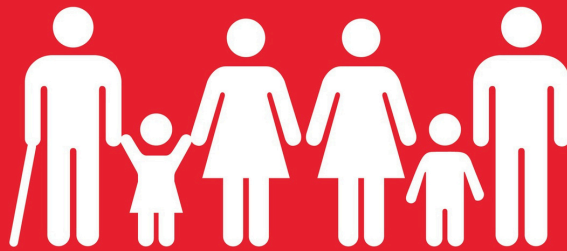


**1 NO
POVERTY**



Jul 2023 – June 2024

Explore
Your
Potential

NO POVERTY

SDG 1, one of the 17 SDGs established by the UN in 2015, aims to eradicate poverty. Punjab has one of the lowest poverty rates in India with about 8% population below poverty though in the last 15 years the economic growth has slowed down.

The National Family Health Survey - 5 (NFHS-5) (2019-21) data show that 14.96% of the India's population are multidimensionally poor compared to 24.85% of the population that was multidimensionally poor based on the 2015-16 (NFHS-4), resulting in 135mn individuals escaping poverty during the 5-year period. This highlights that India is on track to achieve SDG Target 1.2 that aims to reduce poverty in all its forms by at least half by 2030. (<https://www.undp.org/india/national-multidimensional-poverty-index-progress-review-2023>)

Chitkara University has played its role as best as it could, in leaving no one behind and in helping the youth and women of the society with employment opportunities, providing scholarships to students for their studies, sharing resources and in training the future leaders to also contribute to the society by sharing resources and services.

The reports of various activities provided would provide you with an understanding of the efforts put in by the Chitkarians towards SDG 1.

The Chitkara University's contributions to SDG 1 (No Poverty) highlights various initiatives aimed at eradicating poverty and promoting social welfare from July 2023 to June 2024. The university's efforts span educational support, community outreach, and sustainable development projects, with a particular focus on empowering marginalized groups.

Key Initiatives:

1. More than 20 Research Papers published
2. **Scholarships:** Underprivileged and deserving students under various categories were benefited from scholarships, supporting academic excellence, financial needs, and inclusivity.
3. **Earn While You Learn:** A program allowing students on campus to gain practical experience and financial stability while studying, fostering career readiness.
4. **Community Outreach:** The campus strived to reach out to the community through charity event, vertical farming demonstration for farmers, blanket and toy drive and other

donation drives.

5. Consultancy and Agricultural Support: Chitkara University provided consultancy on rice cultivation.

6. Environmental and Social Impact: Students engaged in an educational carnival through Exhibition (Chitkara Mandi) that combined business with social causes, supporting local villagers.

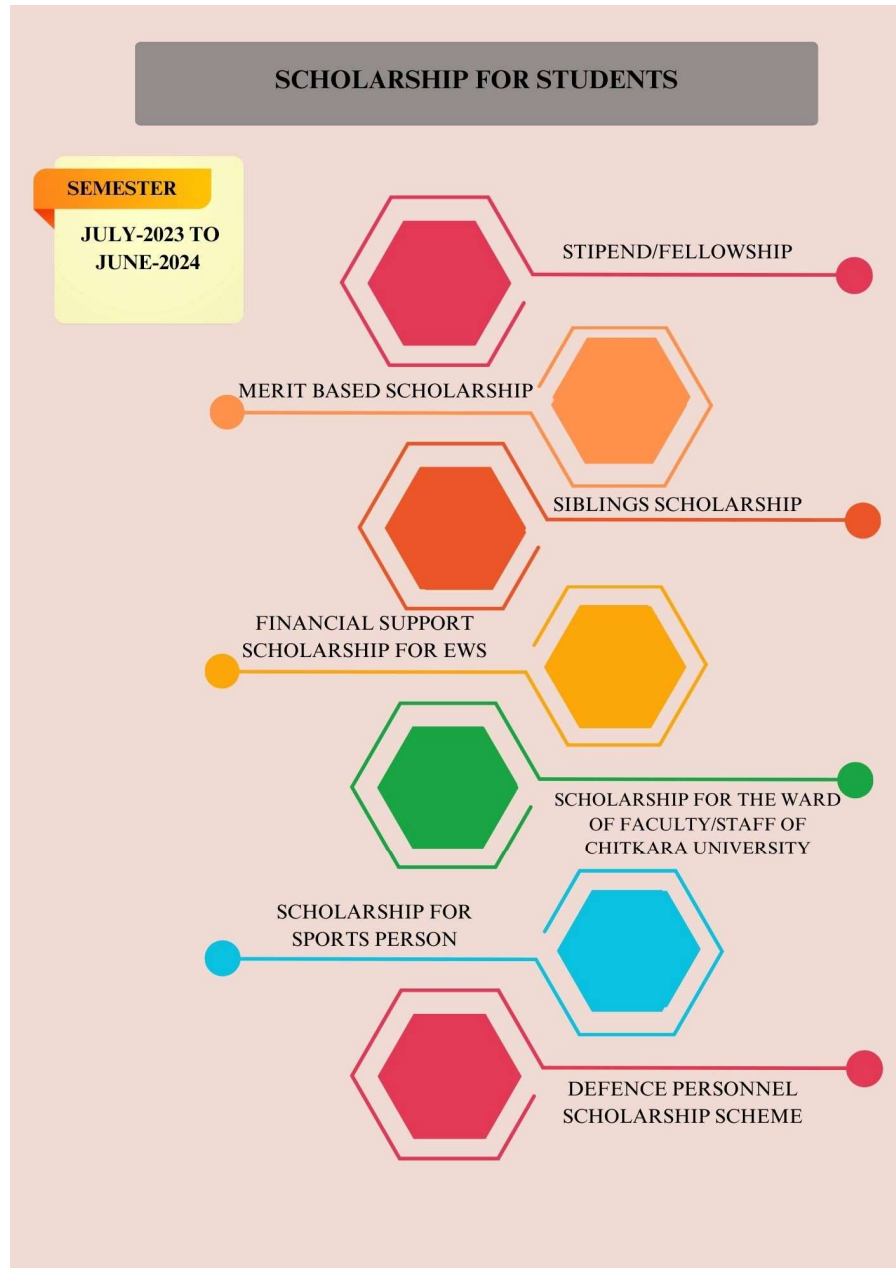
7. Job Placement for Underprivileged: Chitkara University helped underprivileged candidates secure employment, offering training in hospitality.

