

17.2.5 Does your university as a body collaborate with NGOs and/or businesses to tackle the SDGs?

Walking the talk: How UPES is building a better world through its CSR initiatives

<https://blog.upes.ac.in/walking-the-talk-how-upes-is-building-a-better-world-through-its-csr-initiatives/> [2]



EKTA KASHYAP · FEBRUARY 22, 2022

UPES volunteers creating a Learnshala at a government school in Uttarakhand as part of CSR initiative

UPES volunteers creating a Learnshala at a government school in Uttarakhand

Building learning centres at government schools, beating period poverty by distributing menstrual cups, and nurturing support staff through a skill development program, are some of the university's upcoming CSR initiatives

The world is interconnected through globalisation. Yet, the benefits and burdens of this phenomenon are not equally distributed among people. The result? Inequality in education, health, and access to resources. The pandemic has further aggravated these deep-seated disparities among the most vulnerable sections of society.

Therefore, it becomes the duty of institutions to work towards building a more equitable and sustainable world as envisioned in the internationally-accepted Sustainable Development Goals (SDGs).

UPES, the 'University of Tomorrow', has always stood at the forefront of giving back to society, especially to the state of Uttarakhand. Continuing to fulfil its responsibility, the university, with a renewed focus, has added a series of initiatives to its extensive list of Corporate Social Responsibilities (CSR). The CSR work will encompass issues such as education, health, safety and women empowerment.

Nurturing future leaders through learning centres at schools

Government primary schools around UPES have poor infrastructure, which has implications on children's education. It often leads to abysmal learning outcomes.

To make education fun and meaningful for children, UPES is building learning centres known as LearnShalas in four government primary schools: Kandoli, Misraspatti, Donga and Phulsani. These LearnShalas are lively learning spaces made with vibrant colours and engaging learning material. Through these centres, UPES hopes to nurture curious, creative, and critical thinking citizens of the future.

UPES student volunteers will engage children in a variety of learning activities through LearnShalas. They will make the classroom experience interesting and exciting using relevant content and storytelling methods while encouraging a culture of asking questions. The goal is to make learning a joyful experience for the school community, particularly in a language they understand.

Further, UPES will conduct learning camps, especially in Math and Science, through these learning centres. One learning centre at Upper Kandoli village is ready, while others are in the pipeline.

Beating period poverty together

UPES has funded an organisation called DivIn Pro, an impact and strategy-driven BPO managed by women and other marginalised sector professionals, to fill the critical gap of availability of sustainable material to manage menstruation. This project aims to eliminate period poverty, while contributing to sustainable development. The present proposal focuses on benefitting about 1200 women from UPES ground staff and UPES CSR supported and identified villages. The objective is to empower women with menstrual cups and fulfil the basic need for hygienic and safe protection during menstruation.

The direct beneficiaries will include:

Ground staff of UPES and women from identified villages, including Bakarna, Kharakhet, Pulsani, Dhaulas and other menstruators (trans men/non-binary individuals), belonging to underprivileged and vulnerable sections of the society.

Frontline peripheral health workers such as ASHA workers and Auxiliary Nursing & Midwifery/Anganwadi workers will volunteer for the project in their respective areas.

Cup dominant communities produce less menstrual waste and therefore, the environment of these communities is benefited indirectly.

Families of beneficiaries will benefit as they would be saving money spent on pads each month.

Through this project, UPES will create awareness among the beneficiaries to change their behaviour for safe, healthy, and sustainable, hygienic menstrual practices and solutions. Around 1200 menstrual cups (each cup can be reused for ten years) will be distributed to the target population. Training sessions on the usage of menstrual cups will be conducted. It will be succeeded by on-field and telephonic follow-up and beneficiary support through BPO for 90 days (starting from the day of cup distribution).

Supporting staff through UPES Skills Academy

This is a Skill Development Program, which aims to uplift support staff such as security guards and housekeeping staff on campus. As per a survey conducted by the university, the primary requirement

of the support staff was Computer skills and English speaking and writing skills. The sessions under the training framework will, therefore, focus on:

- Need for effective communication
- Understanding non-verbal communication
- Learning the etiquettes to greet staff and visitors
- Enhancing endurance during a conflict and resolving the same amicably
- Conveying difficult messages to the audience

The initial batch will comprise 20 trainees. Eventually, the program will be extended to community members from the nearby villages as well. The training will help the support staff to develop a better understanding of their roles and responsibilities, improve their communications skills and personality, understand the importance of teamwork, and learn to write answer applications, emails, messages, and other written communication.

