

Become a



swabhimaan

**#AgentOfGood!**

Share Help, Give Hope



*Sar utha ke jiyo!*

## Know more about our Initiative...

Providing a helping hand is one of the most important and personally rewarding roles a person can play in their lifetime. We all feel good when we can help someone in their time of need.

You can do small acts to save the environment, spread financial literacy, promote education, care for animals and birds or simply lend a hand to someone in need.

We encourage you to not only do it yourself, but also motivate your family, colleagues, partners and teams to make a difference. We invite you to become the **Agent Of Good**.

Share with us your Agent of Good deed and download your prized certificate in three easy steps:



## Our Areas of Impact:



## Saving Environment

Environment is no one's property to destroy;  
it's everyone's responsibility to protect.

- Mohith Agadi



Let's all together contribute in becoming good stewards of the Earth. Every other day we come across news on forest fires, deforestation for infrastructure development, increasing CO<sub>2</sub> levels, etc. But the good news is that it's often not too difficult, expensive, or inconvenient to become more environment-friendly.

We can do small tasks with our friends, family, partners, neighbours and colleagues to save our planet. Though small changes at the individual level may seem trivial, just think how much cleaner the planet would be if we all adopted even a few of the following:

- **Plant trees:** The list of benefits provided by trees is endless – from cleaning the air we breathe to providing shelter to biodiversity – trees are vital for life on earth. In an endeavour to increase green cover, you can plant trees on your own or can reach out to NGOs. Some of the organizations who can help you in the process are listed below:
  - **SayTrees:** This organization is actively involved in tree plantation drives in India to increase the green cover. They have been planting trees in Karnataka, Maharashtra, Andhra Pradesh and Tamil Nadu.  
Website link: <https://www.saytrees.org/>
  - **Green Yatra:** An environmental NGO working towards protection, conservation and betterment of Mother Nature with an objective to nullify the environmental imbalance caused by people and our society at large.  
Website link: <https://www.greenyatra.org/>
  - **SankalpTaru:** With its core philosophy of 'planting trees for the people, by the people', the organization is committed to increase green cover in the country.  
Website link: <https://sankalptaru.org/>
  - **Save water:** Mother Nature has given us enough of the *precious resource* for our need. Now, it is our responsibility to use it judiciously to fulfil our water requirement. View some useful tips to do your bit at <http://www.projectwater.info/100-ways-to- conserve-water.html>.

- **Recycle plastic:** Even though plastics are detrimental to our environment, they have become an indispensable part of our everyday lives. Thus, **Reduce, Reuse and Recycle** has become the mantra towards sustainable living. Recycling not only helps us in fighting against pollution and climate change, but also reduces the need for raw materials so that resources are preserved. To achieve this, you can connect with some of the NGOs listed below:
  - **The Kabadiwala:** The organization is involved in Smart Waste Management and helps in streamlining the collection and recycling of post-consumer waste.  
Website link: <https://www.thekabadiwala.com/>
  - **Bottles for Change:** For a greener and cleaner environment, it ensures channelizing of all kinds of used clean plastic for recycling.  
Website link: <https://www.bottlesforchange.in/>
  - **Indian Pollution Control Association:** It promotes waste management practices at individual, group and national level.  
Website link: <https://ipcaworld.co.in/>
  - **Green Sutra:** It assists people to adapt to and adopt Sustainable Practices and Green Technologies.  
Website link: <https://greensutra.in/>
- **Reduce energy consumption:** For an affordable and sustainable living, read some simple tips to reduce energy consumption at:
  - <https://www.bchydro.com/powersmart/residential/tips-technologies/everyday-electricity-saving-tips.html>
  - <https://www.prakati.in/how-to-reduce-electricity-bill-in-india/>

**Note:**

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3. Strictly follow all COVID-19 protocols.

## Financial Literacy

“  
It is better to light a lamp in the darkness, than curse it.  
”  
- Maharshi Karve



Financial literacy is the ability to understand and effectively use financial skills, such as personal financial management, budgeting and investing. However, most of the underprivileged communities are not financially literate. They do not have knowledge on various government schemes, banking, investing etc. Even if, they are aware of schemes, they are not equipped with basic documents like Aadhaar card and ration card to avail the benefits of these schemes. Hence, developing financial literacy in marginalized communities is crucial.

### Benefits of Financial Literacy:

- Prepares one for emergencies
- Provides help to deal with rising costs of living and inflation
- Financially literate women can run household expenses more effectively and can save as well
- Increases confidence in one's own decision-making



### Guide the disadvantaged groups with financial awareness:

- On the importance of procuring financial documents like PAN Card and Aadhaar Card
- On the value of opening bank accounts
- On the magic of compounding, budgeting, etc.
- About different government schemes for the needy
- On use of UPIs and digital wallets

### Here are some useful links to provide support to the needy people around you:

- For PAN Card application:  
<https://www.incometaxindia.gov.in/Pages/tax-services/apply-for-pan.aspx>
- For Aadhaar Card application:  
<https://uidai.gov.in/my-aadhaar/about-your-aadhaar/aadhaar-enrolment.html>
- Read more about financial literacy and schemes:  
<https://vikaspedia.in/social-welfare/financial-inclusion/financial-literacy/national-centre-for-financial-education-ncfe>



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## Education

“  
The whole purpose of education is to turn mirrors  
into windows.

