



Global Awards Special, October 2014



I was totally thrilled with the way our Global Awards event on September 19 went. Its success was far beyond my expectations. I knew all along that it was going to be a great event considering that we had such magical people selected to receive the awards. But what actually unfolded was something I had never

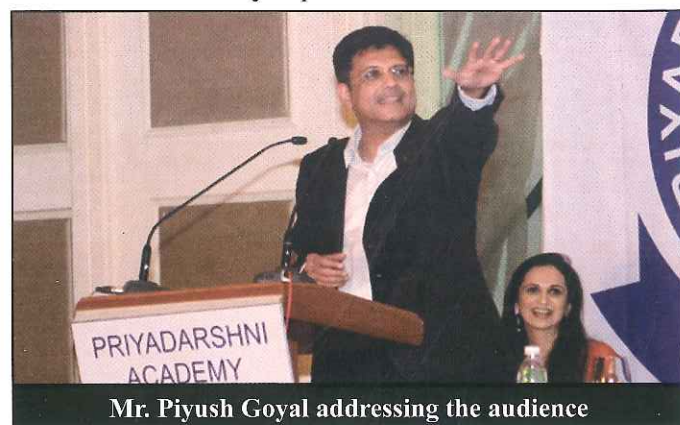
anticipated. We have tried our best to recapture the magic in this issue. Enjoy it.

With best wishes for the festival holiday season.

*Niranjan Hiranandani*  
**Niranjan Hiranandani**  
 Chairman

## PURPOSE AND BEAUTY IN PRIYADARSHNI ACADEMY AWARDS PROGRAM

There was major purpose, and beauty aplenty in Priyadarshni Academy's 30<sup>th</sup> Anniversary Global Awards program held in the Regal Room, Trident, Nariman Point, Mumbai, on September 19, 2014. A jam-packed audience of over 500 individuals from all walks of life thronged the Regal Room and applauded the awardees for their achievements and the themes that they represented.



Mr. Piyush Goyal addressing the audience

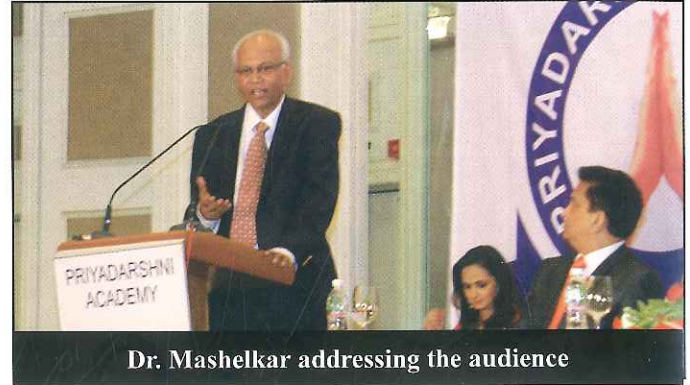
Mr. Piyush Goyal, Minister of State with Independent Charge for Power, Coal and New & Renewable Energy, Govt. of India, and Mr. Suresh Prabhu, former Union Minister, were the Guests of Honor. Mr. Goyal was all praise "for the manner in which the award winners were selected, keeping their contributions to society and mankind in mind."

Mr. Goyal also requested each and every one of the 500 plus audience present to join with the government in working towards the progress of the country. He asserted that each and every one can do something or the other for the country, however small it may be. The cumulative efforts of all will have a positive impact on the country. He also urged the audience to join the Indian Prime Minister Narendra Modi in the Swachh Bharat movement which the Prime Minister will inaugurate on October 2.



Mr. Suresh Prabhu addressing the audience

Mr. Prabhu presented all the awards. In his address, he said that “it is because of the Priyadarshni Academy awards that we get to know about global achievers”.



Dr. Mashelkar addressing the audience

Dr. R. A. Mashelkar, Chairman of the Academy’s Global Awards Advisory Committee, and former Scientific Advisor to the Prime Minister of India, said the Academy has made a difference through the awards. “Priyadarshni Academy’s Global Awards have been recognized as the best in India”, he added.

