

Global Awards 2014 Set to Reach New Highs



The Academy's Global Awards program reached its pinnacle when the Academy presented an Award to Japanese Prime Minister Shinzo Abe on January 26 this year. The award was presented by former Deputy Prime Minister of India, Shri L. K. Advani, at a special and exclusive function at the Taj Palace Hotel in New Delhi. The Prime Minister gave the Priyadarshni team no less than 20 minutes of his time for the occasion. He was in India at the invitation of the Indian government to be Chief Guest at the Republic Day ceremonies. The award was presented for PM Shinzo Abe's outstanding contributions for the promotion of Indo-Japanese relations.

This unique occasion has led the Academy setting its sights higher. So much so, that come September 19, the Academy will have, at its 30th anniversary awards function, a glittering array of award winners whom any institution, anywhere in the world, will be proud to have. We will have a spiritual magnet, a business magnate, a leader from the corporate

responsibility space, a development expert, a leader from the glamour world and an NGO leader. What more variety can one ask for! It encompasses all that Priyadarshni Academy's Global awards stand for. Needless to say, the awardees need no introductions whatsoever.

Furthermore, there will be an equally power-packed group of VVIPs as Chief Guest and Special Guests to present the awards. It promises to be an event worth going miles to see.

This issue has the list of the awardees and the VVIPs who will grace the awards ceremony. I do hope that supporters and well-wishers of the Academy will gather in strength to applaud the award winners and the VVIPs and celebrate the occasion.

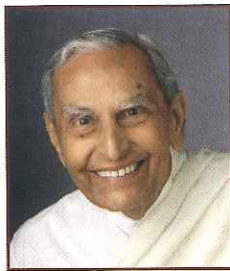
I am indeed thrilled and proud that my first association, as Chairman of the Academy, is bringing in such a star galaxy of winners and VVIPs that it is doing the Academy a world of good. With such a start, it will be my endeavor to take the Academy to newer heights in the time to come.

I will look forward to greeting you at the event.

Niranjan Hiranandani
Chairman



2014 Global Awardees



Dada J. P. Vaswani
Spiritual Head
Sadhu Vaswani Mission
Pune, India
**Priyadarshni Academy's
Global Award for Outstanding
Contributions to Spiritual
Leadership**



Mr. Mukesh Ambani
Chairman & Managing Director
Reliance Industries Ltd.
Mumbai, India
**Harish Mahindra Memorial
Global Award for Outstanding
Contributions to Business
Leadership and Economic Growth**



Smt. Rajashree Birla
Chairperson
Aditya Birla Centre for Community
Initiatives and Rural Development
Mumbai, India
**Ramkrishna Bajaj Global Award
for Outstanding Contributions to
Corporate Social Responsibility**



Dr. Jeffrey D. Sachs
Director
The Earth Institute
New York, U.S.A.
**Priyadarshni Academy's
Global Award for Outstanding
Contributions to Sustainable
Development**



Sir Fazle Hasan Abed
KCMG
Founder & Chairperson
BRAC
Dhaka, Bangladesh
**Priyadarshni Academy's
Global Award for Outstanding
Contributions to Alleviation of
Poverty and Empowerment
of the Poor**



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

The Academy invites your generous support to its awards program. Please contact Ms. Pinkie Singh, Academy's Chief Manager-Public Relations at 9594952492/22873456/66307160 /priyadarshniacademy@gmail.com for details.



VVIP Guests:



Mr. Nitin Gadkari
Minister for Shipping,
Road Transport and Highway,
Rural Development and
Panchayati Raj, Government
of India - **Chief Guest**



Mr. Dilip Walse-Patil
Speaker of the Maharashtra
State Legislative Assembly-
Guest of Honor



Mr. Piyush Goyal
Minister of State with
Independent Charge for
Power, Coal and New
& Renewable Energy,
Government of India - **Guest
of Honor**



Mr. Suresh Prabhu
Former Union Minister for
Industry, Environment and
Forest; Power; Chemicals &
Fertilizers; Heavy Industry &
Public Enterprises; & ILR.-
Special Guest



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PRIYADARSHNI OFFERS OUTSTANDING OPPORTUNITIES TO COMPANIES TO MEET REQUIREMENTS OF NEW CSR ACT

Priyadarshni Academy offers to help all companies which need its help in meeting their recently enacted CSR requirements.

Priyadarshni Academy is a prominent NGO based in Mumbai which has done yeoman service to humanity through its multifarious activities,

Educational Scholarships:

The Academy has an extremely active educational scholarships program for the financially needy and the deserving school and college students as well as the disadvantaged. Scholarships are offered in various disciplines such as education, catering, management, IT, engineering, medicine, etc. It is a program that it has consistently conducted since 1988.

