

Shallu Jindal

THE CHAIRPERSON OF JSPL FOUNDATION

Ms. Shallu Jindal, Chairperson of JSPL Foundation is a highly accomplished Kuchipudi danseuse and a noted social contributor. Ms. Jindal has unshakable conviction in sustainability in social intervention and believes in enabling the Community especially the underprivileged and socially vulnerable as well as empowering their lives. She has been able to command an ocean of trust from near 2 million families for JSPL Foundation's inclusive health, education and other quality of life programme. Pic 1: Chairperson JSPL Foundation Ms. Shallu Jindal has set up the Jindal Art Institute with the aim of spreading far and wide the rich artistic heritage of India and the world with the masses.

She is also the Vice President of Flag Foundation of India, the institution pioneering in inducting patriotism and Pride of National Flag under the leadership of her husband Shri Naveen Jindal. She is the former Chairperson of National Bal Bhawan under Ministry of HRD, GOI and the Founder President of Young FICCI Ladies Organization (YFLO). She has compiled books like Tiranga and Freedom. She has authored her book for children titled as "India: An Alphabet Ride".

For her exemplary leadership in implementation of Holistic Sustainable Social Development Programmes, Ms. Jindal has been conferred with Golden Peacock Award for Social & Cultural leadership 2019 at London, besides CMO Asia's Best Social Entrepreneur Award in Singapore, the Mahatma Gandhi Award for Best CSR Leadership Award by CSR Live week USA. Shallu Jindal has also been honoured with several awards in the past, most prominent being the Women Achiever Award, Rajeev Gandhi Excellence Awards and Indira Priyadarshini Award for her outstanding achievements in the field of Indian classical dance (Kuchipudi) and contribution in the field of art, culture, education and community development.

For a greater cause of spreading awareness on Cancer, She has successfully scaled the highest summit of Africa - Mount Kilimanjaro in Tanzania.

Under her leadership, JSPL Foundation has won several national and international awards like FICCI Award on Women Empowerment, NGO Box CSR Impact Award, India CSR Award, Mahatma CSR Award, ASSOCHAM award for Women empowerment, CMBS CSR award and Grow Care India CSR Platinum Award in the recent past.

Her motto in life: Whatever, We do, our time on Earth should be meaningful to nourish the humanity and ecosystem in its entirety.

Q As the Chairperson of JSPL Foundation, which sectors/ themes of the Indian social spectrum have the focus of your philanthropic activities and efforts?

We at JSPL Foundation always believe in contributing towards holistic development of the People for who we work. Therefore, we consistently work upon improving the quality of lives of the community through multidimensional development programmes adopting a 360 degree project



JINDAL
STEEL & POWER



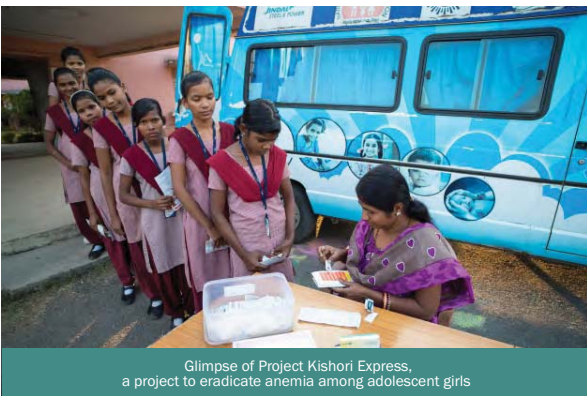
Chairperson, JSPL Foundation interacting with terracotta artisans



Ms. Shalu Jindal performing classical dance



Skill training of youths at OP Jindal Community College



Glimpse of Project Kishori Express, a project to eradicate anemia among adolescent girls



Chairperson JSPL Foundation at Asha the Hope Centre, a project for children with special need



Glimpse of Asha the Hope project, an intervention with technology for the therapy of children in special need

approach. Our activities are spread across on various social themes. We are working for education of children in rural areas, assisting bright and underprivileged students to pursue higher education, skilling youths to make them employable, training and supporting women for their "empowerment and entrepreneurship, helping farmers have better farm productivity and accelerated access to their cash income as well as creating a greene tomorrow and many more. We always make efforts to align our activities with national and international development agenda and hence all our programmes across three states of India are completely in line with the UN Sustainable Development Goals. I don't believe in one time philanthropy or donating to something for some cause.

Q Exploring and promoting Indian classic dance, social and corporate entrepreneurship, an author as well; you wear many hats. How do you balance all these roles and lend purpose to everything you do?

As a student and performer of classical dance Kuchipudi, I have learned patience, discipline and commitment. I am also very fortunate to have a very caring husband and children at home as well as a supportive team to carry out my work. Whatever role I may have I always believe in giving my 100% and contributing meaningfully to society. Moreover, I believe in God and whatever I do to give back to humanity, I derive strength from the Almighty. If one has strong passion and devotion for something then handling any role would not be difficult.

