
Largesse

VITAE's CSR Newsletter



MD's Note

INSIDE THIS ISSUE:

New Normal - A Way to
Redemption- 2

Connected Though
Disconnected- 3

Professional courses &
Career Guidance
Program - 4

Virtual Meeting -
Unleashing the Goal &
Purpose of Life - 5

Love, Faith and Hope- 6

The chief goal of Corporate CSR is sustainable development in areas of need around in society. Development is inevitably both individual and societal. Individual development involves realisation that man is a combination of not just body and mind, but also of soul (that which gives a sense of you) and spirit (that which is like the software that makes you work or shapes you). All of these need to be nurtured for sustainable individual development. We need to be growing in these aspects moment by moment daily. Overarching is the fact that is the reality that life is brief and uncertain. Therefore, in a certain sense, we, as responsible humans need to push this into our way of thinking without remission as if there is no tomorrow for good development outcomes to be a reality.

What we sow, is what we reap. We are accountable for our lives as to how we live it, use it and express it. But to be successful on the attainment of this outcome, we need to leave behind bad longings, bad behaviour, bad attitudes, bad conduct and bad acts since a serious reason for the undoings of true development is destructive attitudes and behaviour. And therefore striving to provide ourselves as well as others a path away from destructive attitudes and behaviour is necessary for sustainable development. And it has to begin with us as aspiring agents of individual and societal change. Or else, people will look askingly at us and snidely remark "Physician, heal yourself".

Failure to reform will rob us of our potential and vitality and therefore that of the social responsibility that we demonstrate. Remember, we cannot just exist, but live by active choices that take us to our ultimate destinies of fuller realisation.

Daniel Victor

New Normal - A Way to Redemption

At the start of this year on 2nd Jan 2020, when the flight I was in was just a few moments away from landing in Coimbatore airport, I remember the desperate cry in my heart praying importunately, that there be a change in my life this year. And when the tyres of the flight finally touched the runway there was a steely resolve and a calm certainty in me that my prayer had been heard! I approached every day since with an anticipation for change.

The change came in a couple of months, but little did I imagine that it would be in the form of a pandemic that resulted in a WFH situation. Life changed; things I did without even thinking twice now had to be planned well in advance; my home had to be rearranged to make room for secured working space; being at home and yet not being available to the beck and call of everyone at home became a fact that my family had to get used to; a Sunday morning church worship and fellowship with friends was no more available; grocery shopping meant sanitizing yourself and your purchases....life did change!

A few months into the pandemic I was reminded of my prayer in the aeroplane - the change was happening. I believe many would resonate with me of the change this pandemic has brought in each of our lives.

For some this has been a welcome change, but I know that for many the change has resulted in family loss, job loss, business loss and a loss of livelihood. Nevertheless, the change has come about!

Over the course of this year of change, one catch phrase that has become very popular and seems to bring anything out of the ordinary under its purview is the "new normal."

Maintain social distance, travel only when 'necessary', minimize usage, avoid eating out, avoid large gatherings, and the list of refrain-from goes on and on. I have often wondered how we as humans, some time or the other, tend to put on 'masks' to cover up our inner vulnerability, but here we are in the new normal, where a mask now literally shrouds our face! To minimize consumption seems so uneconomical but has not our reduced consumption over these past few months, allowed the earth to breathe, freeing it to give clean air....?

What are we to do with the new normal? How are we to respond to the new normal? To resist it would be at the peril of our own destruction; to surrender to it would mean meaningless resignation; to long to go back to pre-covid lifestyle would be wishful thinking.

But the sad irony that I observe around me is that people feel as if they have been caged and are just desperate to rush back to pre-covid times. The endless cacophony of ads has never ceased their jarring lies to somehow lure us back to a life of vanity!

Let us not be among the visionless but let the eyes of our hearts be opened that we may perceive the changing times and embrace life in all its fullness - to make this a better world for posterity.

" I see hope in embracing the new normal to be the way of redemption; an opportunity to transform our lives - to live meaningful lives, to live with intentionality, to learn to appreciate the other, to learn to bear one another's burden, to feel the pain of a suffering fellow human being and lend a shoulder to the broken hearted, to be patient and kind, to let go"

Jacqueline Kumar
Duncan & Toplis

Connected Though Disconnected

“We have two hands. One to help ourselves and One to help others”



The world is facing humanity's biggest crisis. Almost every country has been affected by the devastating Corona virus disease. It impacted our life drastically.

But the crisis has given us the opportunity to realize and value the caretakers of society, who were being taken for granted and not genuinely recognized.

Now, society is adapting to its new realities - lock down, work from home, masks, social distancing, hand washing, disinfecting, quarantine and virtual/ online meets.

CSR has been for many of us a quarterly activity. Though the environment around us has changed upside down, VITAE and its policies on CSR has remained unchanged. The Pitcher Partners team got a chance to conduct a virtual CSR meet for Ashraya Home, where children with mental disadvantage live and are cared for. Initially we were anxious as how we could cope with this and deliver an engagement CSR virtually.

But we realized that we not only needed to be part of the commitment that VITAE shows to social responsibility but we need to do our best to avail the opportunity and do our bit.

