### The ICFAI University, Jharkhand

**Grooming Professionals. With Values.** 











# **Institutional Social Responsibility**

(Social Outreach for Enhancing Inclusivity of the Rural People)

**November 2022** 



#### The ICFAI Group

#### Pioneering professional education for over 35 years

ICFAI was established in 1984 as a not-for-profit society with the broad objective of empowering citizens through world class quality education. The Institute announced its arrival into the Indian education fora by launching a high end, innovative professional program in financial analysis in 1985. The Program was first-of-its-kind in India, aimed at equipping students and working professionals with cutting-edge knowledge in contemporary areas of finance. Since its establishment, ICFAI Group has made a significant mark in the Indian educational field with a pan-Indian network and presence.

Innovation has been the mainstay of ICFAI Group with innovation prevalent in its programs and even its culture. Subsequently, there was a big leap when ICFAI Group started its chain of business schools (IBS) across India in 1995 to offer management program. Since its inception, IBS has been consistently ranked among the top ranked B-Schools of India providing excellent academic delivery and infrastructure to its students and transforming them into leaders for the future.

Another example that is a testimony to the culture of innovation is the introduction of Case Study methodology at IBS. The Case Research Center at IBS has become a center of excellence and has won several accolades across the world.

ICFAI Group has 2 Strategic Institutional Units, the ICFAI Universities and the ICFAI Business Schools. In all the programs offered across these units, the emphasis is on adherence to academic rigor and differentiated curriculum that bridges the industry-academia gap.

ICFAI Group focuses on learning rather than instruction. In addition, the institute is engaged in important areas of research covering environmental sustainability, agricultural economics, health policy, financial economics, banking, intellectual property rights etc. There have been path-breaking research and good quality publications in these areas.

Flexible and tech enabled learning also plays an important role in ICFAI's teaching methodology. The delivery takes place with the use of hi-tech learning management system at campus programs and content delivery for distance learning through online medium.

ICFAI Group practices the value of academic integrity at all levels. As a policy, admissions are purely based on merit and there is nothing like capitation fee et al. The fee payable is published in the application material and that remains unchanged.

The ICFAI Group's culture of teaching and learning supports and fosters intellectual and personality development among its graduating students. They carry an attitude of ownership of their work. ICFAI Group strives to make the students - DOERS. The programs are designed such that the students & professionals graduating from the institution have the ability to take risks, make decisions and own the work. ICFAI Group system, strongly believes in developing an 'entrepreneurial mindset' among its graduating students.

At ICFAI, students inculcate research and analytical orientation due to its institutional strength and support for the research and development activities. Holistically, the student undergoes a transformative change.

The alumni of ICFAI Group are working in renowned companies world-wide. Collectively, ICFAI Group alumni contribute significantly to the growth story of India.



#### The ICFAI Universities

ICFAI has established 11 Universities across India. The ICFAI Universities are located at Hyderabad [The ICFAI Foundation for Higher Education (IFHE), which is a Deemed-to-be University], Jharkhand (Ranchi), Dehradun, Himachal Pradesh (Baddi), Jaipur, Meghalaya, Mizoram, Nagaland, Raipur, Sikkim and Tripura.

























N J Yasaswy (1950-2011)

#### Founder's Profile

Mr. N. J. Yasaswy (1950-2011), founder of the ICFAI Group of educational institutions and a pioneer in promoting higher education in the private sector had a brilliant academic career: B.Com (Andhra University 1969 – First Rank), CA Inter (May 1971 – First Rank), CA Final (May 1973 – First Rank), ICWA Inter (July 1970 – First Rank) and ICWA Final (July 1972 – First Rank). He was the recipient of the Basu Foundation Award for the Best Student of the Year from both – The Institute of Cost and Works Accountants of India (in 1972) and The Institute of Chartered Accountants of India (in 1973). During 1974-1980, Mr. Yasaswy was associated with the Administrative Staff College of India as a Faculty Member. In 1981, he started his consultancy firm, Yasaswy Management Associates Private Limited. Hyderabad.

Mr. Yasaswy was appointed by the Government of Andhra Pradesh as Chairman, Andhra Pradesh State Trading Corporation (1985–88), and Vice-Chairman, Public Enterprises Management Board (1986–88). He was a visiting faculty member at the Indian Institute of Management-Ahmedabad (1986-88) and was nominated as a Member on the SEBI Committee on Accounting Standards. He was a member of the Board of Directors of the Association of Certified International Investment Analysts (ACIIA), Switzerland. He authored several books on finance and investments.

Mr. Yasaswy set up the ICFAI as a single institute in 1985 without governmental sops or institutional funding, in an era where government support was the norm. He chose to spend all his energy on the fledgling institution which over the years grew to become a monument to what ambition can deliver. He was instrumental in building several business schools and universities in the developing states of India, particularly in the North-East region. He stood for professional management, excellence in the quality of education offered in the ICFAI institutions, and absolute discipline.

He was charismatic, a great teacher, an institution builder, a visionary and a genius who was years ahead of his time. His vision will continue to guide ICFAI forever.



### **Summary**

The Institute of Chartered Financial Analysts of India University, Jharkhand popularly known as The ICFAI University, Jharkhand is committed to creating and disseminating knowledge and imparting skills in core and frontier areas through innovative educational programs, research, consulting, publishing and industry internships. It focuses on developing a new cadre of citizens with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. As a part of social responsibility, the university has organized various events to accomplice the vision of our father of the Nation, Mahatma Gandhi ji.

