

PROJECT ASHIRWAD

A CASE STUDY FROM BIRLA CELLULOSE – KHARACH, GUJARAT

Sr. No.	Name	Age	Standard	Social & Economical Status
1	Vasava Chandrika Kamleshbhai	13 yrs	7 th	Belong to Tribal Community & comes under BPL
2	Vasava Vasanti Khodabhai	13 yrs	7 th	

Family Background

Vasava Vasanti Khodabhai and Vasava Chandrika Kamleshbhai are residents of Juna Asarma Village. Their parents work as common labourers in the surrounding farms. Both their families fall in the BPL category and belong to the Tribal Community.



Problem Identified

Currently, there is only one primary school in Juna Asarma Village. With the capacity to house students only from the 1st to 6th standard, students from Juna Asarma have to go to Bhaktinagar village for further education (standard 6th onwards). Bhaktinagar Primary School is one and a half kilometers away from the Juna Asarma and with no mode of transport, it is a tedious and time consuming task for students to travel to school.

Both the girls wanted to pursue their education, but due to the lack of transportation facilities, they had no other option but to discontinue their education.

The Project

Project Ashirwad was initiated as a part of Birla Cellulose's CSR initiatives. The purpose of this project is to bridge the gap between individual donors and people in need. Our CSR team identifies people from the Birla Cellulose community who are willing to donate towards a good cause and match their donation with the beneficiaries.

Support Provided

Our CSR team identified a donor who wished to provide financial support for education. Having discussed this situation with the donor, we arrived at a conclusion that would enable the girls to further pursue their education. The donor provided Rs. 6000/- in order to purchase two bicycles, one for each of the girls, enabling them to travel to school.



Impact

Vasava Vasanti Khodabhai and Vasava Chandrika Kamleshbhai are now in standard 7 at Bhaktinagar Primary School and are pursuing their education without any hindrance.