UPES firmly believes that every member of the organisation should have pathways to do better in life. The Skills Academy is focused on working with the support staff to build their capacities and help them for better roles at UPES and elsewhere.

[Improving digital literacy through DigitalDhaam](#)

This program is intended for all teachers, middle school students, homemakers or anyone from nearby villages to learn how to use computers and the internet for various day-to-day functions like accessing information.

[Spreading the joy of giving with DaanUtsav](#)

A book can turn someone's life around; a garment can bring happiness to someone's life. UPES celebrated a first-of-its-kind festival called DaanUtsav where the university's staff and students donated vast amount of clothes, books, stationary, toys, and electronic items, which were distributed to the underprivileged in a nearby slum. UPES will also kickstart a student and staff volunteering program soon.

The CSR initiatives by UPES are an attempt to achieve greater economic, social, and gender equality and tackle the disproportionate barriers that hold the disadvantaged further behind. Ultimately, building a better world will require systemic changes. These initiatives are a step in that direction.

[UPES collaborates with NGOs to celebrate the joy of giving](#)

<https://blog.upes.ac.in/upes-collaborates-with-ngos-to-celebrate-the-joy-of-giving/> [3]

EKTA KASHYAP · OCTOBER 28, 2021



An NGO displaying products made by the underprivileged at the UPES fair

Spreading cheer among the underprivileged, UPES Social Internship Team in collaboration with Dehradun-based NGOs organised a two-day fair, which displayed products made by orphaned children, marginalised women and promising artists

Sometimes, the biggest changes begin with a simple act of selflessness. Lives can be transformed, and futures built by restoring hope among the most vulnerable. Such deeds are anything but ordinary.

To celebrate the spirit of giving, UPES' Social Internship Team under the Career Services Department organised a two-day fair, wherein Dehradun-based NGOs exhibited their products made by the underprivileged communities. Other attractions included 'Rangoli-making' competition, 'Best-out-of-waste' contest and a 'nukkad natak'.



Image credit: Law student Divya Vasudev

The Diwali Mela was held on October 26 at the Kandoli campus and October 27 at the Bidholi campus. Displayed products included exquisite handicrafts, candles and other gift items.

Products made from waste

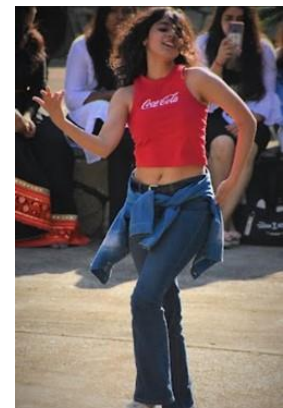
Ayurvedic Product



The response of students and faculty was overwhelming as they came out wholeheartedly to support the cause.

A student performing at the 'Diwali mela'; Image credit: Divya Vasudev

BBA LLB student Divya Vasudev was happy that she got a chance to give back to the society and connect with various NGOs. She says, "We need to bring consciousness to remove unconsciousness from within us; we need to bring wisdom to remove ignorance from within us. This can happen if we all help each other in whichever way we can."



Highlighting the intention behind the fair, Kirti Chandani, student of School of Computer Science, says, "The main motive of this initiative was to help less privileged people and small-scale business by promoting their work. UPES gave a wonderful platform to them for showcasing their work."

The profits earned were channelized towards social causes of the participating NGOs such as:

- I.D.E.A.L Foundation: Inclusive Development for Education and Learning (I.D.E.A.L) is an initiative formed and led by activists from different spheres of life. It works towards climatic resilience and conservation of environment by focusing on building sustainable societies.
- Building Dreams Foundation: Promoting the social development of disadvantaged children and communities, Building Dreams Foundation serves the deprived sections in India. Their focus areas include food, education, environment and empowerment.
- Him Foundation: The institution was established in the year 2013 to bridge the gap between contributors and the underprivileged. Anybody who wants to help others can freely walk into their centre and discuss the ways in which he/she can contribute towards the cause they care for.
- Shuruwat Foundation: This NGO has been working consistently on some of the most pressing issues of society such as education, environment protection, animal welfare and healthcare. Their list of initiatives includes Shuruwat ki Paathshala that promotes education among the disadvantaged groups; creating awareness on cleanliness and environmental protection among the local residents; supporting street animals by providing them food and shelter; and organising regular events and camps with doctors and health experts to facilitate proper medical help to those who cannot afford to pay for medical facilities.
- Vichar Samiti: This NGO works towards improving ecological, economic, social as well as cultural aspects of the lives of the needy. They aspire to create a model of sustainable,

participative development through awareness and social action for overall growth leading to better living standards.

