



Your philanthropy work occurs in two basic areas health and education. How did this portfolio come into being?

A number of issues that India faces today can be resolved through right education and correct lifestyle. Education indeed is the most important facet of a human life. The irony is that still majority of the children cannot afford education or health services. Education and health are the most neglected areas for under-privileged across length and breadth of rural India. The conditions in deep rural pockets are pathetic and heart-touching with primary health centers lacking basic health care facilities. These twin disciplines form a core existence of human beings. That's why we have chosen health and education as a key portfolio to serve deep rural masses as a part of our CSR core objective.

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**PRIYANKA BEHERA,**  
Head - CSR,  
RSB Group



## “Education to tribal children needs a serious address”

A number of issues that our country faces today can be resolved through right education and correct lifestyle, says **MS PRIYANKA BEHERA**, Head - CSR, RSB Group in an interview with EPC World.

**What is total CSR budget for RSB and how do you prioritize the CSR spending?**

The total CSR budget is two percent of PBT (Profit Before Tax) as per the guidelines of Ministry of Corporate Affairs Notification issued in 2014. Budget has never been a constraint at RSB, especially where health emergencies are concerned. Health and Education remain our focus areas; we also embark on activities pertaining to preservation of nature.

**Does RSB have a private foundation? Or do you work with various philanthropic vehicles?**

We don't have a foundation. All our CSR activities are executed through CSR Committee which consists of core members drawn from 11 plants pan India.

**What are your thoughts on the current state of education of tribal children in India?**

Education of the tribal children needs to be addressed. They are today unfortunately, neglected and under-privileged. They need quality

education and digital literacy so that they stand on their own, serve the nation and society. RSB Group continues to focus on education of tribal children in deep pockets of rural Jharkhand and Mania, near Cuttack (Odisha) as a core aspect of CSR.

**What message would you give to the companies and corporates who are new to the CSR activities?**

I would advise them to adopt a village in deep rural pockets where people are living below poverty line and transform into a model village. This implies the basic necessity of water, electricity; sanitation and education have to be fulfilled. Following which efforts need to be taken to make the village self sufficient in every possible way. If there are budget constraints, multiple corporate houses can take each of this activity, coordinated by nodal agency like CII. After development, measurement parameters of sustenance of these activities through audit mode

with variance analysis and logical closure of gaps, need to be put in place so that enduring benefits are tangibly seen live.

**What has been the most moving moment for you while interacting with the 'have nots'?**

The most moving moment of my life was when I visited an old age home, as a part of the CSR team. I saw old people who have been abandoned by their families, left high and dry, with tears rolling from their eyes, narrating how their own children treated them with utter disdain and deserted them at an unknown location to fend for themselves. Equally piteous was meeting young orphaned children who were left at railway stations and foot paths by their own blood relations.

Equally heart-touching is the condition of poor rural folks, who cannot afford two square meals, fall sick and come to RSB Health Centre, Mania in deep rural Cuttack, where there is provision for free medicines and health care, highly qualified doctors to handle emergencies and ambulances to ferry the emergency patients to hospitals which are miles away. Our medical team has also handled deliveries in the ambulance; we have also treated people with life-threatening illnesses and reptile bites.

**What is the motivation behind your passion to work for the downtrodden and deprived?**

I have always believed that God has blessed all of us with something or the other. But there are some people who do not have as much as we have; therefore, it is important to be thankful and satisfied with whatever one has. Kindness is an inbuilt virtue which one inherits. My parents also possessed this quality and thus, I believe it has come to me. Since childhood I use to help others in whatever capacity I could and with whatever I had. I always cherished to work to make the life of under privileged better, meaningful and

happy by providing them with access to quality education and health amenities.

**How would you evaluate the impact of your work on the society as general?**

I have a strict approach of well-known principle of PDCA Cycle (Plan Do Check Act) in RSB CSR venture. I plan meticulously in my exhaustive format taking every aspect into consideration, then Do (execute) according to P (Plan). After this, I have C (Check) through continual

deep rural area near Cuttack provides free medical assistance, medicines, ambulance service 24/7. Every patient is issued a Health History Card for proactive track of chronology of illness with vital health parameters recorded. For emergencies mobile clinic is provide for the people. Blood donation camps are also organized.

Ultimately any CSR activity we do, we ensure that it is effective and sustainable in the long run, and put in place effective mechanism to ensure controls.



Priyanka Personally Giving Winter Blankets to Orphaned Elders

monitoring and measurement to find out if there is any gap between P (Plan) & D (Do) and if so, gaps are analyzed through its root cause and eventually closed to ensure it doesn't reoccur.

Few examples, solar lamps were installed at girl's hostels, who have been orphaned due to natural calamities. Even today, we ensure that these solar lamps are checked at periodic intervals to ensure they are in working condition.

Similarly, we have drilled bore wells and installed pumps in naxalite areas of deep Jharkhand jungles, where we make sure that potability of water is ensured through lab tests and maintain continuous interaction with the rural people and ensure the availability of water especially during scorching summer months.

RSB Health Centre at Mania, a

**How does your family support you into these social activities?**

I feel very lucky to have a great family support where I have freedom to do any CSR activity for the rural under-privileged people.

**You have been facilitated as the 'Most Impactful CSR Leader (Global Listing) Award by World CSR Congress'. What does this award mean to you?**

I have never been motivated to work for receiving any form of recognition or appreciation and probably that is the reason why I work even more passionately. But definitely when we receive such awards it gives a good feeling that people do recognize genuine efforts.

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