## The Award Winners

### 1. Dada J. P. Vaswani, Spiritual Head, Sadhu Vaswani Mission, India

#### Priyadarshni Academy’s Global Award for Outstanding Contributions to Spiritual Leadership

For lifetime achievement in spreading the message of spiritualism, love, peace and humanity around the world through his persona, leadership, and his Mission’s humanitarian activities

### 2. Mr. Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd., India

#### Harish Mahindra Memorial Global Award for Outstanding Contributions to Business Leadership and Economic Growth (Award received by Ms. Nita Ambani)

For his entrepreneurship, vision, and business leadership, in creating the world’s largest grassroots petroleum refinery in Jamnagar, India, and for extending his footprint to numerous developing sectors which are contributing to the growth of the Indian economy and industry

### 3. Smt. Rajashree Birla, Chairperson, Aditya Birla Centre for Community Initiatives and Rural Development, India

#### Ramkrishna Bajaj Global Award for Outstanding

### Contributions to Corporate Social Responsibility

For spearheading Aditya Birla group’s social and welfare work across 40 companies covering 3000 villages and seven million people, through 18 hospitals and 42 schools, including thousands from the underprivileged communities who are provided free education and treatment; and for serving the underserved globally by being on the Board of Habitat for Humanity’s Asia-Pacific as well as Global Committees and making a quality difference to their lives

### 4. Dr. Jeffrey D. Sachs, Director, The Earth Institute, U.S.

#### Priyadarshni Academy Global Award for Outstanding Contributions to Sustainable Development

(Award received through video conferencing channel)

For more than a quarter century of extraordinary work in the area of sustainable environmental practices which has taken him to more than 125 countries with more than 90 percent of the world’s population. His achievements have been effected through a multitude of channels such as teaching, writing, leading The Earth Institute, and advising dozens of heads of state governments and international agencies on economic strategy to promote growth by fighting poverty, hunger and disease



**5. Ms. Priyanka Chopra, Film Actor, India  
Smita Patil Memorial Award for Best Actor**

For her versatile and stellar performances over a period of time which has earned her accolades from critics, film bodies, and millions of filmgoers around the world

**6. Sir Fazle Hasan Abed KCMG, Founder & Chairperson, BRAC, Bangladesh**

**Award for Outstanding Contributions to Alleviation of Poverty and Empowerment of the Poor**

For his lifetime achievements, through education, in alleviating poverty and empowering the poor internationally by developing their capacity to better manage their lives through BRAC, the institution

In his speech, Dada said that service alone is the main purpose of life; He added that: 1) what we



should do to others we would have them do to us; 2) we should be true to our duty; explaining that rights and duties are two sides of the same coin, that when we focus on duties, the rights due to us will follow automatically; 3) Be compassionate and kind. Our lives can be truly significant only when we live them out in service, in the care of others; 4) Have faith in God, adding that a truly happy individual is one who, despite unfavorable circumstances, continues to be happy because his happiness is dependent on a set of attitudes which remain unchangeable and unshakable; Every situation should be accepted joyfully, realizing that one cannot change all circumstances; 5) One should develop a strong bond with God.

he founded which has grown to become the largest development organisation in the world in terms of the scale and diversity of its interventions, and through BRAC University.

**7. Ms. Julia Morley, Chairperson and Chief Executive, Miss World Organization, England  
Priyadarshni Academy's Save the Children Global Award**

For her outstanding humanitarian contributions to help children in over a hundred countries lead a better life and for helping multiply her efforts through Miss World Organization's 'Beauty With a Purpose' theme which encourages and enables Miss World contestants to be involved in helping and saving children.

Mrs. Ambani applauded the humanitarian work of the Academy and spoke of Mr. Mukesh Ambani's belief



in the immense potential of India and his own dream of making India big. She added that the Academy's award will inspire him to realize that dream.

Mrs. Birla said she "looks upon the CSR award as



yet another unequivocal recognition of the spirit and culture of giving and caring that our group stands for. I dedicate the award to two of the most important



people who helped us make giant strides to lift the marginalized sections of society from the burden of poverty. She thanked her son, Mr. Kumar Mangalam Birla, for his unflinching support, and her senior team spearheaded by Dr. Pragnya Ram and her 250 foot soldiers spread across geographies for their commitment and passion which has made significant, demonstrable impact on the lives of the underserved of seven million people across 2500 villages in the hinterland of our country.”

being successful and giving back to society. That is something I have always sought to attain myself.

In his acceptance speech, Sir Fazle said that his organization’s work has “contributed to the reduction

Dr. Sachs, who was speaking at 7:00 a.m. U.S. time, said, after Dr. Mashelkar received the award on his



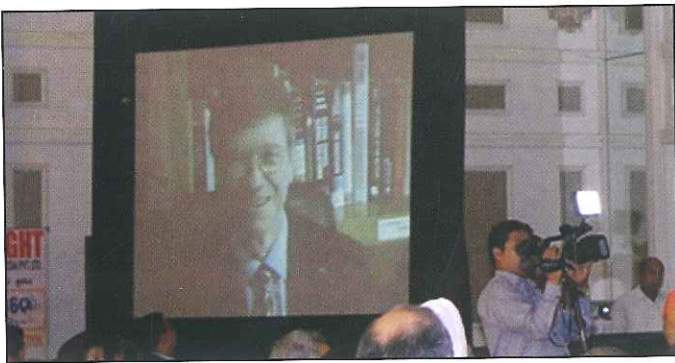
in child mortality in Bangladesh to less than a fifth, decline in fertility by two-thirds, provided access to finance to more than 8 million poor households, lifted 1.5 million families out of extreme poverty, and quality primary education to over 7 million poor including 70% girls.” He added “As the cost of going slow is too high, we are in a hurry to make a difference in other countries in Asia, Africa and the Caribbean”.

