



CHRIST
UNIVERSITY
BANGALORE, INDIA

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KARMA
THE CSR CLUB

**CHRIST UNIVERSITY INSTITUTE OF MANAGEMENT
MAIN CAMPUS, BANGALORE
ISSUE III
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GOING
greener

REUSE
REDUCE
RECYCLE

EARTH

KARMA
CSR CLUB OF CUIM

Mission Statement

"KARMA STRIVES TO UNDERTAKE PROACTIVE INITIATIVES TO ENABLE FELLOW BEINGS AND OTHER STAKEHOLDERS SO AS TO WORK COLLECTIVELY TOWARDS A BETTER SOCIETY AND ENVIRONMENT."

Faculty Coordinators

Prof. Vijayachandran A R

And

Prof. Arti Arun Kumar

Team Karma

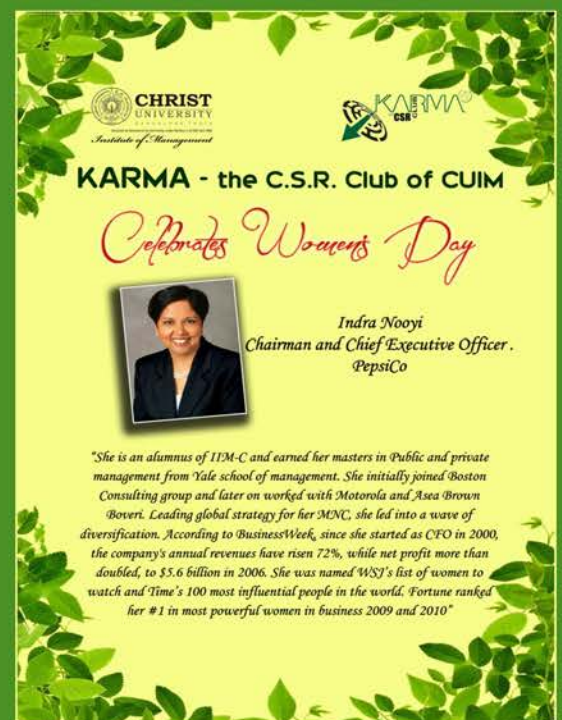
Kishore, Gargi, Rahul, Pavitra, Nikunj, Soniya, Nimisha, Sonam, Gokul, Aditi, Jerin, Ketan, Jayati, Rajesh, Pavan, Santosh, Deepti, Radhika, Arvind, Ramakrishna, Melvin, Prashant, Akanksha, Ashish, Mohana, Vijay, Gaurav, Tushar, Shalini, Arun, Tom, Harsh, Surbhi, Preeti, Gloria, Rini, Mudra

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WOMEN'S DAY CELEBRATION

Team Karma, on the occasion of International Women's Day, lauded the women power and marked the day as a moment of reflection; identifying some of the successful women entrepreneurs and celebrating their social and economic achievements. We presented a card & a rose to all the women staff, urging all to take note of women who are improving the world, who have power and are using it for good and are doing their best to help others.



