

PRAVEEN KARN – A CATALYST FOR THE BETTERMENT OF UNDERPRIVILEGED SECTIONS

Praveen Karn, Head Group CSR at Spark Minda, Ashok Minda Group has a cumulative experience of more than 9 years in the field of CSR and Community Development. A Post Graduate in Rural Management from XISS, Ranchi, Praveen has an experience of more than 8 years in the field of CSR and Community Development. He aspires to serve as a catalyst for development of the backward strata of the society.

Karn's past experience includes working with Gond, Santhal and Paharia tribes in Jharkhand and Madhya Pradesh. He is an expert in Planning and implementation of Community Development Programmes. Some of his past assignments include integration of sustainability projects with CSR and developing business integrated CSR Projects at Jindal Steel & Power Limited and SRF Foundation. His dedication and efforts towards the betterment of the society bagged him appreciation in various forums for his livelihood projects for the Meo Muslim Community of Mewat while on the other hand, Karn also played a pivotal role in the implementation of Polio Immunisation Project with UNICEF and WHO.

Apart from this, he has been instrumental in developing Resettlement and Rehabilitation plan for a couple of Industrial projects. Karn's forte also lies in developing collaborations and leveraging strength in a multi stakeholder community project.

At Spark Minda, Ashok Minda



Group, he plans, develops and monitors CSR projects for over 20 project locations across the country. Spark Minda, Ashok Minda Group has been involved in CSR activities since decades. In continuation to the legacy of a responsible corporate citizenship, the CSR activities being taken at the group are derived from the triple bottom line model of People, Planet and Profit. Ensuring environment sustainability with community care are the thematic divisions, surrounding which the CSR activities are planned and executed across the group.

In conceiving projects at societal level, Karn conducts need assessment and focused group discussion with the community and develops projects as per the need of a particular area. Community is always a stakeholder for both directly implemented and collaborative projects and for such projects he ensures a win-win situation for each of the stakeholder involved. Guided from Millennium

Development Goal and CSR under Companies Act, Education; Livelihood; Health and Sanitation, support to differently abled; Environment Sustainability and Women Empowerment are current broader heads of interventions in the Group. 'Aakarshan' – a project run under Education and Vocational Skills is imparting training on Computer, Cutting & Tailoring and Spoken English at Greater Noida, Pune, Chennai and Paninagar. A business integrated PPP model for manufacturing of wire harness has been established at Tihar jail and the wages to be paid to the inmates are reaching to the inmates' and victims' families. Even before the introduction of Swachh Bharat Campaign, Spark Minda Group had started working for the School Sanitation Project and recently this facility has been dedicated to one of the schools at Paninagar. To ensure better health of people, medical camps are organised around the manufacturing locations in frequent intervals. Another health project has been identified for the girls of north east, who are from the riots-affected families or orphans. Another major focus area of intervention is support for differently abled. In each of its manufacturing units, the group trains and hires differently abled people. Karn's passion for continuous betterment of the lesser privileged sections of the society continues to be his constant source of inspiration in driving his initiatives and he hopes to continue the same in future. *