Through such programs, UPES intends to do its part for the community and inculcate among students a sense of compassion. To make the world better, education must be inclusive and equitable and work towards eliminating all forms of discrimination.

UPES CSR EDUDHURMA impacts communities in Dehradun

<https://blog.upes.ac.in/upes-csr-edudhurma-impacts-communities-in-dehradun/> [4]



A team from UPES donated 30 chairs and 30 tables to RPV Bidholi under its CSR EDUDHURMA initiative

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UPES runs four projects under its CSR EDUDHURMA policy – Protsaahan, Utkarsh, Dronasthali and Utthan – which aim to elevate the lives of citizens and communities around its Bidholi campus

UPES has impacted the lives of over a hundred families, students from underprivileged backgrounds, government teachers as well as local schools in Dehradun under its CSR EDUDHURMA initiative.

EDUDHURMA stands for Education for Developing Humans for Righteousness and Mindful Actions.

It is UPES' CSR policy and it aims to elevate the lives of the citizens and communities by building a better place to live a blissful, purposeful life.

As part of EDUDHURMA, UPES runs four projects: Protsaahan, Utkarsh, Dronasthali and Utthan.

Protsaahan

Project Protsaahan was launched in 2018 to help the underprivileged meritorious students of Purkal Youth Development Society (PYDS) Learning Academy, Dehradun, pursue higher education at UPES.

Protsaahan was institutionalized in 2019 and now supports two PYDS students every year.

The courses for which support is available include all programs of B.Tech., Integrated LLB, BBA and B.Des.

Under the project, UPES provides all costs, including academic and tuition fee, hostel charges, uniforms, laptops, one-time charges as well as the refundable security for the entire tenure of the course.

The annual bursary under this project is Rs 10 to 15 lakh per PYDS candidate. This includes a stipend of Rs 20,000 to be given to the candidate during his industry internship as per the curriculum.

Utkarsh



Project Utkarsh aims to achieve overall progress of the society through holistic education to the neediest segment of the society.

The project aims to support overall development of 14 local schools, which include eight RRVs, one Gurukul, one Samvedna school (another of UPES CSR initiatives) and four schools in the village of Dhalani Koti.

The project will focus on developing school infrastructure, apart from providing academic and co-curricular activity support as well as career counselling sessions.

Dronasthali

Dronasthali aims to support the professional development of government schoolteachers.

It organized its first workshop on June 4-5, 2021, on “WhatsApp – A Tool for Teaching and Learning” for elementary school (Rajkiya Prathmik Vidhyalaya – RRVs) teachers and principals.

Over 30 primary teachers from 15 schools of Dehradun participated, majority of whom found the workshop effective and were satisfied with the activities, the trainers’ knowledge and preparedness as well as their content delivery.

The project next plans to set up a Centre of Excellence for Teachers’ Development (CoETD) which shall provide training to teachers to strengthen the human resource pool that will contribute to raising the standards of government school education.

It aims to achieve this by developing the digital and technical skills of the teachers so that they can teach students through a blended learning model in virtual spaces.

Utthan

Utthan is about the application of knowledge in the local community, to harness the scarce resources to their optimum level, raising the bar of development and to light up self-confidence of individuals.

Utthan has impacted close to 155 families so far by focusing on community development in and around Dehradun.

They have held three medical camps, distributed ration kits to villagers and been listed in the Unnat Bharat Abhayaan. They have managed to capture basic data, sensitise the villagers towards development, hold trust building exercises and identify various projects in consultation with stakeholders.

Utthan ultimately plans to co-create a gram panchayat that will have the potential to undertake sustainable development, create local opportunities, higher capacities for governance, and a lively community to tackle current and future challenges.