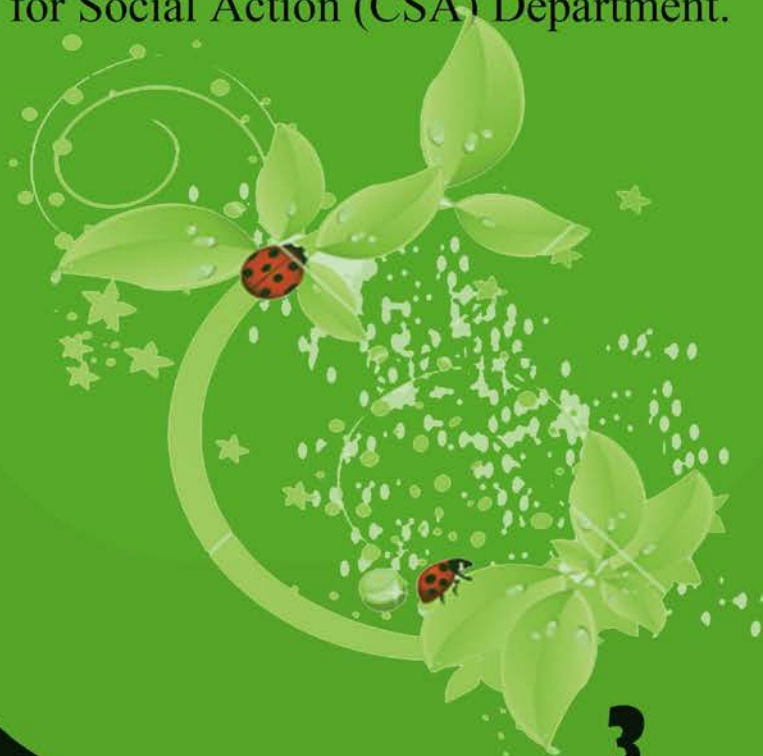
SIGNATURE CAMPAIGN

A third of the world today is suffering from water shortage. With the rapidly growing rate of population, inadequate rainfall, uncontrolled use of water and climate change; the thirst for water will keep on increasing and the issue of water scarcity needs immediate addressal. Keeping in mind the same, on account of Corporate Social Responsibility Day, Team 'Karma' organized a Signature Campaign on the theme of Water Conservation. The campaign was aimed at exhorting the students to conserve the scarce natural resource. Christites participated enthusiastically in the campaign in huge numbers and pledged to conserve water by marking their signature on the cloth.



VASTRADAAAN

In India, there are 456 million people living below the poverty line with limited or no access to basic necessities like food, clothing and shelter. Addressing the basic but ignored need of clothing, Team Karma organised Vastradaan; a three day event inviting all the Christites to donate their old clothes for the under privileged children and bringing much needed cheer and relief in their lives. The event saw an over whelming response from the students as they donated for this noble cause in large numbers and made the campaign a huge success. The clothes were provided to the children in various slums through Centre for Social Action (CSA) Department.



KIDS' TALENT HUNT PROGRAM

Team Karma along with the Centre for Social Action (CSA) Department, conducted a cultural event for more than 200 children from the nearby slums in the Campus. The university campus was lit up with the bright smiles of children. The day was marked with various competitions and events like Fancy Dress, Dance, Music, Rangoli, etc organised for the children.



GO GREEN

What is Go Green? Looking at your surrounding through a sprite or 7up bottle? It makes the world around us look green but this is not what I mean.

“Going Green is a phrase referring to the pursuit of knowledge and practices that lead to a more environmental friendly and ecologically responsible decisions and a lifestyle that help protect the environment and sustain its natural resources.”

Green is abuzz everywhere these days, sadly not in practicality, but in the news, politics, fashion, and even technology. Toys made in China can affect the quality of life in Europe, electronic wastes from the US can destroy the Indian Ocean, and harmful gas emissions from Australia can affect a diminishing rain forest in Brazil

through the colorful rain i.e. the acid rain. The truth is, all that we do has an impact on earth, be it good or bad. But having a greener lifestyle isn't just about preserving equatorial rain forests, it can also mean improving your health, protecting your bank account, and improving your overall quality of life.

Why & How to GO GREEN?

>Real food is fuel for the body and the planet:

Eat seasonal, local and organic food to enjoy fresh, tasty food and improve your personal health.

>Renewable power:

Contribute to collective capacity for generating more clean power from wind, solar and other sources and help reduce demand for energy from polluting sources.

>Water is not a renewable resource: Clean water is perhaps

By shifting from bottled water, we can reduce global greenhouse gas emissions (from shipping), the energy required to produce (petroleum-derived) plastic, and the volume of waste trucked to our landfills (from empty bottles).

>Clothing choices impact more than just appearance:

Using organic clothes over conventional cotton, one of the world's most chemically dependent crops, is a better product that is easier on the soil and less groundwater is chosen.

>Better transportation means less global warming:

Anytime you choose to walk, ride a cycle, or take public transportation, you reduce (or totally eliminate) the carbon dioxide and particulate emissions created by driving a gas- or diesel-powered car; helping slow global warming.

>Nature Recycles Everything. So Should People:

Making proper use of the blue recycling bin has become an iconic action. Reducing the amount of stuff we consume is the first step and finding constructive uses for "waste" materials is the second step.

Going Green today is a service unlike any other. But why don't we make it our life style? So let our mantra be REDUCE-RE-USE-RECYCLE and GO GREEN.