Overall, Chitkara University's initiatives under SDG 1 focus on reducing poverty, providing educational opportunities, promoting community welfare, and ensuring health and environmental sustainability through its diverse programs and outreach efforts.

The detailed events and activities of SDG 1 are in the following pages:

INDEX SDG 1 (NO POVERTY)

S No.	Department	Date	Event	Page No.
1	Scholarships			3
2	Earn while you Learn			4
3	Local Staff Data			4
4	Financial Support			5
5	Chitkara Innovation Incubation Foundation (CIIF)			6
6	Centre for Entrepreneurship Education & Development (CEED)			7-11
7	AE	14 Sep 23	Charity Event	12-13
8	YPF	16 Nov 23	Demonstration of Vertical Farming of Turmeric	14
9	CUSMS	28 Dec 23	Blanket Drive for Needy	15-16
10	NSS	15 Jan 24	Donation Drive on Makar Sankranti	17-18
11	YPF	26 Jan 24	Consultancy Provided to GRM Overseas Ltd	19-20
12	NSS	15 Mar 24	Snehil Prayaas	21
13	NSS	2 Apr 24	Snehil Prayaas	22
14	CSPC	18 Apr 24	Khillono me Khusiyaan	23-24
15	CBS	10 May 24	Chitkara Mandi	25
16	OA	5 June 24	Care to Share	26-28
17	CCHM		Helping Underprivileged In The hour Of Need (Students Sent To Dubai)	29-30

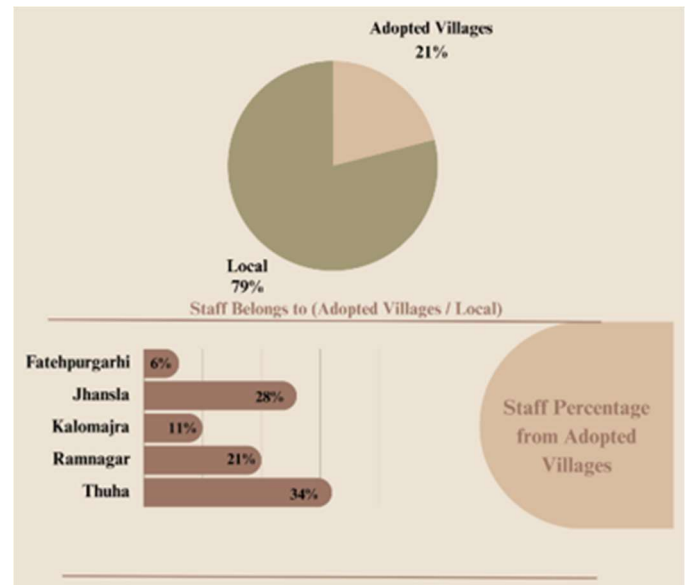


SCHOLARSHIP WAS GRANTED TO 4900+ STUDENTS UNDER ABOVE CATEGORIES

Chitkara University offers a variety of scholarships to support students from diverse backgrounds and abilities. These include merit-based scholarships for high achievers, financial assistance for economically weaker sections (EWS), and special provisions for siblings of current students. The university also provides scholarships for the children of faculty and staff, as well as for sportspersons, recognizing their achievements in athletics. Additionally, there is a scholarship scheme for the wards of defense personnel, honoring their service and commitment. These scholarships aim to promote academic excellence and inclusivity, ensuring that all students have access to quality education and opportunities for personal growth

Earn While You Learn

"Earn While You Learn" is a program at Chitkara University, Punjab, designed to help students gain practical experience while pursuing their studies. This initiative allows interns to work in various fields, enhancing their skills and earning an income simultaneously. The data includes profiles of participating interns, job & roles. By balancing work and education, students are better prepared for their future careers, fostering a seamless transition from the classroom to the workplace.



