate Office at Anandapur, off E.M. Bypass in Kolkata, students from 9th and 10th Standard of ten selected schools from the neighbouring areas of Tiljala, Kasba, VIP Nagar and Haltu were provided with this educational assistance. In July, 2013, Emami Foundation successfully carried out a similar text book lending programme for students of 11th and 12th Standard from 5 out of the current selection of 10 schools. 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. The programme witnessed active participation not only from the students but also from their guardians and teachers.

Later, on the same day, Emami Foundation also started a scholarship programme with 44 select underprivileged B.Tech students of the Rajabazar Campus of Calcutta University. The scholarship awarding programme was graced by **Dr. Basab Chaudhari, Registrar, University of Calcutta** and **Dr. NR Das, Dean, Faculty of Engineering and Technology, University of Calcutta**. **A cheque worth of Rs. 90,000 was handed over to the Registrar** 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.

Speaking on the occasion, **Mr. Sushil Kumar Goenka** 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 the text book lending scheme that



we started in July, last year with 5 schools has doubled up this year to include 5 more to take up the number of students to an encouraging figure of 100. This year we have also lent our support to underprivileged students from Calcutta University to pursue higher education through scholarship assistance. In future, we have plans to include more schools and other higher education institutes like Jadavpur University, Institute of Chartered Accountants etc.”

Besides this, Emami Foundation has recently also started a coaching class with 37 students from pre-primary to class V at its office at Aradhanadham, Haripal, a remote place situated at a distance of 70 kms from Kolkata. In order to keep the guardians, who are women, occupied during the coaching session, a separate tailoring class is also conducted. The Foundation offers further assistance to even market their products. Tie-ups with garment merchants are being worked out. Emami Foundation has also tied up with a computer training centre at Haripal run by Government of West Bengal to impart computer skills to unemployed youth. The Foundation sponsors a portion of the tuition fees of these youth.

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