The ICFAI University Jharkhand considers the Society as one of the major Stakeholders and takes various initiatives to improve the Quality of Life of the people, particularly the rural people in the neighboring villages in order to ensure Sustainable Development of the Society. The University has adopted five neighboring villages – Daladali, Simaliya, Pundag, Tilta and Gutua under Unnat Bharat Abhiyan Scheme (UBA) of Government of India and focusses on the following top five Sustainable Development Goals (SDGs) out of the 17 goals, identified by the United Nations in 2015 to ensure that all people enjoy peace and prosperity by 2030.



- 1. Eradication of Poverty
- 2. Removal of Hunger
- 3. Good Health and Well-being
- 4. Quality Education
- 5. Gender Equality

## **ERADICATION OF POVERTY**

### **Care-Giver Program**

Abasic training program to provide paramedical services to the old and handicapped people was conducted, in association with BOSCH, for the benefit of the underprivileged youth so that they can make their livelihood and also serve the society. The initiatives help the unemployed youth to grab the job opportunities, which also help them to support their family with the substantial income.









## **ERADICATION OF POVERTY**

#### Maanavata

Distribution of Blankets and other essentials to the poor people in the villages surrounding the University.









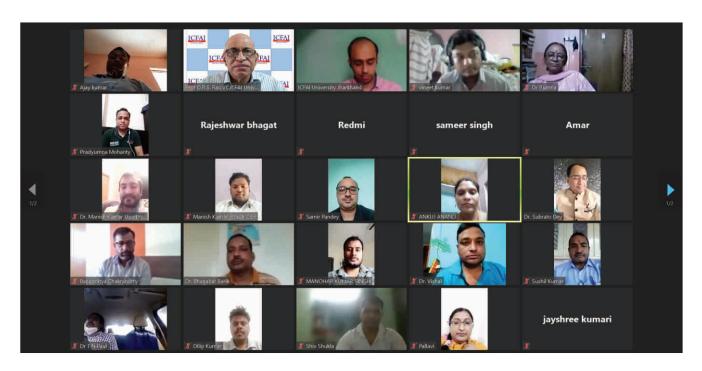




## **ERADICATION OF POVERTY**

### **Skill Entrepreneurship Training Program**

The training program for Rural Entrepreneurs was conducted in association with BOSCH, who want to start their skilling centers and contribute for societal development.











## **REMOVAL OF HUNGER**

### **Bhojan Patra Scheme**

Distribution of Blankets and other essentials to the needy people in the villages surrounding the University.











### Medical camp at Nagri old-age home

The medical camp was organized ,wherein basic medical check-ups were conducted by qualified Doctors and remedial course of actions was suggested for the old-age people staying at that home.













### **Blood Donation Camp**

Voluntary Blood donation camp was organised in association with Red-Cross Society of India.

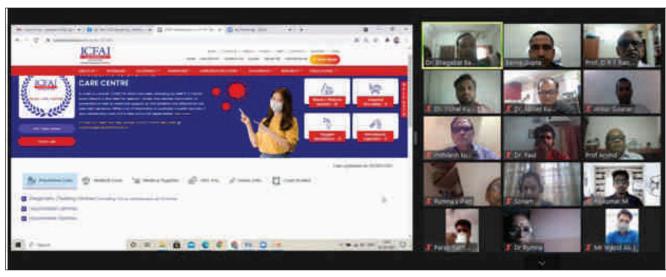






#### **COVID Care Portal**

To provide healthcare information and co-ordinate donors for blood and plasma donation for poor patients. Also to provide delivery of medicines to the needy during COVID lock down..









# **Donation of Medical Equipment to KC Roy Memorial Hospital & St. Baranbas Hospital**

To help the charity hospital serve the underprivileged society in a better way. KC Roy Hospital offers free medical services to the poor people.















## **QUALITY EDUCATION**

### **Training to School Teachers**

aculty Development Programs for School Teachers on "Use of Technology for better Teaching-Learning effectiveness".









## **QUALITY EDUCATION**

#### **Summer Youth Camp**

Summer Camp was conducted to train the rural children in Yoga, IT skills and build General Knowledge awareness and counsel them on Careers.











# **QUALITY EDUCATION**

### Vidya Daan Scheme

To conduct Remedial Classes to the poor children from the villages and train them on IT skills. To donate text books to the Panchayat Schools. Organize Library-on-Wheels.









## **GENDER EQUALITY**

### **Awareness Program**

The ICFAI University Jharkhand has conducted various awareness program on "Gender Equality". Also, a basic paramedical training program was organized for the upliftment of girl's students, belonging to the adopted villages. The purpose was to provide paramedical training which may help them to reach out the old and handicapped people. These initiatives supported their livelihood and provided an opportunity to extend their support to serve the society







### OTHER SERVICES TO THE SOCIETY

### **Legal Aid Clinic**

To provide quick legal advice to the poor people in the neighbouring villages to address the legal issues faced by them.



Awareness Programme on "Domestic Violence and Crime against Women / Vulnerable Section" at Vithatoli, Simalia village panchayat















(Introducing the villager about "Swachh Bharat" initiated by the Government of India)







(Skit performed in the village on the theme to avoid disposing garbage carelessly)







(Street cleaning, Drain cleaning, cleaning of back alleys awareness to the villagers)







(Wall Poster competition held among the villager students)



















(Distribution of chocolates and certificates to the village children after the competition)







(photograph with team members and the faculty guide after the successful completion of the community engagement activities)







Awareness Programme on "Water Conservation and Swachhta"









Village Survey for problem identifications of the five adopted villages such as Simaliya, Daladali, Gutua, Tilta and Pundag.







Visits to old age homes

Seminars, in association with NABARD, on rural entrepreneurship











Cultural Activities with Rural Students













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