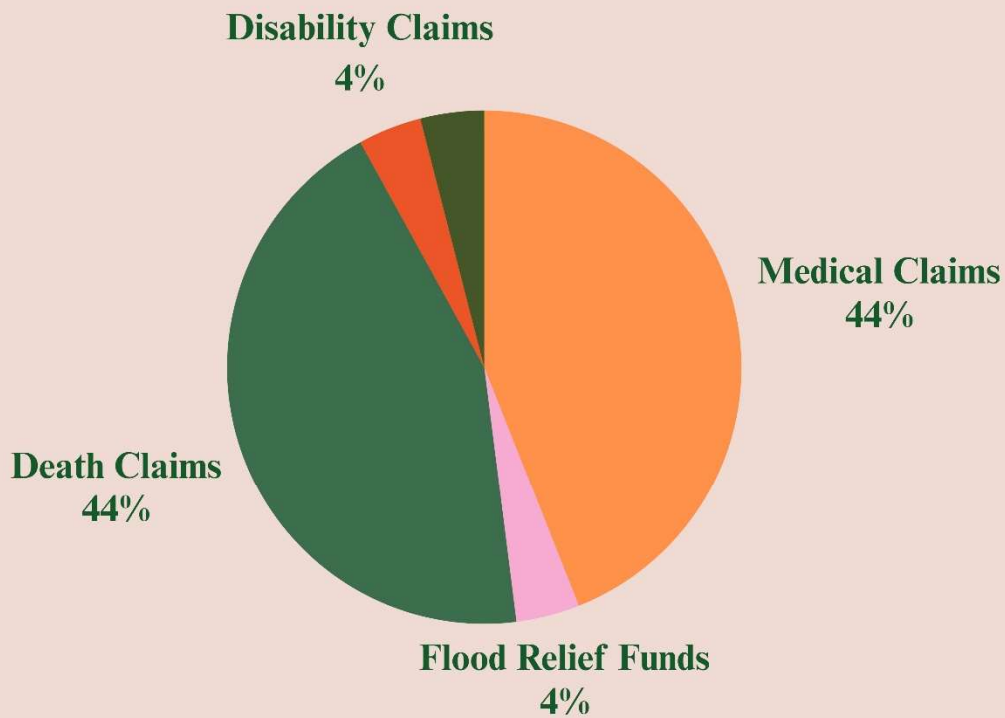
Chitkara University, established in 2002, began its journey with a vision to foster local talent and promote regional development. In its early days, the university prioritized hiring local staff, creating job opportunities and integrating itself into the community. Over the years, Chitkara University has evolved into a reputable institution, known for its commitment to academic excellence and holistic development, while remaining deeply rooted in its local community.

FINANCIAL SUPPORT FOR BANEFICIARIES

Data displays the Financial Support in various cases, Approved in INR Year Wise by the Chitkara Educational Trust.

In the last few years, more than 24 Lakhs has been distributed to various stakeholders under different categories