The Academy was founded in 1984 and is registered under the Mumbai Public Trust Act. It has an enviable record of strong governance and accountability and has documented all its activities right from its very inception. It has served society with the motto, 'Service to Mankind is the Best Work of Life'. To carry out its educational scholarships program, it has time-tested infrastructure, a committee of eminent educationists to select students to receive scholarships, and excellent interface with leading educationists in Mumbai.

One of its criteria to award educational scholarships is that the total income of the family of the student should be no more than Rs. 2 lakhs a year.

National Integration Thru Dance and Music Project

This project of the Academy helps preserve the glorious and rich heritage and traditions of India through the promotion of the Indian classical performing arts. The Academy provides opportunities to talented young artists identified by its committee by organizing their performances and projecting their image.

The new CSR Act which came into being on April 1, 2014 requires:

1. Every company having net worth of rupees five hundred crore or more, or turnover of rupees one thousand crore or more or a net profit of rupees five crore or more during any financial year to constitute a CSR Committee of the Board consisting of three or more directors, out of which at least one director shall be an independent director;
2. That the Committee formulate and recommend to the Board, a CSR Policy which shall indicate the activities to be undertaken by the company as specified in Schedule VII;
3. The Board ensure that the company spends, in every financial year, at least 2% of the average net profits of the company made during the three immediately preceding financial years, in pursuance of its CSR Policy provided that the company gives preference to the local area and areas around it where it operates, for spending the amount earmarked for CSR activities;
4. The Board of a Company may decide to undertake its CSR activities approved by the CSR Committee, through a registered trust or a registered society, If such trust has an established track record of three years in undertaking similar programs or projects.
5. CSR expenditure shall include all expenditure including contribution to corpus, or on projects or programs relating to CSR activities approved by the Board on the recommendation of its CSR Committee.

Approved CSR activities include, among others:

- i. Promoting execution, including special education and employment enhancing vocation skills specially among children, women, elderly, and the differently abled, and livelihood enhancement projects
- ii. promotion and development of traditional arts

Companies interested in utilizing Priyadarshni Academy's seasoned expertise and infrastructure are requested to contact the Academy at 1 Arcadia, NCPA Lane, Nariman Point, Mumbai 400 021 or through an email at priyadarshniacademy@gmail.com. The Academy will go all out to be of help.

PRIYADARSHNI ACADEMY PRESENTS LITERARY AWARDS AND EDUCATIONAL SCHOLARSHIPS

At the jam-packed Walchand Hirachand Hall on February 25, 2014 at 5:00 p.m., Priyadarshni Academy celebrated its 30th Anniversary Literary Awards and Educational Scholarships program with Shri Govindrao Adik, Former Maharashtra Minister of Irrigation and CAD Authority, Law & Justice, and Information and Publicity Department, and General Secretary, Nationalist Congress Party, serving as Chief Guest, and Mr. Gulu Watumull, businessman, serving as the Guest of Honor.

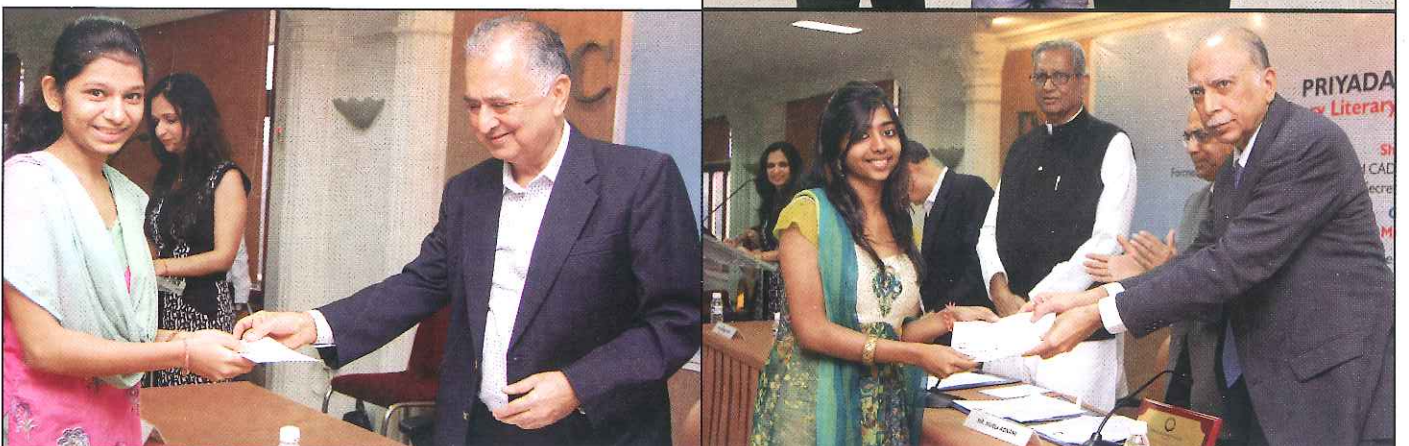
The literary awards carried a trophy and a purse of Rs.25,000 each and many of the scholarships were for Rs.10,000 each. A few selected scholarships in the field of medicine were for Rs.20,000 each.