Ms. Julia Morley said, after receiving the award, “I am honored to accept this award on behalf of all



the young men and women across 140 countries, who make themselves useful in their own country, recognizing that there are so many people who don’t have the opportunities that they have.”

Ms. Morley’s humanitarian work is well known. Ms. Young, the first from Philippines to win the Miss World title, has supported relief and fund raising efforts in several countries for typhoon survivors in the Philippines. She also went to the areas heavily



behalf, that he could not have had a better wake-up call. He spoke about the world contributions Dr. Mashelkar and Mr. Prabhu have made to development and the inspiration Dr. Fazle provides. He added that he was looking forward to Prime Minister Modi’s visit to the U.S. and touched on the agenda he is pursuing to sustain development and the environment.

Dr. Jeffrey Sachs stated that the impending visit of Prime Minister Modi to the U.S. is expected to further Indo-U.S. ties and that India will play a more and more active role in sustaining development in the world.

In her response to the award, Ms. Priyanka Chopra said: “I feel privileged to receive the award and



feel humbled by the presence of the dignitaries on the dais. They have achieved that balance between



affected by typhoon and distributed the relief together with the Philippine Red Cross.

Ms. Megan Young, Miss World 2013 from Philippines, Miss Koyal Rana, Miss India World 2014, and Ms.



Poonam Dhillon, former Miss India, adorned the stage. Ms. Young was felicitated by Mr. Suresh Prabhu. Both Ms. Morley and Ms. Young offered to support the efforts of the Academy. Following Mr. Goyal's speech, Ms. Koyal Rana expressed serious interest in participating and doing her best for the Swachh Bharat movement.

Ms. Rana started an NGO called Moksha in Delhi along with her friends when she was 19 and has been



active in teaching cleanliness to school children. She has taken initiatives to intensify her efforts and has shown a keen interest in playing a role in the Swachh Bharat movement. The Academy and its supporters wish her success in her humanitarian work and in winning, come December, the Beauty With A Purpose Miss World title.



**Mr. Hiranandani giving the welcome address**

Ms. Dhillon has been very active with social causes like drug awareness, AIDS awareness, family

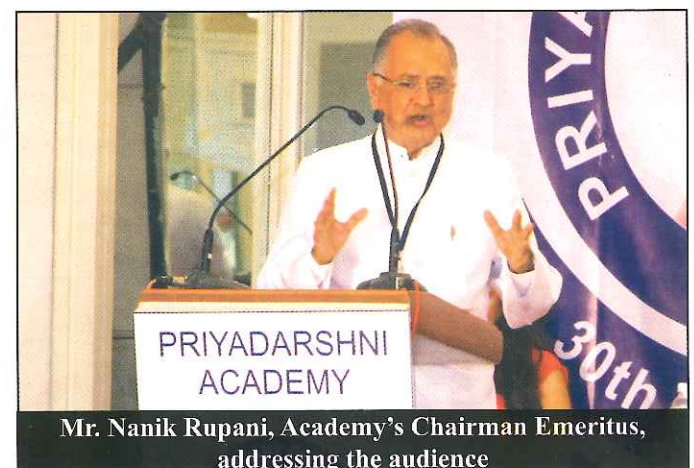


planning and organ donation. She did a show "Save and Empower the Girl Child" with Lilavati Hospital

The glamorous presence of Ms. Morley, Ms. Chopra, Ms. Young, Ms. Rana and Ms. Dhillon was more than matched by the work the award winners represent in the cause of humanity.



**Mr. Suresh Prabhu, former Union Minister for Industry, Environment and Forest, lighting the lamp as Mr. Niranjan Hiranandani, Academy's Chairman; Dr. R. A. Mashelkar, Chairman, Global Awards Advisory Committee and Ms. Poonam Dhillon, former Miss India, applaud the auspicious and bright start to the proceedings**



**Mr. Nanik Rupani, Academy's Chairman Emeritus, addressing the audience**



## The Aditya Birla Group: Transcending business

A US\$ 40 billion corporation, the Aditya Birla Group is in the League of Fortune 500. It is anchored by an extraordinary force of 120,000 employees, belonging to 42 nationalities. The Group operates in 36 countries. Over 50 per cent of its revenues flow from its overseas operations. The Group has topped the Nielsen's Corporate Image Monitor 2012-13 and emerged as the Number 1 corporate, the 'Best in Class'.

