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LAUNCH OF 'SAAKSHARTA ABHIYAAN' CAMPAIGN ON 37TH FOUNDATION DAY AT BIMTECH

To mark the 155th birth anniversary of Mahatma Gandhi, Birla Institute of Management Technology (BIMTECH) launched a social initiative, the "Saaksharta Abhiyaan" campaign, a literacy programme aimed at promoting education within the local communities. The institute celebrated its 37th Foundation Day on 2 October. This initiative is part of BIMTECH's endeavour to contribute to society through educational empowerment, focusing on campus support staff, including gardeners, sweepers, guards, cleaners, pantry staff, and gatekeepers. Through "Saaksharta Abhiyaan," the institution aims to empower staff to engage effectively in their roles and improve overall reading, writing, communication, and practical literacy skills within the campus community.

India, and Saurabh Verma, President at Aon India Insurance Brokers Pvt Ltd, launched the campaign and delivered insightful addresses that enlightened the attendees. Prabina Rajib, Director of BIMTECH, emphasised that this initiative will strengthen BIMTECH's legacy of social responsibility and innovation.

The event launch was followed by a community lunch organised by BIMTECH for underprivileged women and children. BIMTECH distributed home utility items to women and school bags to children as part of its CSR initiatives.



Distinguished Chief Guests Ashutosh Anshu, Board Director and CHRO at Hitachi