CLAIMED CATEGORIES



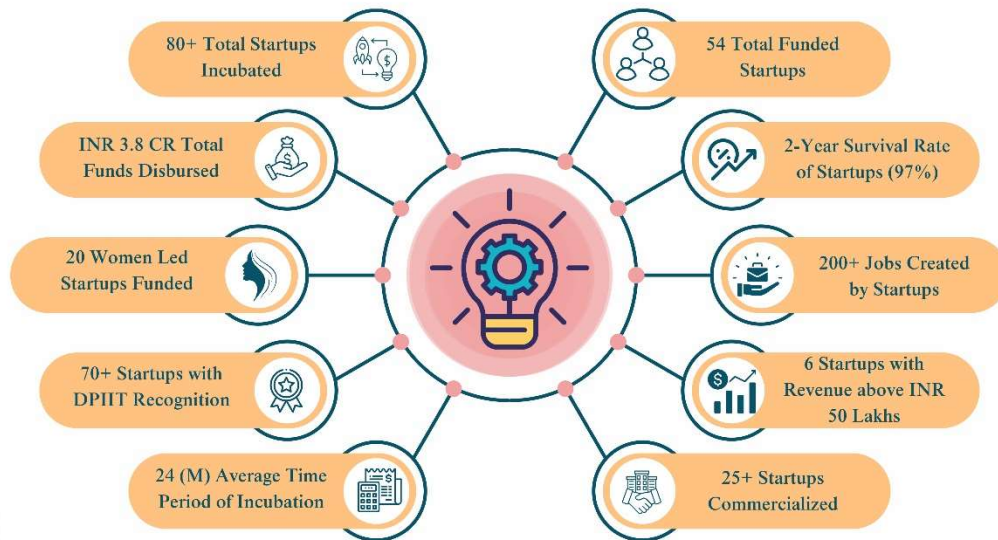
Percentage of the Beneficiaries

Entrepreneurship

Entrepreneurship at Chitkara University is a cornerstone of its mission, dedicated to transforming innovative ideas into successful ventures. The university fosters an entrepreneurial spirit among students, faculty, staff, and the broader community by encouraging and supporting the development of entrepreneurial initiatives. Through its dedicated units, the Chitkara Innovation Incubation Foundation (CIIF) and the Centre for Entrepreneurship Education & Development (CEED), Chitkara University provides a structured environment for nurturing and mentoring ideas. These units meticulously filter and refine ideas, offering expert guidance to ensure they evolve into viable and successful enterprises. The support extends not only to new ideas but also to existing ventures that may be struggling, helping them pivot and achieve success. By combining resources, mentorship, and a robust support system, Chitkara University plays a pivotal role in turning entrepreneurial dreams into reality, demonstrating its unwavering commitment to fostering innovation and entrepreneurship.



INCUBATOR PERFORMANCE (July 2023 - June 2024)



CEED SMART-7 SESSIONS



43
Sessions

8300+
Students
Touchbased

DOMAINS

BBA Analytics
BBA Fintech
Hospitality
Retail
MBA LSCM

CSE
CSE-AI
MBA
BBA
Design
School



CEED CONNECT



19
Sessions

720+
Students
Touchbased

DOMAINS

MBA LSCM
Hospitality
CSE

BBA Aviation
BBA Fintech
BBA Digital
Marketing



WEEK 0 ORIENTATION



26

Sessions in both
Punjab and HP

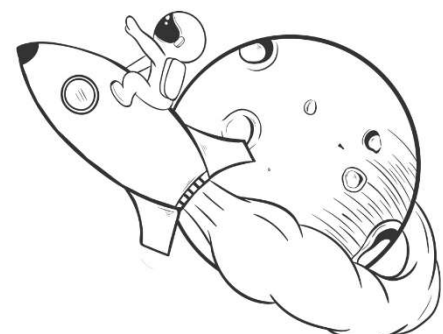
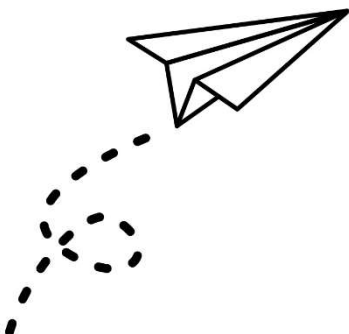
19000+

Students
touchbased

DOMAINS

Engineering
Hospitality
Business School
Design School
Health Sciences
Pharmacy
Architecture

Psychology
Mass Comm
Nursing
Law
Computer Applications
Education





24+
Startups Registered



95%
Startups from Tier 2 & 3 Cities



100+
Employment through Startups



4
Average Employees per Startup



85%
Startups with Women Directors

21
Number of Women Directors



IIM Calcutta



IIT Jodhpur



IIT Ropar



**India Startup
Foundation**



SIDBI



**Redinent
Innovations**



ISB



t-hub



Zypp Electric



Innoa Ventures



Antier Solutions

cee | d

Explore Talks



Ananya Birla



Neerja Birla



Ashneer Grover



Aman Gupta



Vineeta Singh



Ghazal Alagh



**Shobha
Jagathpal**



SV Nathan



Akash Gupta

Event Details	
Event Name	Charity Event
Topic	CSR Activity: Monsoon Relief - Donate for Change
Date	2023 - 09 - 14 to 2023 - 09 - 14
Mode	Offline
Department	Department of Civil Engineering
Organizer Name	Dr. Payal Sachdeva & Dr. Akshay Chaudhary
No. of Participants	11
SDG No	SDG 1: No Poverty

The event's main goal was to inspire action towards sustainable development goal 1. The actions taken to achieve the SDGs are consistent with the vision of the University. On September 14, 2023, the Department of Civil Engineering, CUIET- AE, successfully conducted the CSR Activity: Monsoon Relief - Donate for Change. Members of the Nirmaan Club, alongside Mr. Girish Chauhan, Lab Technician, visited Kusht Ashram in Rajpura, where they generously donated food and various items contributed by our dedicated faculty members and students.

demonstrated the power of empathy and unity, proving that even small acts of kindness can make a profound difference in the lives of others. Let this event inspire us to continue being the beacon of hope, not only during times of need but in all our future endeavors. Stay inspired, stay united, and let's keep working towards making the world a better place. Thank you for being a part of this meaningful journey.