### Beyond Business -

#### The Aditya Birla Group is:

- Working in 3,000 villages globally. Reaching out to 7 million people annually through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.
- Focusing on: Health Care, Education, the Girl Child, Sustainable Livelihood, Women Empowerment Projects, Infrastructure and espousing social causes.

#### Highlights:

- Over a million patients treated at 4,000 Medical Camps and its 18 hospitals. More than 1,200 children learnt to smile again as they underwent cleft lip surgery. We helped immunise 6 million children against polio as well.
- At our 42 Schools across India we provide quality education to 45,000 children. Of these 18,000 students belong to the underprivileged segment. Merit Scholarships are given to an additional 12,000 children from the interiors.
- Our Vocational Training Centres and the Aditya Birla Rural Technology Park accord training in sustainable livelihood projects to 80,000 people.
- Our 4,500 Self-Help Groups have led to the empowerment of 45,000 women.
- Working closely with Habitat for Humanity, we have so far built more than 400 houses as part of our community outreach programme, besides supporting the building of an additional 3,800 houses.

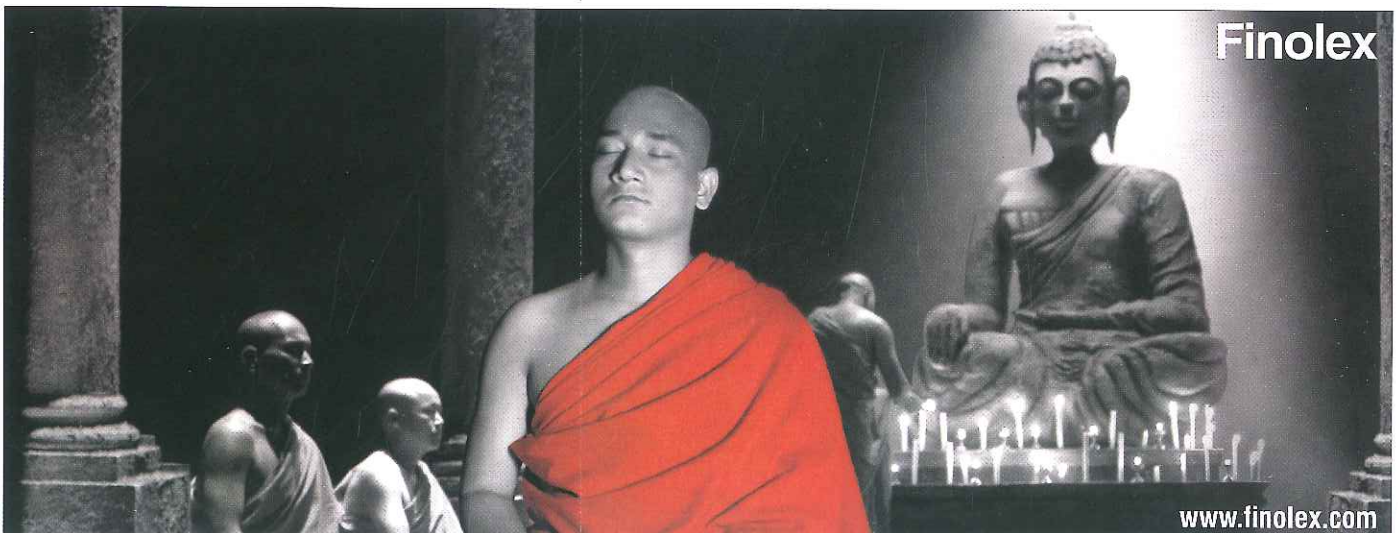
- We are also engaged in creating model villages in rural India. We have chosen 300 villages for this transformation - whereby in a five year timeframe the villages would be self-reliant in every aspect, moving out of the "below the poverty line" status. So far more than 90 villages in India's hinterland have already reached the level of model villages.
  - To embed CSR as a way of life in organizations, we have set up the FICCI - Aditya Birla CSR Centre for Excellence, in Delhi.
  - In line with our commitment to sustainable development, we have partnered the Columbia University in establishing the Columbia Global Centre's Earth Institute in Mumbai.
  - Ongoing education, healthcare and sustainable livelihood projects in Philippines, Thailand, Laos, Indonesia, Egypt, Korea and Brazil, lift thousands of people out of poverty.
- Transcending the conventional barriers of business because we believe it is our duty.



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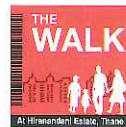


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## Partnering India's Growth

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