”  
- Sydney J. Harris



Education is the vehicle to help poor families overcome poverty. We can enable underprivileged children to gain employment and bring financial relief to their families by equipping them with literacy and skills. Holistic education also helps in building confidence in them for their future thus, making a stronger nation.

We can contribute at our individual level to kindle the light of education in each child with the help of some NGOs:

- **To teach rural students online:** To enable quality in education for most deserving children of remote and rural villages of India, **eVidyaloka** creates digital classrooms for children in remote villages.  
Website link: <https://www.evidyaloka.org/>
- **To teach / contribute in government schools:** An initiative by the Ministry of Education, Government of India, **Vidyanjali** aims to strengthen schools through community and private sector involvement in schools across the country.  
Website link: <https://vidyanjali.education.gov.in/en>
- **To write exams for blind students:** Spreading the spirit of volunteerism, **Volunteer for a Cause (VFC)** provides a common platform for volunteers to lead the social and national developmental change.  
Website link: <https://www.vfcindia.in/>
- **To mentor youth:** By helping young people at-risk in finding caring and committed mentors, **Mentor Together** believes in creating a profound impact in their lives.  
Website link: <https://mentortogether.org/>
- **To donate books:** You give the joy of reading to someone when you donate your used books. While donating books to any person or NGO, please ensure that they are in good condition (not torn, stained or outdated):
  - > **Ratna Nidhi:** <https://ratnanidhi.org/book-donation/MISSION-MILLION-BOOKS>
  - > **Katha:** <https://www.katha.org/donate-books/>
  - > **MyPustak.com:** <https://www.mypustak.com/donate-books>

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## Animal Care



“ It takes nothing away from a human to be kind to an animal.

” - Joaquin Phoenix

Our rich diversity of birds and animal species has been facing severe threats for a long time. Urban sprawl, deforestation, etc. have reduced their natural habitats. Through small acts of care and support like feeding strays, keeping water for birds, hanging birdhouses in the balcony, etc., we can help in saving them. Animals and birds can recognize love in any form. So, let's be more compassionate towards them.

You can choose to volunteer to any of the NGOs listed below:

- **Animals Matter To Me (AMTM):** It is dedicated to the rescue and rehabilitation of stray and abandoned animals in Mumbai.  
Website link: <https://www.amtmindia.org/>
- **People for Animals:** It works all over India for animal rescue and rehabilitation such as shelters, ambulances, mobile clinics and helplines.  
Website link: <https://www.peopleforanimalsindia.org/>
- **We Love Animals:** It works towards animal protection, raising public awareness and defending the rights of all non-human creatures.  
Website link: <https://www.weloveanimals.foundation/>
- **RESQ Charitable Trust:** It aims to minimize human-animal conflict and provide relief to animals in distress.  
Website link: <https://www.resqct.org/>
- **Sanjay Gandhi Animal Care Centre:** It works towards providing sick, wounded, and abandoned animals food, shelter, medication, kindness, safety and care as long as they need it.  
Website link: <http://sanjaygandhianimalcarecentre.org/>
- To access information on **cruelty-free products**, you can visit <https://crueltyfree.peta.org/>.

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## Lend a Hand

“ You may never know what results come of your actions, but if you do nothing, there will be no results.

” - Mahatma Gandhi



Sometimes we're so preoccupied with our own issues, that we forget that an act of kindness or a simple gesture can make someone's day better. Volunteering for social good helps us to connect with the community. As we start looking for opportunities to help others, we improve our lives because we are no longer self-absorbed, but rather living to serve others.



Are you looking for some ways in which you can volunteer? We have some references that can help:

- **To donate clothes / toys:** While donating clothes or toys, please ensure that they are in 'good used condition' and not torn or soiled. Clothes should be properly washed. Used undergarments should not be donated.

You can choose to donate your used stuff to any of the NGOs listed below:

- > **SADS:** <https://sadsindia.org/>
- > **Clothes Box Foundation:** <https://clothesboxfoundation.org/>
- > **GOONJ:** <https://goonj.org/>
- > **Happiee Souls:** <https://happieesouls.com/>

- **To donate food:** We can save one from dying from hunger by donating food. Food should be donated in good faith so that the food provided to the needy is safe and doesn't cause any harm to the recipients. It should not be in a soiled container or have passed the use-by date.

You can choose to donate food to any of the NGOs listed below:

- > **Annamrita:** <https://annamrita.org/>
- > **Mumbai Roti Bank:** <https://rotibankfoundation.org/>
- > **Akshayapatra:** <https://www.akshayapatra.org/iso-certified-kitchens>
- > **Robin Hood Army:** <https://robinhoodarmy.com/>





- **To volunteer at old age homes / orphanages:** We get the opportunity to give love, care, affection and attention to those who are in need by visiting old age homes and orphanages. By spending time with them, we get to hear their valuable experiences and we are able to appreciate our blessed lives a little more.

You can choose to volunteer at any of the NGOs listed below:

- > **iVolunteer:** <https://www.ivolunteer.in/>
- > **HelpAge India:** <https://www.helpageindia.org/to-volunteer/>
- > **Dignity Foundation:** <https://dignityfoundation.com/Volunteer.aspx>



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Engage in a



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For ideas or questions, email us at  
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