Outcomes

- Successful collection and donation of food and essential items to Kusht Ashram in Rajpura.
- Active participation and collaboration of faculty members, students, and the Nirmaan Club. Contribution towards achieving Sustainable Development Goals
- 1 (No Poverty) and 4 (Quality Education).
- Enhanced community spirit and demonstration of empathy and unity among CUIET-AE members.



EVENT	Demonstration of Vertical Farming of Turmeric		
Date / Time	16th Nov 23 /1100-1430 hrs	Mode:	Offline
Location / Link	Village Amin, Kurukshetra		
Activity In-charge	Dr Anurag Tewari & Mr. Sube Singh		
No. of Participants	52 Farmers		
Resource Person	Dr Anurag Tewari		
SDG:	1, 2, 3, 9, 12, 13, & 17		

Event Details

The objective of vertical farming is to achieve superior production & quality in lesser areas. Vertical farming is a highly profitable method involving the production of plants in vertically stacked structures to maximize land utilization and to overcome the problem of scarcity of resources. Generally, turmeric with high curcumin content is grown in vertical farming under protected cultivation. This ensures a total production of 50 acres from just a one-acre area. To carry things forward a small demonstration program was organized at the vertical farming unit at Kurukshetra, Haryana



Observations being made by Yellow Point Farm Team at Vertical Farming Unit in Kurukshetra, Haryana

Event	Blanket- Drive for the Needy		
Date/Time	28-Dec-2023	Mode:	Offline
Location	Village Alampur, Rajpura, Patiala District, Punjab		
Activity In-Charge	Er. Jasjeet Suri		
No. of Participants:	20 (Cadets) + 04 (Faculty)		
Resource Person	-----		
SDG	1 – No Poverty, 3 – Good Health & Well Being, 10 – Reduced Inequalities, 17 - Partnership for the Goals		

BRIEF DESCRIPTION

Faculty and cadets of CUSMS visited Village Alampur, Rajpura, Patiala District, Punjab, and distributed about 50-60 blankets to the laborers working in the fields there, on 28th Dec 2023.

As the winter is setting in, the weather is becoming extremely cold in this region. Many poor farm laborers do not have adequate resources to cope with these weather conditions. Thus, the CUSMS family planned to collect funds/resources and organize this Blanket Drive. They organized welfare work for people living below the poverty line. The Cadets showed great enthusiasm, in planning, organizing, and distributing the Blankets.



1630 hrs: Faculty and cadets assembled in front of Tesla Block with the acquired resources to distribute.

1635 hrs: 20 cadets and 4 faculty members left for Alampur Village.

1645 hrs: The team identified and distributed blankets to the laborers working in the fields.

1730 hrs: The team distributed about 60 blankets to the laborers.

1800 hrs: The team returned to the Chitkara University Campus.

Photos of the Event



Blankets Distribution at Alampur Village on 28 Dec 2023



Event Name	Donation Drive on Makar Sankranti
Venue	Jhansla and Govt. High Smart School, Thuha
Date	15 th January, 2024
SDG Number, Name, and NEP	1-No Poverty, NEP-1
Organized By	National Service Scheme, Chitkara University, Punjab
Duration:-	One Day

Description of Event

On 15th January 2024 in the vibrant tapestry of Makar Sankranti, a day steeped in tradition and celebration, the National Service Scheme, Chitkara University, Punjab illuminated the spirits of Govt. High Smart School in Thuha, Rajpura, and Village Jansla - two villages embraced by Chitkara's community outreach efforts. Amidst the dance of kites and the melody of laughter, the university's benevolent gestures shone brightly, a testament to our unwavering commitment to holistic growth and upliftment.

Chitkara University has adopted five villages around the University campus catering to the University's social responsibility and accountability toward the growth of the Indian economy as a whole. Chitkara University endeavors to help the poor and needy living below the poverty line

Like the sun's gentle rays spreading across the horizon, our contributions cast a warm glow upon the lives of those we touched, illuminating pathways to a brighter tomorrow.

This initiative embodies more than just philanthropy; it represents a harmonious fusion of compassion and learning, where each gesture aligns with the rhythm of positive change. With every donation and act of assistance, we sow the seeds of hope and progress, nurturing the soil of the adopted villages with care and devotion.

As Chitkara engages in this symphony of kindness, the actions echo far beyond the present moment, leaving a permanent mark on the story of compassion. With each act of generosity, the Chitkara community writes a story of solidarity and empathy, enriching the culture and harmony of society with the multitudinous hues of humanity. In the embrace



of Makar Sankranti, the flames of benevolence kindled, for true fulfillment lies in uplifting those who can never repay us.