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GENERATIONS COME AND GO, PLANET EARTH REMAINS FOREVER

By thinking green, we mean being aware of our interconnectedness with the world and reflecting on the unintended damage we cause to nature in the daily course of our lives. Thinking green leads to acting green, i.e. taking corrective action to make environmental responsibility a reality.

In order to Go Green we need to advocate the 3 R's of environmental protection: Reduce, Reuse, And Recycle.

REDUCE: The Consumption. The first step to reduce your impact on the environment is by reducing the amounts of resources you consume and use. Think twice before you buy or use anything. Ask yourself: Do you really need it? By reducing your consumption you will also decrease the amount of waste

you produce. Here are a few ideas: think before you print or photocopy! Print and copy as little as possible, Edit on screen, not on paper, Use e-mail to minimize paper use, Send and store documents like necessary papers and business proposals electronically, circulate documents instead of making an individual copy for everyone.

REUSE: Plastic containers can become food storage, paper can become wrapping paper. The ways in which to reuse things are unlimited. All you need is to be creative. If being creative is not your thing, there are so many ways of optimizing your energy consumption: turn off unused or unneeded lights, Use natural lighting instead of electric lighting whenever possible, and drive efficiently.

RECYCLE:

When buying any type of product, see if it is available with post consumer recycled content. Every ton of recycled paper saves almost 400 gallons of oil, three cubic yards of land-fill space and seventeen trees. Wrap presents in gift bags. Once you tear the wrapping paper off a holiday gift it ends up in the recycle bin, but gift bags can be used over and over again.

"We should not corrupt or destroy our world; for if we do, there will be no one to repair it after us".

In seeking to fulfill this mandate we need to work to educate and activate our community in order to address and respond to the pressing and complex environmental problems we face today. Many initiatives are being taken to maintain a healthy green environment. Organizations or movements like Go-Green, Greeniacs, About Faith2Green have contributed tremendously to this cause. Why can't we?

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GO GREEN

SAVE RAINFORESTS

When one thinks of forests, the image that instantly floats in our mind is - the green colour of trees and plants in all its splendour, wild animals roaming freely, sparkling waterfalls and a beautiful riverside near the forest and sweet songs of birds filling the air. But sadly, this remains as an image only and not a reality. With rapid deforestation taking place to give way to buildings; and accidents like forest fires, in few years a forest will be something that can only be seen in books and not experienced. The most well-known among the various forest types are the rainforests. The biodiversity found in a rainforest cannot be found anywhere else and the Amazon rainforest is a wonderful example of both nature's hidden treasures and the ecosystem its best.

However, some alarming facts regarding rainforests that require our immediate attention are as follows –

>Rainforests used to cover almost 15 % of the earth's land surface. But now they cover a mere 5% and in about 50 years, the rainforests are predicted to be less than 1% of the earth's total land surface!

>More than 150 acres of forests are lost every minute a day and 78 million acres are lost every year. About 20% of the Amazon rainforest is already gone and is further disappearing at a rate of 20,000 square miles each year.

>Nearly 20% of world's oxygen is produced in the Amazon rainforests. The trees inside the forest act as carbon sinks that perform carbon sequestration.

-On an average, 150 species of various plants, animals and insects are vanishing each day due to rain-forest deforestation. This means that in a year, nearly 50,000 species go up in the smoke. About 125 prescribed drugs worldwide are obtained from plants inside various rainforests in different countries. With diminishing rain-forest cover, the possibilities of finding cures for many other diseases are also declining. Reports state that The U.S. National Cancer Institute has identified almost 3000 plants that have the potential to fight against cancer cells. However, about 70% of these plants are found in rainforests only.

-With deforestation, many indigenous tribes are also wiped out. Hence the knowledge possessed by the medicine men regarding medicinal plants and herbs are gone unaccounted .

On top of this, the new generation are not willing to be medicine men and go in search of other lucrative jobs and so lots of information remain unknown.

What is it that we can do? Let us GO GREEN by planting two trees elsewhere, if one tree in any rain-forest across the world is cut. Start by maintaining gardens at home. Encourage others to plant as well. If trees are fell in your locality, oppose the wrong-doers strongly. Form groups and educate children as it is their future which is at stake. A small seed today will be a great life-saviour tomorrow!