UPES becomes NSS Nodal Centre: What the students stand to gain

<https://blog.upes.ac.in/upes-becomes-nss-nodal-centre-what-the-students-stand-to-gain/> [5]

[PREETI ANEJA](#) · SEPTEMBER 21, 2020

UPES has added yet another feather to its cap by becoming the Nodal Centre of National Service Scheme (NSS) for Uttarakhand

Since its inception, UPES has made enormous strides in the higher education landscape. It created yet another milestone in its epochal journey recently

when it was chosen to serve as the NSS Nodal Centre for all other private universities/colleges in Uttarakhand. UPES NSS will now be a government-funded NSS unit. UPES has received sanction for an NSS team of 250 student volunteers as a fully government-funded NSS unit, in addition to the already existing two units, each with 100 student volunteers in self-financed mode. Not only this, UPES NSS wing would collaborate with the NSS Regional Directorate, Uttar Pradesh and Karnataka, for organising two national programs during the celebration of Fit India Movement under the banner of Ek Bharat Shrestha Bharat.

It is only in 2018 that UPES started its association with NSS and within a short span, it has made a mark for itself in the community service schemes and projects of the state.





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Talking about how this accomplishment would benefit UPES students, Dr Shailey Singhal, Programme Coordinator, UPES NSS, says, “Being the nodal centre of NSS for all the private universities in Uttarakhand is a big responsibility and simultaneously an opportunity to connect at the national level. I strongly believe that it will provide our students an expanded platform for experiential learning and enrich their leadership skills. They will get a chance to contribute towards societal development, helping in their overall grooming.”

Reflecting on the reasons that actually helped the team to bag this honour, Prof. Amar Shukla, Program Officer, UPES NSS, explains, “We, at UPES, believe that teaching and learning should go beyond classrooms and students should be nurtured to become future leaders and responsible members of the society and nation at large.”

“NSS team at UPES made the most of every opportunity that came their way. The unconditional support from our Vice-Chancellor Dr. Sunil Rai and our registrar Dr. Veena Dutta also encouraged us to aspire higher and deliver,” he adds.

UPES NSS has organised a number of activities during the last two years (2018-2020), including blood donation camps, nukkad nataks on road safety, awareness drives on health and hygiene, banking awareness programs in various villages; teaching in primary schools, tree plantations, etc. The team, comprising faculty members like Dr. Shalini Vohra, Dr. Shilpi Agarwal, Deepesh Kumar, Neeti Goyal, Rehan Sheikh and Shambhavi Kurtkoti (student presidents), mentored the teams to ensure timely execution of the planned activities.

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“Our active contribution helped us in building credibility and faith that eventually led to this big responsibility of nurturing and supporting all the private universities in Uttarakhand and we are indeed looking forward to a lot of good work together,” says Prof Shukla.

Sharing details of their upcoming plans and activities, Prof Ashish Jain, Program Officer, UPES NSS, explains, “The responsibility of being a Nodal Centre of NSS in Uttarakhand is a testimony to the trust in Brand UPES.

As NSS aims at fostering social responsibility, inculcating dedication, commitment to solving social problems and developing a personality through community service, we aspire to take forward the legacy and would be extending the desired nurturing and mentoring to NSS units of other private universities.”



UPES launches Naman, an initiative to provide succour to martyrs’ families

<https://blog.upes.ac.in/upes-launches-naman-to-provide-succour-to-martyrs-families/> [6]

EKTA KASHYAP · JANUARY 11, 2021



Naman was born out of an intent to pay homage to the valiant martyrs from Uttarakhand, by supporting their families, both financially and otherwise

In the harshest climatic conditions – from the burning heat of the deserts to the numbing cold of the glaciers – the brave and selfless defence personnel stand tall. There are countless stories of gallant men from the Kumaon and Garhwal Regiments who have laid down their lives in the line of duty. It is because of their sacrifices that Uttarakhand is known not only as Dev Bhumi, but also Veer Bhumi. As

a premier institution of higher learning in the state, we believe in creating and sustaining long-lasting impact by caring for the community in which we thrive. While no measure can ever be enough to compensate for the loss of lives, UPES seeks to salute the bravehearts by caring for their bereaved families, both financially and otherwise, through a social initiative named Naman.