Chitkara University partners with Govt. High Smart School; Thuha to tackle community needs (15th January 2024)

Chitkara University engages in discussions to address villagers' issues (15th January 2024)



Chitkara University showers blessings and well-wishes upon its adopted villages (15th January 2024)

EVENT:	Consultancy provided to GRM OVERSEAS Ltd for setting up an Agri Research Centre MESSIUM group of companies		
Date / Time:	26 th Jan 24 /1100-1430 hrs 01 st Apr 24 /1100-1430 hrs	Mode:	Offline
Location / Link:	PANIPAT INDIA WHEAT TRIALS		
Activity In-charge:	Dr Anurag Tewari & Mr. Sube Singh		
No. of Participants:	12 Officials 52 Clients		
Resource Person	Dr Anurag Tewari		
SDG:	1,2,16,17		

Event Details

GRM Overseas is one of the largest basmati rice processors & exporters in our country where intricacies of rice crop production technology at their Agri research Centre is done through Chitkara University. Various field trials on new rice varieties are done here contributing to social welfare and overall national health. These field trials are visited by nearby farmers in Panipat district of Haryana. The Agri-research Centre has been established under supervision of an official from Chitkara University, Dr. Anurag Tewari..





Further, as a Chief Consultant in Rising Roots Agriculture Pvt Ltd., Dr. Tewari provides services to several progressive farmers as well as private companies. Rising Roots develops and executes agribusiness, food processing infrastructure, and retail distribution projects worldwide across the agriculture sector. The company works diligently to improve the economic status of the farmers and elevate India to the ranks of the world's developing countries



SNEHIL PRYAS HELPING UNDERPRIVILEGED IN THE HOUR OF NEED

15th March, 2024

Chitkara University, Punjab, has reinforced its commitment to student health and well-being by installing a water cooler and RO system at Government Elementary School, Ramnagar.

This vital addition, upholding the SDG Guidelines 4,7, and 13, ensures that students have access to clean and refreshing water, which is essential for their overall health and academic success. Proper hydration not only supports better concentration but also enhances cognitive function, contributing to a more productive and engaging school environment.

By providing these modern amenities, Chitkara University is taking significant steps to improve the quality of the educational experience and prioritize student welfare. This initiative underscores the university's broader mission of growing a supportive and healthy learning environment for all students in the community. Through such projects, Chitkara University continues to demonstrate its dedication to advancing student well-being and academic achievement, ensuring that every student can thrive in a well-equipped and nurturing educational setting.





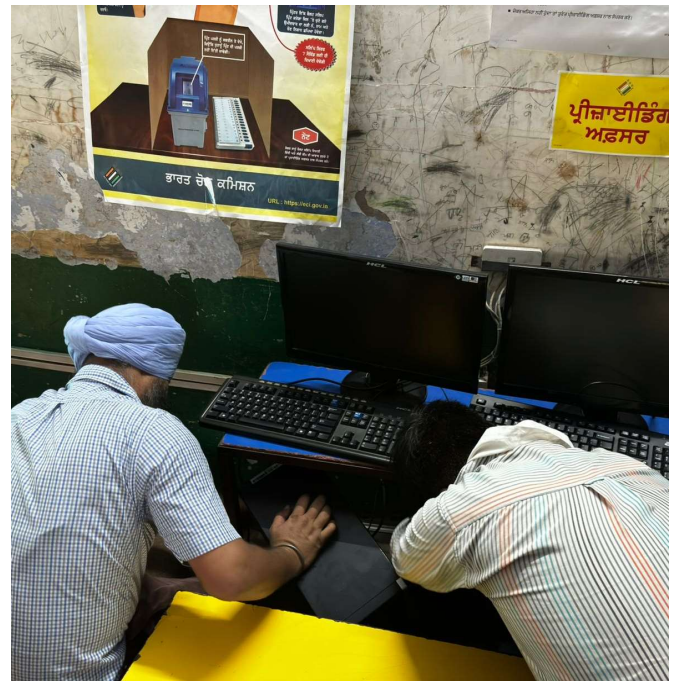
SNEHIL PRYAS HELPING UNDERPRIVILEGED IN THE HOUR OF NEED 2nd April, 2024

"Empowering students today shape the leaders of tomorrow."

Chitkara University, Punjab, has furthered its commitment to educational excellence in the adopted villages by installing an LED TV and four PCs at Government Elementary School, Fatehpur Garhi, upholding the SDG Guidelines 4,7, and 13.

This substantial contribution of the university to digital education highlights the university's dedication to integrating technology into learning as India embraces digitalization. By providing these resources, Chitkara University is not only modernizing the educational environment but also preparing students for a future where digital skills are crucial.