This opportunity got us to think about the inmates and the caretakers in the home. We thought through what they can do, what they like and what they enjoy. Based on what we thought of them we decided to record some videos covering puzzles, dance, stories and games. We were able to send these through the VITAE CSR team and the happiest part was when we received back their videos covering them playing the games that we had sent. It made our day so special.

Thanks to the dedication with which VITAE Management directs staff teams in VITAE to opportunities to help others and our CSR team who guided us patiently to make this virtual meet a success.



Karuna Priya
Pitcher Partners

Professional Courses & Career Guidance Programme

“It is important to match one’s interest and aptitude with the choice of a profession”

Given that schools and colleges all over India got delayed this year in admissions due to the uncertainties caused by COVID-19 pandemic, this became a great time for some to sit down and do some serious professional course and career planning after looking up all the necessary information.

So, in these testing times, it became even more necessary for students to receive the right career guidance in order to make informed decisions about their career.

VITAE has been rendering its service in professional courses and career guidance using its professional staff over some years now. When Sri Ramakrishna College of Arts and Science for Women got talking to VITAE for providing professional courses and career guidance to their students, VITAE happily joined hands with the college, with the aim of giving information about the options available in the field of Commerce.

The Department of Commerce of Sri Ramakrishna College in association with VITAE International organized a Webinar through Google Meet on “Professional Career Options in Commerce” on October 17, 2020. Mr. U. Surya Prakash CMA, Ms. R. Krishna Sahana CA and Ms. R. K. Gayathri ACS were the resource persons for the session.

The session focused on explaining to the student’s details of information to enroll for professional courses, the different levels involved in becoming a CA/CS/CMA, the subjects involved, the prospects and opportunities, and the social status and recognition as a professional.



This session also helped the college students in providing valuable guidance on the ways to prepare for the professional exam in an effective manner. Resource persons insisted on the importance of utilizing the college days not only for studies but also for their field of interests. The students had lot of queries which were answered by the resource persons at the end of the session.

It is imperative that students received the right counselling on professional course and career options for them to make informed decisions. Interactions like these will help them grow better. This webinar helped the students to know how to choose a career according to their own area of interest.

R K Gayathri
MLR



Mahima International Christian School Virtual Session - Unleashing the Goal & Purpose of Life

Few months ago it was unlikely and not easy to conduct staff volunteering activities for Non profits located in the Northern parts of India. This COVID 19 pandemic has unleashed changes that is unimaginable.

For the first time we virtually connected with students of Mahima International Christian School, Mumbai. On 7th November 2020, when we geared up and logged in to our zoom call, we could see students with a lot of excitement and bright smiles.

We were welcomed by the Secretary Mr. Johny Antony, Mahima Charitable Society and Principal Mrs. Sarita Vaz.

Our aim was to motivate the children and give them career guidance. A great example of motivation and determination is Jethro who was born with disabilities. Jethro's video "The power of love and commitment" which we screened, inspired many students to do great things in life. At the end of the Video a lot of kids were moved to tears in their eyes and determination in their hearts.

The children actively participated and their responses to questions made the session more interesting and effective.

Few games and fun activities were conducted by Moses to keep the children engaged.

The session was bilingual, in both English and Hindi, to make it easier to follow and to understand and to motivate them effectively towards good career choices.

We need a strong foundation to build a strong Building. The students were encouraged to have a strong foundation so that they have a successful life. We taught them the secret Mantra which is Goal + Hard work + Learning = Success.

There is a saying "A man without a goal is like a ship without a rudder". All the students decided to set a goal in their life and run towards their goal to achieve it. The purpose of the session was well achieved.

Love, Faith and Hope...

As a part of VITAE's CSR initiative, a beneficiary engagement session was conducted on 27th November 2020, with an NGO called Freedom Firm, which works on rescuing and rehabilitating sex workers, most of whom are minors. VITAE made its first financial contribution to this NGO during the COVID 19 pandemic, to be able to share in the efforts towards the relief and restoration of girls and women lured and forced into commercial sex and its unsettling impact upon families.



Lata Daniel, Vice President of Compliance for VITAE International, was the resource person. Ten girls from Pune participated in the session. Two Social Workers also joined them. The session started with an ice-breaker session with an eye to ease the tensions of strangeness. A game was played. Numbers and colors were displayed on the screen and the girls were asked to choose a random number which led to some fun and to a simple question for them to answer. All the girls participated enthusiastically.

Lata Daniel, showed Jethro Daniel documentary" The power of love and commitment" and followed it highlighting certain relevant aspects of the life of Jethro. The girls were very inspired by the video and did not hesitate to share the impact it had on them. One girl shared that her greatest strength is her strong heart. We can achieve anything, if we have a strong heart, she said. Another girl talked about how her faith in God helped her overcome her past and move toward a better future. One girl summarized that everything is possible if we have Love, Faith and Hope. The level of engagement that was obtained with the girls brought happiness on account of the interaction and level of engagement. It is hoped that this has paved the way for many more such interventions and opportunity for engagement.

It was a very rewarding session. Freedom Firm posted on Face Book the details of the partnership that VITAE has initiated with Freedom Firm expressing their gratitude for the session and the impact and inspiration that it had upon the girls gathered.

VITAE has decided to have such sessions twice every 3 months with Freedom Firm.

Smitha Moncy Abraham
Admin

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