Under the project, besides financial assistance to the family of the martyrs, UPES shall:

Fund complete school education of one martyr's children every year

Support the dependent of the martyr in finding job opportunities

Provide special training and development to the martyr's widow under Shakti, the existing women's empowerment initiative

Offer full higher education scholarships to the children of five martyrs from Uttarakhand every year

The project is an extension of the Shaheed Memorial T-20 Cricket Tournament, an annual event conceptualised in the year 2014, wherein eight teams had participated, which gradually increased to 20 Government/Public Sector Undertakings teams in the year 2020. Organised on a no-profit basis, the tournament is majorly sponsored by UPES and its employees. The participating teams also donate voluntarily to the cause.

The winning team with Shri Arvind Pandey, Cabinet Minister, Uttarakhand, Maj. Gen. Rajendra Singh Thakur, GOC Uttarakhand; Mr. Sharad Mehra, CEO, Asia Pacific region, Global University Systems; Dr. Sunil Rai, Vice-Chancellor, UPES; and Brig. Dhillon, Senior Director, Administration, UPES



The last tournament in 2019 was held in the memory of Vir Chakra (Posthumous) Awardee Naik Brij Mohan Singh from 9 Para (SF), a young soldier from Village Tunwala in Dehradun who went down fighting during the Kargil War on July 1, 1999. This year, the event raised funds for the family of gallant martyr Lance Naik Pradeep Rawat, who joined in the army in 2017 and was martyred in 2018 fighting for the country at Uri.

Chief Guest Shri Arvind Pandey, Cabinet Minister for School Education, Adult Education, Sanskrit Education, Sports, Youth Welfare, Panchayati Raj and Guest of Honour Maj. Gen. Rajendra Singh Thakur were present at UPES Bidholi Campus to pay homage to the brave soldier and interacted with his family.

Shaheed Pradeep Rawat leaves behind his wife and a twin son and daughter who are two years old. UPES raised around INR 2.5 lakh for the family through the tournament.

Paying tribute to Lance Naik Pradeep Rawat, Dr. Sunil Rai, Vice Chancellor, UPES said: "He was a valiant and courageous soldier who made the supreme sacrifice and laid down his life at the young age of 28 years for the nation. Shaheed Memorial Tournament and Naman are small steps from our side to honour him and martyrs like him and help their dependents live better lives. Education and its power can make it possible in many ways."

While this noble act is a collective effort, it has flourished especially under the able and empathetic leadership of four passionate individuals working at UPES: Mr. Lokendra Dutt Sharma, Deputy

Director, Human Resources; Mr. Manish Madaan, Deputy Director, Student Internships; Mr. Anant Mishra, Senior Executive, Student Support; and Mr. Manish Yagnik, Senior Manager, IT Admin.

“UPES never steps back when it comes to social responsibility of any kind,” says Mr. Lokendra Dutt Sharma, while talking about the motivation behind the initiative. He adds, “Right from its inception, UPES has been sensitive and active towards the society. We had conceptualized the activity with a purpose to pay tribute to the martyrs and support their family as a gesture for the sacrifice they had made for the country.”

He hopes that in the coming years, it would become a national-level event, where teams from across the states will participate. This, Mr. Lokendra says, will, in turn, encourage more people to be a part of this cause.

The philosophy of UPES has always been to be a university with a purpose. By committing to Naman, it takes another step in that direction.

[Good Samaritan from UPES supplies free meals in Dehradun](https://blog.upes.ac.in/good-samaritan-from-upes-supplies-free-meals-in-dehradun/)

<https://blog.upes.ac.in/good-samaritan-from-upes-supplies-free-meals-in-dehradun/> [7]

PRADEEP JAGWAN · APRIL 30, 2021



Offering humanitarian service in the midst of surging Covid cases, Prof. Jharna Joshi from UPES School of Design is making doorstep delivery of meals to affected people

With the nation reeling under the impact of the Covid-19 pandemic, several individuals are coming forward to help the affected, poor, and migrant labourers. While some are helping people get oxygen cylinders and medication, others are inquiring about the availability of hospital beds.

Prof. Jharna Joshi from UPES School of Design is one such example of compassion. She has been providing doorstep delivery of cooked meals for the patients and their families. After seeing several family members and relatives struggling for a healthy diet and medicines during their treatment, Prof. Joshi decided to supply home-cooked food to them, all free of cost.

