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DONATE FOOD; HELP SOMEBODY GET THEIR NEXT MEAL "FREE FOOD TO POOR PATIENTS ATTENDERS AT RAJIV GANDHI HOSPITAL BENGALURU"



By : M.S.Yatnatti Editor and Video Journalist Bengaluru : Instead of collecting Food wastage at weddings, hotels and large gatherings let us promote the idea of making more food than required at wedding halls, kalyana mantaps, paying guests and restaurants and make it a point that such food is donated to poor people . If in a wedding 500 people are invited make it for 600 people and extra 200 people meal is donated in packets to poor people .Some time back Do Roti campaign was made hat every affordable house make two Roti extra and donate it to street children's instead of giving cash donations and tis will reduce crimes against children's . With an enormous amount of food being generated on a daily basis, the consequence of this food donations generate goodwill among people and such food donations can feed close to 1,00,000 people on a daily basis in Bangalore as several thousand klyanamantapas are functioning in Bangalore . "NGOs can collect good food from wedding halls, kalyana mantaps, paying guests and restaurants where there is food donation happens and then NGOs CAN go to railway stations, bus stands, hospitals and other places and distribute the food to those who need it .Roti Kapda Makaan are the basic needs of human being . If a poor and destitute person is provided at least one wholesome meal in a day, He or she has a chance to face the challenges of her hard life. Roti trust an NGO operating in Bengaluru completed its first anniversary on 09-04-2017 of providing free food to about 300 patients attenders every day and daily at SDS Tuberculosis and Rajiv Gandhi Institute of Chest Diseases Super Specialty State Referral Hospital .On this occasion a programme was organized by Roti Trusts in association with Sadbhawana trusts to commemorate the occasion. On this occasion Janasadbhawana launched mission safe Bengaluru in association with Bangalore city police to create public awareness, under public police partnership (p.p.p) "for safe & crime free society or reconstruction of society. Many experts would suggest Janasadbhawana should create an atmosphere and urge all police people and Rowdy sheeters if any ,Government officers ,Corporators and Ministers and MLAs other important personalities and businesses should wear body wearing cameras for creating a safe Bengaluru.

On this occasion Jansadbhawana civil society award 16-17 were given to eminent personalities for their contribution to civil society.Sri Sri Shivanubhava Charamurthy Shivarudra Maha Swamy Ji.Belimutta Mahasamsthana Bangalore, Karnataka, India. Winner of 'Janasadbhawana civil society national award 2016-17' for "NATIONAL PEACE SOCIAL HARMONY "FOR HIS DEDICATED WORK ON RECONSTRUCTION OF SOCIETY..Mr.M.S.Yatnathi Editor in chief, Sunny Times.Winner of 'Janasadbhawana civil society national award 2016-17'"CIVIL AND SOCIAL JUSTICE "For his yeoman service for CIVIL Rights and Social justice on his dedication Mr.Syed Mohammed Iqbal General Secretary Karnataka Muslim Mutheda MahazWinner of 'Janasadbhawana civil society national award 2016-17'"NATIONAL PEACE AND SOCIAL HARMONY" Moulana Hanif Afsar Azezi Imam ,Masjid E Beopari ,Bangalore .JANASADBHWANA CIVILSOCIETY NATIONAL award 2016 -17 WINNER For his dedicated service for" PEACE AND SOCIAL HARMONY" in different communities Mr. Azhar Maqsusi.(SANI WELFARE FOUNDATION, INDIA) FOR "JANASADBHWANA CIVIL SOCIETY NATIONAL AWARD 2016 / 17. WINNER "SERVICE TO HUMANITY "For his yeoman service for feeding one time free hygienic water and food to homeless and destitute in different places of the nation on Humanity and Nationality interest, "HUNGER HAS NO RELIGION & AGE" BY DO ROTI CAMPAIGN. Dr. Shashidhar Buggi, Director.T.B. & SDS HOSPITAL JANASADBHWANA CIVIL SOCIETY NATIONAL AWARD. 2016-17 WINNER, "SERVICE TO HUMANITY "for his relentless dedicated service in medical and social harmony as Director of established a medical college with good and accommodation and helping poor patient's in national and international level with his gentle heart on Humanity and Nationality interest. T Gulab Fiaz Akram Pasha and other members of the Roti charity trust and Sadbhawana trust were congratulated and praised for their service to humanity.Dr Mumtaj Ahmad Khan chairman Aura education society graced the occasion. Dr MUMTHAZ AHMED KHAN is also national president of (AIUPASA).All India Universities Partners, Affiliated Colleges and Study center association (AIUPASA) is a registered Association promoted by leading Educationists, Academicians ,Philanthropist and media personalities seeking to improve the well being of the universities partners, affiliated colleges and study center general and public through the awareness of education. AIUPASA wishes to achieve its goal by supporting and disseminating education and quality based knowledge. (AIUPASA) is the voice of universities partners, affiliated colleges and study center and authorized admission centers and admission councilors in general and Students and public Education professional in particulars. Mr. MUMTHAZ AHMED KHAN president of (AIUPASA).I would suggest The Roti Charity trust slowly should extend its reach to all hospitals in Bengaluru and even scout for crowd funding and CSR funds from Begaluru companies to extend its operations .The companies in Bengaluru should provide their CSR contributions to such trusts who feed patients attenders every day and daily at hospitals in and around Bengaluru. The evolution of corporate social responsibility in India refers to changes over time in India of the cultural norms of corporations' engagement of corporate social responsibility (CSR), with CSR referring to way that businesses are managed to bring about an overall positive impact on the communities, cultures, societies and environments in which they operate. The fundamentals of CSR rest on the fact that not only public policy but even corporates should be responsible enough to address social issues. Thus companies should deal with the challenges and issues looked after to a certain extent by the states.Among other countries India has one of the oldest traditions of CSR. But CSR practices are regularly not practiced or done only in namesake especially by MNCs with no cultural and emotional attachments to India. Much has been done in recent years to make Indian Entrepreneurs aware of social responsibility as an important segment of their business activity but CSR in India has yet to receive widespread recognition. If this goal has to be realised then the CSR approach of corporates has to be in line with their attitudes towards mainstream business- companies setting clear objectives, undertaking potential investments, measuring and reporting performance publicly.

