

Born to Fly: Case of Project Protsahan Chiraiyya

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ABSTRACT

Each bird is born to fly, only if it has wings. The dream of providing wings to the underprivileged girls so that they can not only fly but also make a mark in the sky was not seen in one night by one person only. This case intends to throw light on the journey that project "Protsahan Chiraiyya" has traveled so far. It was a journey of hope and aspirations. It provided training and developing opportunities to the village girls with a vision of leading from the back and helping others to evolve as future leaders. The case unfolds many age-old stereotypes prevailing in the Indian society and provides a background to understand that every socio-cultural and economic problem is an opportunity to bring out sustainable change at grassroots level leading to a little more inclusive and an equitable world. This case is an attempt to document a model of social change that is self-evolving and self-progressing. There is a challenge to extrapolate it to the next orbit and optimize the multiplier effect to the other sections with broader geographical reach. The challenge also exists to maintain the quality in the deliverables and take away of the project and keep the interest of the village community alive.

It is apt for teaching courses like Responsible Business, Corporate Social Responsibility and Sustainability in Future lives, to the Management graduates and graduates of Social Work and Sustainable Business Programs. The case has the following learning objectives:

1. To familiarize students with corporate social responsibility (CSR) initiatives that a B Schools can take.
2. To introduce students to a responsible business model that runs with the contribution of different stakeholders.
3. To imbibe community service and general awareness with the core business and management education.

INTRODUCTION

The project named Protsahan Chiraiyya is an initiative of Ranganathan Society for Social Welfare and Library Development (RSSWLD), Greater Noida. It is an independent society registered under the Societies Act, promoted by the Birla Institute of Management Technology (BIMTECH) Greater Noida, India, as its CSR implementation arm. RSSWLD initiated the project in the year 2016 to commemorate the first death anniversary of one of the founders of BIMTECH, late Sarla Birla.¹ The main objective of the project was to improve the quality of education and supplement

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Disclaimer: This case has been developed for classroom discussion and is not intended to illustrate either effective or ineffective handling of an administrative situation or to represent successful or unsuccessful managerial decision making or endorse the views of the management.