

# Largesse

VITAE's CSR Newsletter



## MD's Note

"Life has a myriad of opportunities for inventive service to the one who is willing. Our hearts need to be kindled in order to bear a spirit of consistent, creative service to human need and mankind.

At VITAE due to the peak time of the COVID 19 in 2020, an interactive book study and sharing was launched for VITAE staff. At this point of time close to 75% of VITAE staff have been challenged through the study of this book 'The 15 invaluable laws of personal growth' by John Maxwell a New York Times best seller, to dig deep and unravel for themselves the shallowness of our existence caught in the wrap of our survival.

The provocative question as regards service is this. If not now, then when? If not you, then who? Unashamedly we have learnt to carry on thinking just of ourselves and our families and our kith and our kin and we are too consumed just in this ring of benevolence. We travel for pleasure, we undertake journeys to promote our business interests but seldom move an inch beyond our confined ring of benevolence, benevolence to ourselves. Our benevolence has neither sheen nor power. When we consume for ourselves and there is nothing of our goodness for the world to consume, then, we communities and society, remain on brittle ground.

Our strength fades, our generations become wobbly, we get hit on all sides and we do not know what ails us since we have lost and strayed away from cultivating good sense. Our common sense even for goodness has left us and gone. How do we regain and resuscitate from this depletion we have layered ourselves with? Personal revival and renewal is inevitable. Rebuilding by systematic effort too cannot be escaped.

Staff at VITAE realizing this responsibility upon our shoulders volunteer in teaching and equipping community through recurring events organized with the help of VITAE's CSR department manned by Poornima and Kavin. Whether it be the sons of prisoners who make up CROPS, or women reshaping their lives, once drawn into commercial sex, who make up Freedom Firm, or the needy special children of the villages of Naripalli, Chikalur, Bairnackenkatti or of the tribal village of Velanur, or whether they are the poor students sponsored in their school and college education or the school children at Navi Mumbai at the Mahima International Christian School, it's VITAE's farsighted, on going endeavour to continue to stir and challenge lives, to work to form a new generation with new vision and new hope and high attainments.

**Daniel Victor**

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# Choices

**“You can’t control the things that happen to you, but you can control the way you REACT TO THEM”.**

“Chocolate or ice cream?” The kid answered immediately “ice cream!” Many a time in life we are put to situations where we are bound to choose between two subjects. How we wish it was that easy and simple to make the choice as the kid! In reality, the situations are often more tricky with multiple options. Each decision will have its own consequences with its own ifs and buts.

Arts or science? To do higher studies or not? To start your own practice or to a job? To work in India or abroad? To get married or not? Love marriage or arranged marriage? To have children or not? One child or two children? To save for the future or to make the best of the time and spend more on travelling? The choices we make decide our future and probably these are comparatively easier too. But often times we come across more complicated choices - the behavioral choices.

What do you do when you are in a situation where you have to take the decision of whether or not to go for that very risky expensive surgery with minimal rate of success for your dearest family member? What do you do if you are financially broke but also in an abusive marriage, to leave or to stay? What choice does an engineer graduate who swallows up his/her pride and works part time as a food delivery executive has? What choice does an actor have who has won awards for his acting skills but has never provided a hit movie? Awards don’t pay the bills! Very tough choices, aren’t they?

All these with the added burden of what the society will think. So what choice do we have as the society that reacts to other peoples choices? AR Rahman once said, “All my life I have had the choice between love and hate, and I have chosen love.. and I am here”. You never know what is going on in other person’s life for the choices they have made. If only we have the super power to read people’s minds! The least you can do is put yourself in their shoes or even if you can’t show empathy you can stop judging them and commenting on their choices. Choose not to hate, simple.

**Lokeswari K**

Buzzacott - Corporate



# Joy of Giving

Giving is one of the best investments you can make towards achieving genuine happiness. You will find that the more you give the more you will receive. Giving also results in an experience of love, joy, peace, community, caring and self-worth. If you find yourself unhappy try making someone else happy and see what happens. The catch is that you must do this with passion and enthusiasm.