“The food is cooked at my home. I provide simple food consisting of one daal, green vegetable, and salad. This is healthy and nutritious. Till now I have managed to arrange for 10-15 families every day. I deliver the food myself in disposable food containers so there is no hassle of washing and cleaning afterwards, says she.”



I provide simple food consisting of one daal, green vegetable, and salad.

Jharna Joshi is an Associate Professor in UPES School of Design. She holds an M.Des degree from National Institute of Fashion Technology (NIFT), New Delhi. Her area of specialisation is knitwear technology, pattern making and crafts.

Juggling between online classes and taking orders through WhatsApp to making sure the food is delivered to the houses of the Covid-19 patients, Prof. Joshi does it all by herself. She says that these are difficult times and we all must do our bit to help each other.

The procurement of ration and cooking is not a big task for Prof. Joshi as she has done this before as well. It is the delivery of the food which sometimes becomes an issue. But despite that this one-woman army makes sure that the food reaches people who need it and on time.

Is she worried about putting herself at risk of infection by going out for deliveries? To this, Prof. Joshi says, "I am taking all the precautionary measures. I have been administered both shots of the vaccination. Also, I wear double masks and a face shield to protect myself. While delivering the food, I just keep the packets at the doorstep without meeting anyone."

So, what prompted her to go out of her way to lend a helping hand? Prof. Joshi says, "It is difficult for virus-infected people to get meals while living in self-isolation. There is a sense of complete satisfaction that I get when I can help Covid-19 patients who need assistance. Moreover, it keeps me away from negativity and acts as a stressbuster. I do not charge people anything for food. The only request I make is that people who have tested positive should come clean about their status. Not disclosing this information is wrong."

Prof. Joshi has always believed that serving people in distress is equal to serving humanity and serving humanity is the best form of worship. "I started this initiative on my own and now I am glad my friends and colleagues are extending help," she says, before rushing off to make good on her commitments for the day.

EDUDHURMA

<https://www.upes.ac.in/social-impact/edudhurma> [8]

UPES runs a CSR policy called EDUDHURMA which stands for Education for Developing Humans for Righteousness and Mindful Actions.

Under this initiative, UPES has impacted the lives of over a hundred families, students from underprivileged backgrounds, government teachers as well as local schools in Dehradun.

There are four projects under EDUDHURMA: Protsaahan, Utkarsh, Dronasthali and Utthan.

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Dronasthali supports the professional development of government schoolteachers while Utthan promotes the application of knowledge in the local community, to harness the scarce resources to their optimum level, raising the bar of development and to light up self-confidence of individuals.

UPES CSR reshapes lives of young students

<https://garhwalpost.in/upes-csr-reshapes-lives-of-young-students/> [9]



By Our Staff Reporter

Dehradun, 18 Jul: The untapped potential of students in rural areas needs to be awakened through equal access to knowledge. The CSR arm of UPES recently completed an infrastructure and mural work project at Rajkiye Prathamik Vidyalaya (RPV), Bakarna, and Govt Middle School, Kharakhet, to provide a safe and supportive learning environment for students. The university also focuses on leveraging technology and fostering innovation in education through programmes like 'SmartClass' and 'Learnshaala'. SmartClass aims to enhance digital learning through the integration of multimedia content and interactive teaching aids, creating an immersive and highly effective educational experience. On the other hand, Learnshaala ("Envisioning Classrooms as Centres of Excellence") focuses on empowering students with the necessary skills, values, mindset and tools to experience holistic education.



Furthermore, to tackle the challenges faced by children of migrant construction workers, UPES has launched Project Samvedna. Through this initiative, the university has been extending support to children by providing education, daycare facilities and mid-day meals. Recently, UPES also started providing school uniforms to these young learners, further boosting their confidence and eagerness to learn. Reinforcing the transformative impact of Project Samvedna, the initiative ensures that these children receive proper care, resources and a safe learning environment while their parents are at work.

To further its commitment towards safeguarding children and promoting a safe learning environment, the CSR team at UPES conducted a weeklong workshop on the 'Protection of Children from Sexual Offences Act' (POCSO) in 5 government schools in Kotra Santoor, Upper Kandoli, Doonga, Misraspatti and Phulsani. The workshop delved into building awareness around sexual assault and harassment and ensuring the safety of students. Additionally, UPES in collaboration with Aavishkaar NGO launched the Math Matters Program to empower women by equipping them with strong mathematical skills and student-centric teaching practices. It was aimed towards addressing the commonly felt math phobia and empowering them to become better educators of tomorrow.