Under the Companies Act, 2013, any company having a net worth of rupees 500 crore or more or a turnover of rupees 1,000 crore or more or a net profit of rupees 5 crore or more has to spend at least 2% of last 3 years average net profits on CSR activities as specified in Schedule VII of the Companies Act, 2013 and as amended from time to time. The rules came into effect from 1 April 2014.SEBI, as per its notification on August 13, 2012, has mentioned that enterprises are accountable to the larger society and "adoption of responsible business practices in the interest of the social set-up and the environment are as vital as their financial and operational performance". SEBI has mandated the inclusion of Business Responsibility Reports as part of the annual reports of the Top 100 listed entities based on market capitalization at BSE and NSE. It is mandatory to make these reports available on the website of the company. In 2016, SEBI extended this requirement to the Top 500 listed companies.

Globally, hunger kills more people in the world than AIDS, malaria and tuberculosis combined .In India, as many as 20 crore people go to sleep hungry every night With 194.6 million Indians suffering from hunger, the country has the highest number of undernourished people in the world.Close to 1.3 million children in India die of hunger every year. We see it every day. Around street corners, at traffic signals, peeping in through the gleaming windows of the mall, waiting hopefully outside crowded restaurants. Sometimes on the weathered face of an old man, sometimes on the dirt-streaked face of an orphan, sometimes in the eyes of a tired mother, desperate to feed her boney child. The haunted, lingering look of hunger.A staggering 194 million people in India go hungry every day. One in every four children is malnourished, making the country home to one third of the world's malnourished children. Close to 3,000 of these die every .Yet, when these alarming statistics take on the face of those we encounter at every turn, we avoid eye contact, turn away, and look everywhere but at the person pleading for help. single day, due to diet related illnesses.

Government of India to improve the facilities for Non Tubercular Chest Diseases including Chest Trauma cases a separate building was sanctioned and Government has renamed it as SDS Tuberculosis and Rajiv Gandhi Institute of Chest Diseases Super Specialty State Referral Hospital for Chest Diseases vide order No. HFW 46 MSF 1998, Bangalore dated 24-09-1998. Further to improve the facilities and impart teaching and training programme and Research activities Government of Karnataka has accorded autonomous status vide Government Order .No. HFW 70 MSF 2008, Bangalore, Dated 18-05-2009. This Institute is a 470 bedded teaching Government run Autonomous Institute consisting of two departments viz., Department of Pulmonary Medicine and Department of Thoracic Surgery. This institution having 60 acres of land situated in the heart of the city of Bangalore catering to the needs of entire Karnataka. This is a state referral centre for Pulmonary Medicine .