The more you give, the more you receive. At VITAE we do this every year by celebrating a week of December as the Joy of Giving week. This year Vitae created an opportunity for VITAE staff to show their goodness in giving to differently abled children in villages Narippalli, Chikalur, Bairnaickenpatti and the tribal village Velanur in Harur Taluk of Dharmapuri District. List of needs were collected of special children in these villages, of things that would be to them specifically useful in their homes particularly during the pandemic times.

Things like wheelchairs, foldable and adjustable chairs, carom boards, keyboard, video player, coloring books and pencils were gifted to them. It was a pleasure to see staff coming forward with serious commitment to help the needy children.

**Remember that the happiest people are not those getting more, but those giving more.**



Vitae organized a trip on 30 Jan 2021, a Saturday, for distributing VITAE's staff gifts to the children. This initiative not only brought us all together but also touched our lives. The joy we saw on the faces of the children when they received their gifts is priceless and just goes to show how much of happiness is spread when we give. The smiles on the faces of these children filled our hearts with lots of joy and happiness.

At the distribution events at two locations, our beloved MD addressed beneficiary families, the special children and Vitae staff volunteers with inspirational thoughts. If you always are trying just to be normal you will never know how amazing extraordinariness can be, he said. Living a routine life with basic family experience and with some friends is not real life experience. This can be boring after a while. Life will be more exciting and fulfilling when you decide it is not meant to be normal. He challenged Vitae staff to find the purpose of their life and also to be unique to achieve it.

This gives our life meaning and purpose and is important in inducing the feelings of gratefulness.

# Children are like Fertile Land



VITAE's MD, Dr. Daniel, found in children of Mahima International Christian School, Navi Mumbai, a fertile land. He started thinking of sowing the best seeds and harvesting from this fertile land. Staff of Fiscal Solutions team were encouraged to empower the school children teaching them Moral Values.

On 20th Feb 2021, few of us staffs of the Fiscal Solutions team conducted a virtual session on Career Guidance and Moral Values. A very positive and interactive session was held. Power point was used to teach Career planning, Career Development, Career option after 10th and 12th, Stream of Courses, Subjects, and about Civil Services as an option.

A memory game activity was conducted to refresh their minds. A video themed "Believe in Yourself" was played. Students agreed to believe in themselves in all situations. In addition to this Pranav's video (A video by VITAE CSR Initiative - Talent Discovery & Development of the otherwise-Abled) was played. Students realized that discovering their strengths will lead them to achieve greater heights.

VITAE's MD, Dr. Daniel, spoke on eight Gaps which hinder one's growth. Assumption Gap, Knowledge Gap, Timing Gap, Mistake Gap, Perfection Gap, Inspiration Gap, Comparison Gap, and Expectation Gap. He emphasized that no one will grow automatically in knowledge and wisdom. Effort is needed. Students were able to relate themselves with the eight gaps which hold them back from going forward. Few students shared their experience on gaps which stop them from growing. He encouraged and motivated them to start growing intentionally. He encouraged them to remain fertile and produce fruit.

# Light at the end of the Tunnel

As a part of CSR initiative VITAE makes its attempts since 2020 to support & serve Freedom Firm, a non-profit organization that is working to rescue and rebuild the life of minor girls and women sold into commercial sex in western India. VITAE aids Freedom Firm financially and morally.

Exemplary sessions were conducted on 22nd and 29th of January, 2021. The theme of this session was "LIFE IS A GAME, better and opportunistic players win". The Idea behind this session was to teach - life gives everyone a second chance to fix life the way we want. And we wanted to sow the seeds of courage and to reboot their dead souls. Our whole motive was to make them understand their potential in the simplest possible way through games and inspiring videos.

We conducted the session with 10 girls attending. The session was started with a quick introduction. A game was played to teach them that opportunities lie near us, perspectives matter. The session ended with a motivational video of a transgender who spoke about struggles she had faced in her existence.

In the next session, we displayed a few well - known personalities of India who achieved great heights on their own and had their own battles to prove themselves. This was to trigger their inner being and get back the lost confidence and courage to live their lives. This activity might seem simple but it spoke about different stories with an underlying moral - Everyone has their own battles to fight.

We ended this beautiful session with a Q&A, to understand their take always. This session helped them to look at their life from a different perspective.