This step supports the shift from traditional methods to innovative digital tools, ensuring that students are equipped to excel in an increasingly tech-driven world. Chitkara University's efforts reflect a commitment to enhancing educational opportunities and supporting a generation that is ready to thrive in the digital age.



Event Name	Khillono me khushiyan Toy Donation Drive For Children under Autism Awareness Month
Date	18 th ,19 th April 2024
Venue	Foyer, Edison Block (On 18 th and 19 th April , 24) Sifaaz Foundation, Laadli Foundation Chidren at Triveni Park (Dhanas) on 20 th April 2024
Organizer	Chitkara School of Psychology and Counselling in Collaboration with Chitkara College of Education, Chitkara Happiness Center and National Service Scheme
Resource Person	NIL
Number of Participants	41
SDG Number	3,4
Duration	3 Hours

About the Activity

What makes us alive is “Play”. As children the first form of play we all have learnt is via toys. Bought or created, toys have that life essence which brings smile and a relief on face of every child, even an adult at times. Toys not only entertain children but also contribute to their emotional and education development.

Chitkara School of Psychology and Counselling in collaboration with Chitkara College of Education, Chitkara Happiness Center, and National Service Scheme organized Toy Donation Drive for children under Autism awareness month with a theme of “ खिलौनो में खुशियां”.

The team (CSPC faculty and few CSPC students) visited Sifaaz



CHITKARA School of Psychology and Counselling

CHITKARA UNIVERSITY COLLEGE OF EDUCATION

CHITKARA HAPPINESS CENTRE

खिलौनो में खुशियां

TOY DONATION
Drive For Children
Under Autism Awareness Month

Date : 18th & 19th April, 2024
Time : 11:00 am – 2:00 pm
Venue : Foyer, Edison Block

Organised by
Chitkara School of Psychology & Counselling in collaboration with Chitkara College of Education, Chitkara Happiness Center & NSS

Modules
PSYCounsellor, ADVANCED PSYCounsellor
EDValue, ADVANCED EDValue



Event Name	Exhibition: Chitkara Mandi
Date	10-11 th May, 2024
Venue	VR Punjab, Mohali
Organizer	Dr. Rashmi Aggarwal
Resource Person	Mr. Siddaq Singh
Number of Participants	80
SDGs Covered	1 to 17
Duration	2 days

About the Activity

The "Chitkaramandi" summer Carnival 2024 was a well-run, interesting workshop with a social cause. Throughout the workshop, the students engaged in a variety of activities that demanded their complete focus and participation and produced a variety of learning outcomes. The students procured most of the material from villagers directly thus providing them with business opportunities. With the aid of various exercises, students defined all of the sustainable goals during the workshop. Students engaged in a variety of interesting activities, such as flash mob dances, bhangra, and *nukkadnatak*, to draw attention to the event in the PVR mall, Mohali. Overall, it was a thorough learning experience with lessons in collaboration and creativity.



Event Name	Care to Share
Date	5, 6, 7, 25, 26 & 27 June 2024
Venue	Edison Foyer Area
Organizer	Office of Administration & Centre of Excellence for Sustainability
SDGs Covered	SDG-12 (Responsible Consumption and Production) SDG-15 (Life on Land)
Duration	2 Hrs.

About the Activity

"Care to Share" is a community-driven initiative aimed at encouraging people to donate their personal belongings to those in need. The recent activity, held at the local community center, was a remarkable success, drawing in a large number of participants from all walks of life.

The event began early in the morning, with volunteers setting up donation booths and sorting stations. People started arriving with bags and boxes filled with clothes, shoes, books, toys, and household items. The atmosphere was lively and positive, with donors feeling a sense of fulfillment as they contributed to a worthy cause.

Volunteers played a crucial role in the success of the event. They helped sort through the donations, ensuring that everything was in good condition before it was packed



CHITKARA UNIVERSITY  Centre of Excellence for Sustainability

CARE TO SHARE!!

Well-used personal belongings!!

As a responsible citizen are you willing to share your well used belongings?
If yes, please bring them to campus and deposit with us, for further distribution to the lesser privileged!

- ✓ Textbooks / Stationery
- ✓ Clothes or Jewellery
- ✓ Toys
- ✓ Student Uniform / School Bags
- ✓ Shoes
- ✓ Bed Linen etc.

Venue : Edison Foyer Area
Date : 5,6,7 June 2024
25,26,27 June 2024

Being Organized by
Office of Administration
& Center of Excellence
for Sustainability

for distribution. Local businesses also got involved, providing refreshments and sponsoring certain aspects of the event.

Overall, "Care to Share" not only collected a significant amount of donations but also strengthened community bonds, showcasing the power of collective goodwill.

The success of this event has inspired plans for more such initiatives in the future.