Bangalore happens to be the health hub and there are very few institutions in the country exclusively dedicated for respiratory care and thoracic surgery. The Government of Karnataka has upgraded SDS TRC & RGICD as a super specialty chest institute catering to the needs of not only for poor patients but also for elite class by providing State of the Art facilities solely for chest diseases and Thoracic Surgery.Medical Science is advancing at incredible speed which makes it necessary to refresh and update our knowledge in the changing world. Respiratory problems are the most common of all human ailments. Recent year have witnessed a great rise in the prevalence of various Pulmonary Diseases especially, Tuberculosis, Asthma, Brochogenic Carcinoma, Pneumonia and COPD, Occupational Lung Diseases and Interstitial Lung Diseases.Since breath is life, lung health ought to be as high on the global public health agenda as other basic health issues, such as cardiac health or obesity, but it is not. As per the WHO, the burden of lung diseases is enormous killing more than 10 million people in a year. The Lungs are the most common organs affected by environmental changes. Urbanization, Industrialization and pollution from motor vehicles have resulted in significant increase in respiratory diseases. The lungs, with their combined surface area of greater than 500m², are directly open to the external environment. Thus structural, functional or microbiological changes within the lungs can be closely related to epidemiological, environmental, occupational, personal and social factors.

Primary respiratory diseases are responsible for a major burden of morbidity and untimely deaths, and the lungs are often affected in multisystem diseases.Prevention and early diagnosis is very important in non-communicable respiratory disorders because once the patient becomes symptomatic, nothing much can be done to revert back the structural changes which have taken place over a period of time. Hence Lung health programme is very important for reducing the morbidity and mortality due to chronic lung diseases.Regular check-ups are an important part of disease prevention, even when you are feeling well. This is especially true for lung disease, which sometimes goes undetected until it is serious.The master lung check-up is a program for early detection of lung diseases, many of which can be cured if diagnosed early. Our lung check up is specifically designed for employees who are apparently busy or engaged in their work and end up doing everything except getting a health check-up done.SDS Tuberculosis Research Centre and Rajiv Gandhi Institute of Chest Diseases is more than an organization.. it is a family to serve.

In the first phase charity and philanthropy were the main drivers of CSR. Culture, religion, family values and tradition and industrialization had an influential effect on CSR. In the pre-industrialization period, which lasted till 1850, wealthy merchants shared a part of their wealth with the wider society by way of setting up temples for a religious cause. Moreover, these merchants helped the society in getting over phases of famine and epidemics by providing food from their godowns and money and thus securing an integral position in the society. With the arrival of colonial rule in India from the 1850s onwards, the approach towards CSR changed. The industrial families of the 19th century such as Tata, Godrej, Bajaj, Birla, Singhanian were strongly inclined towards economic as well as social considerations. However it has been observed that their efforts towards social as well as industrial development were not only driven by selfless and religious motives but also influenced by caste groups and political objectives. Or studies In the second phase, during the independence movement, there was increased stress on Indian Industrialists to demonstrate their dedication towards the progress of the society. This was when Mahatma Gandhi introduced the notion of "trusteeship", according to which the industry leaders had to manage their wealth so as to benefit the common man. "I desire to end capitalism almost, if not quite, as much as the most advanced socialist. But our methods differ. My theory of trusteeship is no make-shift, certainly no camouflage. I am confident that it will survive all other theories."



This was Gandhi's words which highlights his argument towards his concept of "trusteeship". Gandhi's influence put pressure on various Industrialists to act towards building the nation and its socio-economic development. According to Gandhi, Indian companies were supposed to be the "temples of modern India". Under his influence businesses established trusts for schools and colleges and also helped in setting up training and scientific institutions. The operations of the trusts were largely in line with Gandhi's reforms which sought to abolish untouchability, encourage empowerment of women and rural development. The third phase of CSR (1960-80) had its relation to the element of "mixed economy", emergence of Public Sector Undertakings (PSUs) and laws relating labour and environmental standards. During this period the private sector was forced to take a backseat. The public sector was seen as the prime mover of development. Because of the stringent legal rules and regulations surrounding the activities of the private sector, the period was described as an "era of command and control". The policy of industrial licensing, high taxes and restrictions on the private sector led to corporate malpractices. This led to enactment of legislation regarding corporate governance, labour and environmental issues. PSUs were set up by the state to ensure suitable distribution of resources (wealth, food etc.) to the needy. However the public sector was effective only to a certain limited extent. This led to shift of expectation from the public to the private sector and their active involvement in the socio-economic development of the country became absolutely necessary.