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WHY TO GO GREEN

“Someone has rightly said *“The frog does not drink up the pond in which he lives”*. With the population explosion expecting to touch 9 billion by 2050, the time to find a real workable solution to save our natural resources is running short. Our consumption of non-renewable natural resources is too high already. As the planet’s population will grow, natural resources will become harder to obtain. Keeping this in mind, the whole planet is repeating the popular phrase *“Go Green”*. But, Why Go Green? Why should it bother us? The greedy human race wants everything for itself. Why don’t we want to give our descendants a quality life? The way we save for our own secure future and to live a contented life post retirement, we should also save our natural resources for our future generations. The way non-renewable resources are getting extinct it is not too hard to believe that our Gen Next

As globalization makes the world a smaller place, it becomes increasingly easy to see how the lives of people everywhere on the planet are closely synced with one another. The truth is that every single thing we do every second has an impact on the planet. Every object we own, our furniture, cosmetics, medicine, clothing and also the electricity we use to light our computers and television sets also is causing depletion to the already scarce resources. It is upon us how we can control the impact of our choices. We have a large biodiversity which provides us food, clothing, medicine, shelter and what not. Our rainforests serve as excellent carbon sinks and benefit the planet by helping the wild spaces to be alive and growing. Therefore, by embracing a greener lifestyle we are embracing a quality life for our own future and for posterity.

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FACE TO FACE

WITH MR. NAGESH CHIKKAMALLAIAH (MANAGER,
CUSTOMER SERVICE, CITRIX R&D, INDIA)

1) Can you tell us a little bit about how Citrix is involved in CSR activities?

Every year Global Day is celebrated between the month of May to August, wherein the team identifies an orphanage or NGO and donates money, food and essentials like book, clothes and stationary. We also go to schools for the poor children and teach them various subjects like science, culture, etc. (On one such occasion we went to Ulsoor to teach children). We also allow the poor children to visit our organization once in a while. This day is celebrated in all the offices of Citrix across the globe.

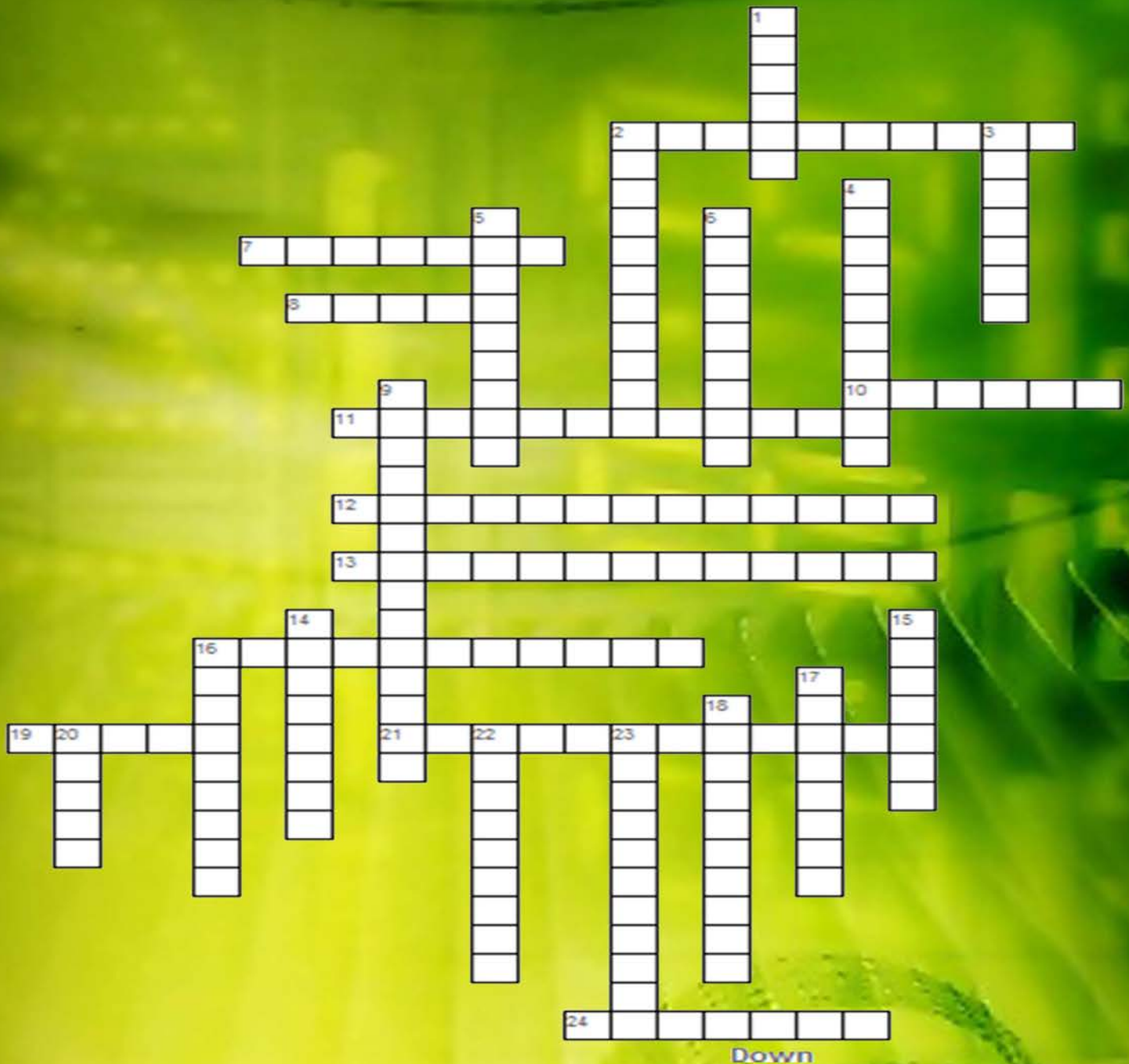
2) How do you engage the employees in the CSR activities?