Talking about various initiatives undertaken by UPES, Col Sanjay Washington, Director of CSR, UPES, said, "Our CSR initiatives are designed to make a meaningful impact in the lives of individuals and neighbouring communities. We truly believe in the transformative power of education and are committed to creating a better world for all. Through our initiatives, we aim to uplift underprivileged students, provide a safe learning environment, and address pressing societal challenges."

Under the overarching umbrella of ensuring a quality education for all, UPES also continues to uplift underprivileged students by providing them with the opportunity to pursue higher education through Project Protsaahan – under which meritorious students from the Purkal Youth Development Society (PYDS) are aided through focused mentorship and financial assistance. So far, the university has admitted 15 students under this project, out of which 7 are placed and 8 are undergoing their studies. Through their CSR arm, UPES continues to foster a brighter and more inclusive future for all, irrespective of their circumstances.

UPES' Project Protsaahan Supports Underprivileged Meritorious Students

<https://www.csrmandate.org/upes-project-protsaahan-supports-underprivileged-meritorious-students/> [10]

According to IBEF reports, the education market in India is expected to grow to USD 225 billion by 2025. India's education industry will see a transformation in the coming years owing to the adoption of the Education 4.0 movement, which encourages inclusive education and improved employability. Nevertheless, the educational system still has a significant amount of room for growth and progress. Access to India's higher education by students from low-income homes is still a prevailing factor in the system. This can be attributed to a variety of problems, such as their inability to obtain reading and writing resources due to cost, their inability to keep up with rising tuition costs, and more.

Accessible, affordable, quality education for all is the need of the hour, and government and universities must work together towards making it possible. While the National Education Policy suggested a greater focus on inclusion, it is crucial for all universities and industry players to adopt an approach that includes targeted initiatives to bridge the gaps within the sector.

Focusing on higher education, UPES has launched various scholarship programmes like girls' scholarships to encourage more girls to continue with their studies, freeships for the underprivileged, and sports scholarships.

Research suggests that one of the major reasons for students opting out of higher education is the lack of funds. Scholarships and financial assistance are one of the most effective ways to encourage students to pursue higher studies. Nowadays, several universities have been coming forward to provide students, including the ones from the underprivileged sector with financial aid and assistance via scholarship programmes and CSR initiatives. In order to support the well-being of the communities, UPES has various initiatives catering to education, health, safety, and women's empowerment. Focusing on higher education, UPES has launched various scholarship programmes like girls' scholarships to encourage more girls to continue with their studies, freeships for the underprivileged, and sports scholarships.

With the vision of ensuring education for all, Project Protsaahan was launched in 2018. Elaborating on the initiative, Dr Sunil Rai, Vice Chancellor, UPES said, "The project supports underprivileged meritorious students from the Purkal Youth Development Society, by providing admissions to any of the programmes in UPES, taking care of the complete fees of the students, providing a stipend during internships, a faculty to mentor and monitor academic and co-curricular progress, and a member from the Career Services team to assist in internships and placements."



Aayushi Verma, a student under this programme, pursued her high-education dreams by way of a 100 per cent scholarship. Aayushi would dream of having a successful career until 2016 when her father had a paralytic attack. Amidst all the chaos in life, the dreamer in her was diminishing. She then came across the 100 per cent scholarship programme at UPES in association with PYDS. With a never-give-up attitude, she bagged the scholarship and enrolled on the BBA programme at UPES. She interned at Bajaj Health Insurance and is working towards getting into an Ivy League College in the US.



Similarly, Priyanka Bhatt joined UPES through the programme and pursued B.Tech in Electronic and Communication Engineering. She received a 100 per cent scholarship and has got placed at Silicon Labs with an annual package of Rs 21 Lakhs.



UPES has been helping PYDS students through focused mentorship and financial assistance. UPES has been providing holistic care and education to at least two high-potential children from underprivileged families of Uttarakhand, especially villages around the Dehradun district every year.

“UPES believes that the best way to give everyone the power to improve their well-being, status, and place in society while also laying the groundwork for their holistic growth and development is to provide education at all levels. The University has long been at the forefront of giving back to society, particularly to Uttarakhand. Hence, as the ‘University of Tomorrow’, UPES continues to uphold its commitment and plans to put Project Protsahaan in force till the academic year 2028-29,” added Dr Rai.