In 1965 Indian academicians, politicians and businessmen set up a national workshop on CSR aimed at reconciliation. They emphasized upon transparency, social accountability and regular stakeholder dialogues. In spite of such attempts the CSR failed to catch steam. In the fourth phase (1980 - 2013) Indian companies started abandoning their traditional engagement with CSR and integrated it into a sustainable business strategy. In the 1990s the first initiation towards globalization and economic liberalization were undertaken. Controls and licensing system were partly done away with which gave a boost to the economy the signs of which are very evident today. Increased growth momentum of the economy helped Indian companies grow rapidly and this made them more willing (Gajare, R.S. (2014). A conceptual study of CSR development in India. In D.B. Patil & D.D. Bhakkad, Redefining Management Practices and Marketing in Modern Age Dhule, India: Atharva Publications (p. 152-154).) and able to contribute towards social cause. Globalization has transformed India into an important destination in terms of production and manufacturing bases of TNCs are concerned. As Western markets are becoming more and more concerned about labour and environmental standards in the developing countries, Indian companies which export and produce goods for the developed world need to pay a close attention to compliance with the international standards. As discussed above, CSR is not a new concept in India. Ever since their inception, corporates like the Tata Group, the Aditya Birla Group, and Indian Oil Corporation, to name a few, have been involved in serving the community. Through donations and charity events, many other organizations have been doing their part for the society. The basic objective of CSR in these days is to maximize the company's overall impact on the society and stakeholders. CSR policies, practices and programs are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of corporates feel that CSR is not just another form of indirect expense but is important for protecting the goodwill and reputation, defending attacks and increasing business competitiveness. Companies have specialised CSR teams that formulate policies, strategies and goals for their CSR programs and set aside budgets to fund them. These programs are often determined by social philosophy which have clear objectives and are well defined and are aligned with the mainstream business. The programs are put into practice by the employees who are crucial to this process. CSR programs range from community development to development in education, environment and healthcare etc. For example, a more comprehensive method of development is adopted by some corporations such as Bharat Petroleum Corporation Limited, Maruti Suzuki India Limited. Provision of improved medical and sanitation facilities, building schools and houses, and empowering the villagers and in process making them more self-reliant by providing vocational training and a knowledge of business operations are the facilities that these corporations focus on. Many of the companies are helping other peoples by providing them good standard of living. Mahindra & Mahindra carries out different CSR activities which focus on girl child, farmers and youth through programmes in domains like public health, education and environment. UltraTech Cement is involved in CSR activities across 407 villages in India with an aim to create self-reliance and sustainability. Also, corporates increasingly join hands with non-governmental organizations (NGOs) and use their expertise in devising programs which address wider social problems. Similarly, Greenply Industries Limited CEO and joint-Managing Director, formed Greenply Foundation to carry out CSR activities for the company. Greenply CSR has partnered with Rural Development Institute (RDI) of the Himalayan Institute Hospital Trust (HIHT) and started a healthcare initiative in Tizit, Nagaland which aims to influence reproductive and sexual health behaviour of women and adolescents in the area. Another initiative of Greenply Foundation is the 'Carpenter Guru' mobile application which is a part of the Carpenter Training programme designed and implemented by the Foundation. Training is conducted by the Foundation for carpenters, in order to equip them with modern carpentry techniques, knowledge of modern material and skills to improve their livelihoods. More than 1,500 carpenters and contractors across Delhi, Kolkata and Bhopal have directly benefitted from this training program so far. CSR has gone through many phases in India. The ability to make a significant difference in the society and improve the overall quality of life has clearly been proven by the corporates. Not one but all corporates should try and bring about a change in the current social situation in India in order to have an effective and lasting solution to the social woes. Partnerships between companies, NGOs and the government should be facilitated so that a combination of their skills such as expertise, strategic thinking, manpower and money to initiate extensive social change will put the socio-economic development of India on a fast track.

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