

## **CSR THROUGH NSEC-ROTARACT CLUB**

### **OBJECTIVES OF THE PRACTICE**

The Rotary members of **The Rotaract Club of NSEC (NSEC-Rotaract Club)** aim to recognize the changes implemented by the young adults in empowering themselves into the professional world by developing leadership skills through professional development and gain a global perspective that nurtures peace and cultivates world harmony. Our objective lies in taking action through community and international services and creating head-on sustainable solutions to local and world challenges. The Rotaract community looks forward to expanding their professional network and exchanging ideas to cultivate life-long global friendships and highlighting the importance of community service as well as self-service.

### **THE CONTEXT**

NSEC-Rotaract Club focused on empowering and encouraging the underprivileged section of the society. From orphanages to old-age homes, the sole purpose of the Rotary members was to uplift the needs and requirements of the deprived. A few notable events such as “No Poor Sleeps Hungry”, “Muktodhara”, “Ichchapuran” and “Friends” fulfilled this purpose. Along with this, the club started working towards and raising funds for a currently on-going project - development of The Ranabhutia Primary School. In the last few months of 2020, owing to the ongoing COVID-19 pandemic, several virtual events were organized. A few of the noteworthy virtual events include - “Soch aur Satark” and “And People Stayed Home”. Keeping in mind the strains and difficulties that the pandemic caused, some community service projects such as “Sankalp”, “Cheshta”, “Pratyasha” and more provided the basic necessities to the slum residents of various parts of the city.

### **THE PRACTICE**

NSEC-Rotaract Club, ever since its inception in the year 2019 has been nurturing a full-fledged focus on giving the students of the institution a voice and encouraging them to spread community awareness. Taking inspiration from our parent Rotary - Rotaract Club of Dhakuria, NSEC-Rotaract Club (NSEC-RC) has not only organized independent events but also co-hosted several on-field and off-field community events. Even during the ongoing pandemic, several initiatives were taken by the club to provide necessary essentials such as Sanitary Napkins, Rice grains, Pulses, Medicines and Masks and Sanitizers to the underprivileged.

Amidst all these initiatives, the club faced certain challenges such as garnering permissions for the on-site events and raising sufficient funds for a few of them. In spite of these constraints and limitations, the message that the students wanted to spread through their awareness program was successful and well taken care of.

### **EVIDENCE OF SUCCESS**

Till date, NSEC-RC has ensured a major success rate in all of its events. From active participation of all Rotary members to support of the teachers-in charge, NSEC-RC has been successful in executing all of its community service events as well as social campaigns. One such notable event is - ***Race The Chase x Shikhar Alo***. The aim of this event was to purchase

educational books for the Ranabhutia Primary School library from funds collected through a certain Rotaract Carnival. The event plans were implemented over a period of 3 months starting from purchasing the books through a fun-filled competition and then distributing it to the children by inviting them to NSEC and indulging in an event marked with grace and gratitude.

Another successful event worth talking about and mentioning include - Drops of Hope. A blood donation campaign was organized at the premises of Netaji Subhash Engineering College in association with Thakurpukur Cancer Hospital. More than 100 volunteers - students and teachers - participated in the event and donated blood. It was one kind of event which garnered huge attention and encountered highly successful results.

### **PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED**

Although NSEC-RC has witnessed remarkable success in most of its campaigns, there were quite a few challenges that had to be overcome. One of the major challenges that the club had to face is shortage of funds. Although the institution has always offered to help in every possible way, funds have often fallen short in few of the events. Often the club has organized a few fund-raising events to raise awareness and funds for a pending community service, not every time has it been successful. Similarly, another resource that the club is in need of is getting in touch with suitable and willing sponsors. Getting in touch with such organizations has been a major challenge.