It was indeed an illuminating session for me to be a part of. Life is very short with prospects for lots joy and happiness. We grow when people around us grow.

**Pallavi Bhandari**

Nexia Perth - Acc & Tax

# Virtual tunnel to enlighten CROPS

Failing to plan is planning to fail!



Everything in the world is one touch away! Yes, technology made possible a virtual meet with the young rising generation in CROPS (Christian Rehabilitation Organization for Poor Society).

Accepting the new normal, Zeifmans team of VITAE, conducted a CSR interface with children of CROPS via zoom. There were around 20 students of higher secondary schools and some under graduate course students. The idea of the event was to engage the students in interactive two-way communication. The sense of sheer eagerness in every eye kick-started the event with the added advantage of personal connection with the students.

The time with the students started with a Pictionary game to unfold the topic of the interface. "Importance of setting a goal".

General introduction to what is meant by a goal and what is the importance of setting goals was presented. Following this, the setting of SMART goals was taught to help the students in their live journey. Students were encouraged to prepare a goal chart breaking down long-term goals into short-term goals, that when met lead to meet ultimately the long-term goals. Discussion on Process goals and Outcome goals opened the eyes of the students as to how to prioritize goals and to set the supportive action to help meet the ultimate goals.

Some fun games and tasks were organized to keep the students active and joyful until the end of our time with them that day. The students feedback was that the interface was for them a means that opened their minds' eyes to the whole aspect of goal setting for success in their lives.

It was a splendid and life-changing experience. Although our goal was to teach the students of CROPS something, we learned many life lessons through this experience. In fact we deeply regret not having got into these this kind of initiatives for so long. But at least now, we have!

**Balaji**  
Zeifmans

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# VITAE's impact in the community

## Smith's strong will and determination! Down, but not out!



Smith Wigglesworth, a 21 year old who aspires to become an Army officer, hails from a small village, Cherambadi, Nilgiris district. He lived with his mother, father and younger brother. In 2011, his father got employed with Coimbatore Transport Corporation as bus driver. So Smith's family moved to Mettupalayam. As a young boy Smith was smart and active in studies as well as other curricular activities. When Smith was studying 11th standard he had to face an unexpected reality of his mother and father becoming separated because of some misunderstandings. His father left their family. The whole situation shredded him.

The financial burden of the family then fell heavily on the shoulders of his mother, Ms. Jansi. For a year they received monetary support of Rs.7000 per month from his father. It was not sufficient to run the family. So Smith's mother, who had never been to work, started working in a NGO to support her family.

Smith with his hard work and determination secured 90 percentage in 12th board exam. He was accepted for B.Com three year graduation program at Bishop Appasamy College of Arts & Science.

With her small income Smith's mother found it difficult to support her children's education. Understanding the situation, Smith approached his college mentors for scholarship. Ms. Joana College Coordinator for VITAE's Sponsorship program referred his profile to VITAE. VITAE considered his profile and agreed to provide financial assistance to his three year graduation program. With that opportunity Smith wanted to change the course of his life and support his mother in possible ways.

As said by Franklin D Roosevelt, "If we attack our problem with determination we shall succeed." Smith despite his family circumstances with his strong will and determination moved forward and excelled in various curricular as well as in his academics. In college days Smith was an aspirant cadet in the NCC. He received lots of recognitions in that field. Receiving 'A' grade in "B certificate exam. And being a part of Army Attachment Camp of 174 Medium Regiment (Sehbra) at Secunderabad, Telangana, he represented his college in Independence day Parade in the VOC Park Ground, Coimbatore.

During one of the conversation with Smith he expressed - "Though I excelled in my studies & other curricular activities, I was an introvert. After getting to know the VITAE family, I started attending Sponsored Student Development Series once in three months and it helped me to explore and discover myself. VITAE has had a huge impact over my development throughout my college days. The person I'm now is because of VITAE. I will work hard and lift my mother's burden."

At present Smith is preparing for OTA (Officers Training Academy) and IMA (Indian Military Academy) exams. He wants to serve India as an Army officer. Good character is the foundation required for a successful life. VITAE attempts to build the character of the younger generation.

**Poornima C M**  
CSR Executive