



CSR ACTIVITIES



ZENITH SCHOOL OF MANAGEMENT

ZENITH GROUP OF INSTITUTIONS

Campus: NH-5, Pitapalli, Bhubaneswar, Odisha

CSR Activities

In Zenith School of Management importance is given to different CSR activities. Areas of CSR Practices in ZSOM are discussed below:

- **CSR on Environment:** It covers the activities to reduce the consumption and waste and to create further understanding on the importance of conserving and protecting the environment. For example, initiating different activities like awareness programmes about green cities or cleanliness, conservation of forest, birds conservation, reduce pollution and sustainability of the environment.
- **Recycling of Wasted papers:** Students can be trained to use the wasted papers and prepare paper bags of different size which can be distributed to local health foundation for their self earning.
- **CSR at Workplace:** It includes the activities commonly attempt to maintain health, safety and welfare, sports and wellness programmes for the students and the staff of ZSOM. Other activities stimulate the use of innovative green or clean technology.
- **CSR on Community:** It is based on institutions investment to communities such as donation of money, time, services, technology, experts and other resources to make a positive contribution towards local communities. ZSOM can contribute social and educational supportive activities for women, children and youth, who live under severe social discrimination and poverty in nearby location.

List of Activities under CSR Umbrella

- *A visit to SOS Children House:* An Orphanage on Children's Day to deliver "love, care & affection" in the form of "books, clothing & food"
- *Swachata Sankalp* - Door- to –door awareness program on cleanliness by students and Staff of ZSOM in nearby areas
- *Blood Donation Camp* - Noble Deed
- *Nukad Natak* On the Eve of National Youth Day (12th January)
- *Awareness program on "Cancer Awareness" on the eve of World Cancer Day (4th Feb)*
- *Anti-Tobacco Campaign*
- *Visit to Toshali National Craft Mela/ Tribal Mela* (Seasonal)
- *Awareness on Road Safety*
- *Cleanliness Drive in Hostels and inside Campus*
- *Plantation Program inside the Campus*
- *Awareness on Using of Clean Energy Products like solar operated table lamps/Solar street lights, etc.*