Mr. Niranjan Hiranandani, Chairman, Priyadarshni Academy, gave the welcome address. Mr. Nanik Rupani, Chairman Emeritus also addressed the audience. Mr. Murli Adnani, Co-Chairman, proposed a Vote of Thanks.



Literary awards for work in the Hindi, Marathi, Sindhi and Gujarati languages were presented to Dr. Hubnath Pandey (Hindi), Mr. Vishram Gupte (Marathi), Dr. Jetho Lalwani (Sindhi), and Smt. Varsha Adalja (Gujarati), respectively.

200 scholarships to financially needy and deserving students pursuing different fields of study including to those from the National School for the Blind were awarded.



Black Money in Public Life



Chairman Emeritus introduces Senior Lawyer and former Union Law Minister, Ram Jethmalani, at a talk the latter gave at the IMC on August 5 on “Black Money in Public Life”.

According to three think tanks - National Institute of Public Finance and Policy, National Institute of Financial Management and National Council of Applied Economic Research-tasks in early 2013 by the Government of India to arrive at an estimate of black money in the country, India’s black economy was pegged at 30% of Gross Domestic Product (GDP). This parallel economy is creating a huge problem for the country, affecting its political, economic and social fabric as well as internal security as black money is unarguably a source of funding for insurgent and terror groups inimical to India’s interest. The new government has made a pledge in its election manifesto to address the issue of black money stashed away in secret accounts in foreign banks. The talk by Mr. Jethmalani was organized to complement the government’s efforts to achieve its stated goal. The talk provided a mine of information and to all those who are serious about addressing the scourge of black money.

iFEEL



(L to R) Cdr. Sudhir Salunkhe; Dr. Uday Salunke; Mr. Nanik Rupani; Mr. Bijou Kurien; Dr. Sanjay Salunke; Mr. M G Arun at the Foundation Program at iFEEL Lonavala

Mr. Rupani delivered the opening address as Chief Guest at the Foundation program 2014 of the Institute of Future Education (iFeel) and made a contribution to build leaders of tomorrow. He spoke on July 26 on the theme ‘ignite, involve, innovate, and inspire’ to students at the B school located in Lonavla.



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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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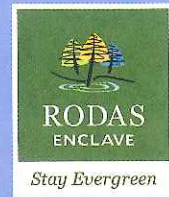


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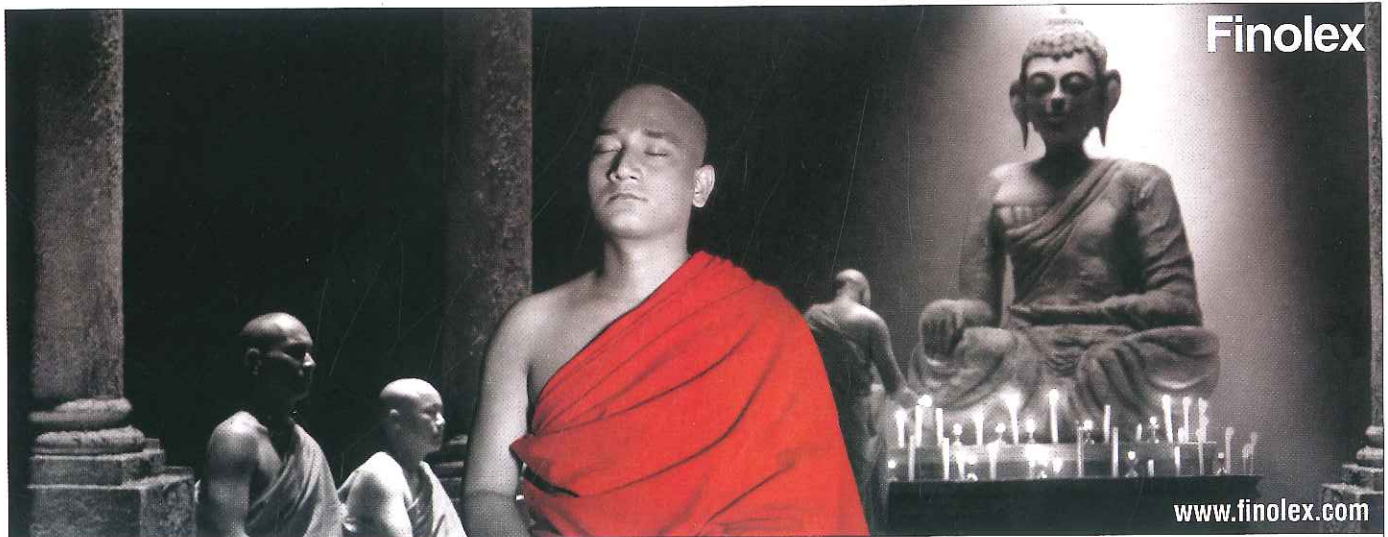
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