

# CSR VISION

FEBRUARY 2020

VOLUME-8 | ISSUE-10 | ₹100/-

Promoting Sustainability & CSR

www.csrvision.in



## Expectations From Budget 2020



### INTERVIEW OF THE MONTH

**MR. RAJESH KUMAR SRIVASTAVA**  
*ONGC, Director (Exploration)*



### GUEST COLUMN

**DR. SRIKANT SHARMA**  
*MBBS, MD*

## India Creates New Guinness World Record set on 71st Republic Day

Anil Kapoor and Bajaj Allianz Life together once again created history by breaking its own Guinness World Records™ title for ‘Most number of people holding the abdominal plank position’. The new world record was set with 2471 people simultaneously holding abdominal plank position for 60 seconds at Mumbai’s MMRDA Grounds.

This is the second time Bajaj Allianz Life has entered into Guinness World Records™. In 2019 Plankathon event in Pune, the Company had set a new Guinness World Records™ as 2,353 people successfully held the abdominal plank position for 60 seconds, simultaneously.

The second edition of Bajaj Allianz Life Plankathon was conducted as a round up to the Company’s social

media initiative #PlankForIndia initiative. Under the initiative, for every plank, the Company contributed monetarily towards the training and development of India’s emerging sports stars. This viral campaign on social media saw

veteran actor Anil Kapoor, India’s leading sports stars Mithali Raj, Mary Kom, Dutee Chand and Sunil Chhetri, corporate leaders Sanjiv Bajaj, MD & CEO, Bajaj Finserv, and several other fitness enthusiasts join the #PlankForIndia initiative.



## Bry-Air celebrates 71st Republic Day by touching lives of 660 people across Haryana

Bry-Air, the fastest growing Adsorption Technology group in the world, hosted 71st Republic Day celebrations with CSR activities across the state of Haryana.

Bry-Air organized an eye-camp in Bhudiki Village, Palwal providing free checkups to 310 people receiving 21 free cataract surgeries, 187 free spectacles and free medicines to the needy people. In addition to this, Bry-Air also co-organized a Sports-Day with DRI for underprivileged students in Dharam Colony, Gurugram to provide them a platform to showcase their talent.

The Eye-Camp, which is also the flagship program initiated by Bry-Air, saw a huge participation from the people in Bhudiki village and nearby villages including Khirbi, Banswa Ramgarh and Bhaindoli village. Doctors and para medical staff were deployed as a part of the

program to provide awareness and medical assistance to underserved people in the eye camp. The event was organized under “Dr Mathra Das Pahwa Outreach Program”, the philanthropist and an eminent eye surgeon known for his charitable work for the underprivileged in the field of vision, more so, for cataract surgery.



Speaking on the success of the programs, Ms. Sonali Dutta, Vice President Corporate Affairs, Bry-Air said, “We are delighted to be of service to the underserved areas in the

country. It gives us immense pleasure to give back to the community through our initiatives. Spreading awareness on health has been the primary motto of our CSR initiatives. Through these programs we wish to educate people on well-being practices. We sincerely hope our initiatives would help us unlock the potential for growth in the regions.”

In addition to the success of Eye-Camp, Bry-Air & DRI’s jointly organized ‘Sports Day’ in Gurugram was a memorable occasion. Around 250 students from 6-14 years of age from Bry- Air and DRI Pathshala participated in various sports activities. The adopted learning centers also known as the ‘Pathshalas’ of Bry-Air and DRI creates a primary school environment conducive for the non-school – going children and weak students who are given remedial classes.