Employees are highly encouraged to take part in the CSR activities and given a comp off if they take part in these activities on a weekend and are recognized.

3) How should companies involve themselves in CSR?

Companies should not consider the CSR activities as something fashionable but should consider this a way to help the society. Companies should be shown the benefits of getting involved in these activities. The SME's should also do their bit to improve the society.

CROSSWORD



Down

ACROSS

2 A type of economic system that is based on a number of fundamental principles, such as: rights of the individual and private property, competition, and the minimal government interference in business.

7 A kind of exaggeration; a euphemism for hyperbole.

8 A questionable corporate payment.

10 This concept refers to issues of right, wrong, fairness, and justice.

11 A dynamic process by which business seeks to perpetuate its acceptance.

12 The process of 'turning over to' the private sector some function or service that was previously handled by some government body.

13 The economic integration of the globe.

- 19 The ability or capacity to get something done that otherwise may not be done.
 21 A person who investigates reported complaints and helps to achieve equitable settlements.
 24 The right to keep personal affairs to oneself and to know how information about one is being used.

DOWN

- 1 A major, unpredictable event that has potentially negative results.
 2 A social movement seeking to augment the rights and powers of buyers in relation to sellers.
 3 A community, a nation, or a broad grouping of people having common traditions, values, institutions, and collective activities and interests.
 4 The group of individuals hired by the board to run the company and manage it on a daily basis.
 5 The repurchase of stock from an unwanted suitor at a higher-than-market price.
 6 The appropriateness of a corporation's behaviour and its adherence to moral guidelines acceptable to society.
 9 The return of a private business function or service to the government sector.
 14 In communication this means that the communicator should be faithful to detail, accurate, and avoid any deception or exaggeration.
 15 The degree to which the stakeholder claim on the business calls for the business's immediate attention or response.
 16 A condition in which there is diffusion of power among the society's many groups and organizations.
 17 The collection of private, profit-oriented organizations, ranging in size from one-person proprietorships to corporate giants
 18 The perceived validity or appropriateness of a stakeholder's claim to a stake.
 20 An oxygen-related gas that is harmful to life near the earth's surface but is vital in the stratosphere in blocking dangerous ultraviolet radiation from the sun.
 22 The field of ethics that deals with the ethical issues that are embedded in the use of biotechnology.
 23 An individual or a group that has one or more of the various kinds of stakes in busi-

Pluralism, 17. Business, 18. Legitimacy, 20. Ozone
 Integrity, 9. Federalization, 14. Fidelity, 15. Urgency, 16.
 1. Crisis, 2. Consumerism, 3. Society, 4. Management, 5. Greenmail, 6.

DOWN

Ombudsperson, 24. Privacy
 Privatization, 13. Globalization, 16. Philanthropy, 19. Power, 21.
 2. Capitalism, 7. Puffery, 8. Bribe, 10. Ethics, 11. Legitimation, 12.

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ANSWER:-



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