Activity Objectives

1. **Promote Community Involvement:** Encourage residents to actively participate in community welfare by donating personal belongings.
2. **Foster a Culture of Sharing:** Instill values of generosity and compassion among participants, especially young ones.
3. **Support the Needy:** Provide essential items to underprivileged individuals and families in local shelters and community centers.
4. **Environmental Sustainability:** Reduce waste by promoting the reuse of items in good condition
5. **Strengthen Community Bonds:** Create an opportunity for community members to come together and support a common cause.

Key Highlights

1. **High Turnout:** A large number of community members participated, bringing a diverse range of donations including clothes, shoes, books, toys, and household items.
2. **Children's Toy Donation Segment:** A special focus was placed on encouraging children to donate their old toys, which helped teach them about generosity and giving.
3. **Positive Community Impact:** The event fostered a sense of unity and collective goodwill, inspiring plans for future initiatives.

Activity Outcomes

1. Substantial Donations Collected
2. Enhanced Community Engagement
3. Positive Impact on Recipients
4. Increased Awareness of Generosity
5. Strengthened Community Bonds
6. Environmental Benefits



Event Name	SNEHILPRAYAS-HELPING UNDERPRIVILEGED IN HOUR OF NEED (Students Sent to Dubai)
Venue	Hyatt Hotels & Resorts, Dubai
SDGs Covered	SDG-1 (No Poverty) SDG-2 (Zero Hunger) SDG-17 (Partnerships for the Goals)

“Goodness is a silent force, moving through the world like a river, carving new paths and refreshing all it touches.”

Chitkara University, Punjab, has consistently demonstrated its commitment to the community, a dedication that is evident through its proactive initiatives. In alignment with the SDGs 1, 2 and 17, the university’s efforts continue to make a tangible impact.

Recently, a remarkable opportunity arose from Hyatt Hotels & Resorts, Dubai for a position centered on cleanliness. Seizing this chance to uplift the lives in its adopted villages, Chitkara University reached out to the local sarpanches, extending this life-changing opportunity. The response was promising, with six to seven candidates stepping forward with hope.



Recognizing that opportunity is best met with preparation, Chitkara University partnered with the Chitkara School of Hotel Management to equip these candidates with the skills needed to succeed. They were trained in hotel etiquette, communication, and the stringent standards of cleanliness essential in hospitality. Beyond these, they were groomed in personal hygiene and customer service, all vital for thriving in their new roles.

After a thorough interview process, two candidates emerged victorious, securing positions at Hyatt. These individuals, hailing from disadvantaged backgrounds, had their documentation carefully managed by Chitkara University. The university also ensured their seamless transition, covering their transport from Jansla to Delhi and arranging their tickets to Dubai.

This journey, born from a ripple of opportunity, has now become a current of change. For these individuals, their new employment isn't just a job—it's a pathway to a brighter future, lifting their families and reshaping their lives. As always, Chitkara University continues to be the silent force of goodness, carving new paths and refreshing all it touches.



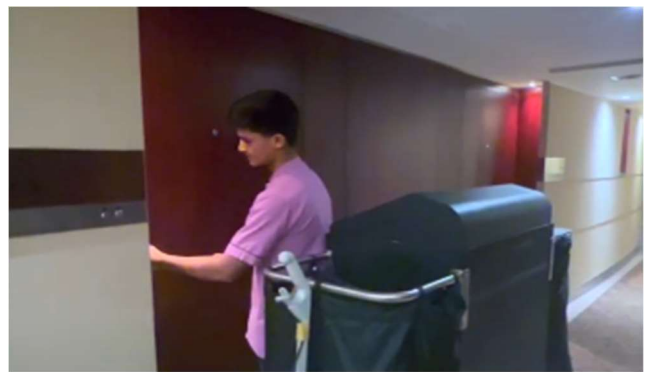
Parents beaming with pride for their child's future



Family at Jansla holds onto hope



Student being interviewed for his dreams and aspirations ahead



Putting skills into action as the student excels in his new roles at Hyatt



training to reality, the student demonstrating his skills in the job



Waving goodbye as they step into their future

“At Chitkara University, we believe that education is the cornerstone of a prosperous future and a key to achieving SDG 1—No Poverty. Through our scholarship programs and generous donations, we strive to empower students from all backgrounds, ensuring that financial barriers do not hinder their dreams. Each scholarship represents a commitment to fostering talent and innovation, paving the way for individuals to break free from the cycle of poverty. Donations fuel vital initiatives that create sustainable pathways for growth, enabling us to support communities and cultivate a generation of leaders equipped to make a difference. Together, we can transform lives, ignite potential, and build a future where every individual has the opportunity to thrive. As we invest in education and uplift those in need, we take a significant step toward a world where poverty is not just alleviated but eradicated. Let’s join hands to create lasting change.”