

# [Serving dr priti adani spearheads all the csr](https://assignbuster.com/serving-dr-priti-adani-spearheads-all-the-csr/)

[](https://assignbuster.com/)[Media](https://assignbuster.com/essay-subjects/media/), [Television](https://assignbuster.com/essay-subjects/media/television/)

Serving as the Chairperson of Adani Foundation, Dr Priti G Adani has captured the world’s attention by becoming a prominentphilanthropic force. She has been working tirelessly in aid of charities inIndia, using her distinction to raise awareness on important humanitarianissues. Dr Priti Adani spearheads all the CSRinitiatives of Adani Group, one of the India’s leading conglomerates, led byGautam Adani. She has been working with young change-drivers— children from weak and vulnerable backgrounds—givingthem opportunities to create community impact.

The focus areas of the foundation includeeducation, healthcare, rural transformation and urban renewal, among others. AdaniVidya Mandir is among a slew of CSR initiatives, helmed by Adani Foundationthat has touched the lives of over 1. 5 lakh students, across 1, 600schools/colleges in India.

Children, whose parents have an annual incomeof less than Rs 1, 50, 000 can enroll in this institution. Apart from education, the children are also provided with notebooks, textbooks, breakfast, lunch, uniform, transportation and counseling. Talking about the values the school adheresto, Priti told India TV, “ Our teachers have a child-centricapproach, and they believe in experiential learning theory. Character buildingis another thing which we teach them, making them responsible towards thesociety and the world is also crucial. It is an integral part of ourcurriculum.” Dr Priti Adani has displayed a great affinityfor children, becoming a campaigner for some the most vulnerable. She is often seencomforting children in schools and making personal connections with many.

Social issues like illiteracy, malnutritionand poor healthcare are topping the list of woes in India. However, the responsibilityof resolving these issues lies both on the citizens and the government. Further, with initiatives such Adani Vidya Mandir, Dr Priti G Adani is playinga vital role in helping the people battle these problems. With CSR becoming an integral part of corporates, funding routed through social initiatives can boost country’s progress. “ Nation’seconomic and social development can get the velocity and corporates can get theweight; a win-win situation for both.