Overall, a total of 15 students have been a part of this initiative to date. Under this initiative, students who qualify for the UPES Entrance Examination can opt for a variety of courses that include all programmes of B.Tech., Integrated LLB, BBA and B. Design. In terms of financial assistance, the PYDS students are being provided with free-of-cost education. The Institute provides for all costs including academic and tuition fees, hostel charges, uniforms, laptops, one-time charges, refundable security and more during the entire tenure of the course. Further, to ensure requisite guidance and monitoring, a faculty member from the UPES Societal Responsibility Team undertakes the role of mentor as Campus GURU for these students for each batch.

[Project Naman](https://www.upes.ac.in/social-impact/project-naman)

<https://www.upes.ac.in/social-impact/project-naman> [11]

There are countless stories of gallant men from the Kumaon and Garhwal Regiments who have laid down their lives in the line of duty. It is because of their sacrifices that Uttarakhand is known not only as Dev Bhumi, but also Veer Bhumi. As a premier institution of higher learning in the state, UPES believes in creating and sustaining long-lasting impact by caring for the community in which it thrives. While no measure can ever be enough to compensate for the loss of lives, UPES seeks to salute the bravehearts by caring for their bereaved families, both financially and otherwise, through a social initiative named Naman.

Under the project, besides financial assistance to the family of the martyrs, UPES shall:

- Fund complete school education of one martyr's children every year
- Support the dependent of the martyr in finding job opportunities
- Provide special training and development to the martyr's widow under Shakti, the existing women's empowerment initiative
- Offer full higher education scholarships to the children of five martyrs from Uttarakhand every year

The project is an extension of the Shaheed Memorial T-20 Cricket Tournament, an annual event conceptualised in the year 2014, wherein eight teams had participated, which gradually increased to 20 Government/Public Sector Undertakings teams in the year 2020. Organised on a no-profit basis, the tournament is majorly sponsored by UPES and its employees. The participating teams also donate voluntarily to the cause.

[UPES alumnus distributes masks, sanitisers and ration kits in remote areas of Dholpur, Rajasthan](https://blog.upes.ac.in/upes-alumnus-distributes-masks-sanitisers-and-ration-kits-in-remote-areas-of-dholpur-rajasthan/)

<https://blog.upes.ac.in/upes-alumnus-distributes-masks-sanitisers-and-ration-kits-in-remote-areas-of-dholpur-rajasthan/> [12]

[PRADEEP JAGWAN](#) · MAY 6, 2020

Narendra Singh Rajawat, from the 2013-17 batch of B.Tech. Chemical Engineering, distributed essentials including hand-made masks and sanitisers in remote areas along with his classmates. It was done in view of the residents' limited access to essentials during these unprecedented times



Considering the current scenario of Coronavirus outbreak and the post-lockdown situation, [the need for protective gear such as facemasks](#) assumes utmost importance for the common people. However, a section of the society remains grossly deprived of even the necessities in this hour of need.

Narendra, who is an alumnus of UPES and Jawahar Navodaya Vidyalaya, Dholpur, Rajasthan, along with his classmates, felt the need to make basic amenities available to the underprivileged. Quoting his inspiration Mother Teresa, Narendra said, "If you can't feed hundred people, then feed just one." He added, "Please, at least feed one stray animal around your residence or home." He along with his friends made two different teams to facilitate the distribution of necessary items.

"We focussed on providing essentials for [protection from the contamination of COVID-19](#) among the daily wage workers, vegetable sellers and traffic police on duty and others who could not afford the protective gear. We have distributed over 200 kits and 200 handmade masks. We are equipped with 2000 handmade masks to be distributed in the coming days", said Narendra.

The idea to distribute masks and sanitisers to the disadvantaged section of the society initiated through an informal WhatsApp group. "I offered my home to be used as a store to stock essentials for facilitating the distribution. It was essentially aimed at helping those who could not receive any

Government help due to inaccessibility such as the migrant workers from different states,” Narendra informed.

The efforts of this young group of boys have been highly appreciated by the traffic police and the District Magistrate of the Dholpur district, Rajasthan. The local and regional newspapers, too, have covered the story extensively.