Q In 2013, India became the first country to mandate CSR for all corporate entities. How has this changed India Inc.'s approach to Corporate Social Responsibility?

Mandating CSR for Corporate Entities under the Companies Act, 2013 is definitely a bold and much needed step for inclusive development of the society. The mandate to spend 2% of the profit for certain companies may not be adequate to address the huge development challenges we have, but this can facilitate innovation and new models of social development. Also the rule has brought CSR from philanthropy to strategic level. Before, 2013 CSR was considered as a peripheral and voluntary activity having least involvement of senior management persons. But now with this new legislation CSR has entered the corporate boardrooms with involvement of Directors in the Board. This has in turn helped in enhancing quality of the programmes, higher social impact and better development programmes. As a result you may now see multiple sustainable development projects which are piloting social development models across the country. To quote our own example, our Kishori Express programme to eradicate anemia among adolescent girls or Asha the Hope project to rehabilitate children with special needs, OP Jindal Community College contributing skilled rural youngsters to the National Skill Pool, Watershed and WADI projects to enhance sustainable livelihood of farming families and tribals and minimized poverty induced migration have become trend setters for other industries, change makers and local administration. The Kishori Express programme is being replicated in Nuh district of

Haryana under the 'Transformation of Aspirational Districts' programme of Government of India.

Q The Indian society is slowly turning a new shade with increasing urbanization, globalization, expanding job opportunities and educational facilities. Which sectors and avenues would be the thrusts for the next phase of women's empowerment in India?

During the last 73 years, India has made great leaps forward in social development in all sectors. In spite of all these developments, empowerment of women is a critical issue in India. Social discrimination, domestic violence, trafficking, sexual harassment, female feticide and many more issues still affect Indian women. The problem is more severe in rural areas. The skill, expertise and potential of women in India are still untapped. Without harnessing their talent India cannot have a developed society and economy. JSPL Foundation has created and is executing several development models of sustainable socio-economic empowerment of women. I believe, the government and civil society can encourage and facilitate education as a first step towards empowerment of women. Skilling and supporting women for entrepreneurial activities can help in building their confidence and enhance their decision making power in both micro and macro level, and elevate women's position in the society. Involvement of women as stakeholders in the Government's 'Vocal for Local' campaign and 'Atma-Nirbhar Bharat Abhiyan' can be a game changer. JSPL Foundation promoted educational institutions like OP Jindal Global University, OP Jindal University, OP Jindal Schools and OP Jindal Community Colleges have been giving special focus on education of girl children. We are providing merit cum Pic 9: Still view of OP Jindal Global University mean scholarship to girl student to promote higher education which will nourish their talent for nation building.

Q Nelson Mandela said, "Education is the most powerful weapon which you can use to change the world." How would you say education in the arts and culture has the potential to change and the world?

Education, indeed, is a key enabler for empowerment and sustainable social development. We at JSPL Foundation believe so and have taken up multifaceted initiatives for facilitating quality education for the people in rural areas. Art and culture is

highly important for inculcating values, strengthening social cohesiveness and creating community identity, besides yielding various other economic and social benefits. India is known for its rich art and culture. You can find an artist in every nook and corners of our country with a unique skill. However, because of lack of education and necessary patronage for mainstreaming, these talents are not able to prosper and are limited within certain boundaries. Education in art and culture can help in developing more talents, propagating the diverse art and culture and contribute towards socio-economic development of India. The values embedded in our culture and artistic forms can be more polished and prominent with education. This in turn can help in enabling social wellbeing and building a better society. This will also help for socio-economic and artistic progress of people working towards preservation and promotion of art and culture. To execute this vision, JSPL Foundation has set up Jindal Art Institute to promote Indian performing art and classical dance across the globe.

Q Sustained, all round social development will be essential in achieving our country's \$5 Trillion Economy. How can social innovation contribute to this dream?

India has the right potential to emerge as a \$ 5 trillion economy. With the emergence of this giant economy, opportunities for equitable and inclusive development should simultaneously bloom. The development projects need to encompass all the sections of the society and be customized to their need profile and potential. Innovation is the key contributor for this ambitious economic goal. This is because India is not only geographically vast, but has diverse agro-climatic challenges with a population of 1.3 billion. Only Innovation can help us to overcome the numerous challenges and achieve our goal. We need to innovate on how to employ technology to achieve our social development goals more efficiently and equitably. We need to innovate at both micro and macro level to address health and mass education challenges amid the limited number of doctors, teachers and infrastructure etc. We need to induct innovative skills in our rural youth to globalize the local potentials and enhance their employability. Innovation can be a game changer in poverty reduction, skill development, women empowerment, mitigating problems of physically challenged person, alternative energy and various development areas. The Government should facilitate more collaboration of applied science and social science



View of OP Jindal Global University



Chairperson, JSPF Foundation interacting and inspiring women Self Help Group members



Glimpse of Fortis OP Jindal Research Hospital, Raigarh a multispecialty hospital serving the community



Chairperson, JSPF Foundation interacting with women entrepreneurs



Chairperson, JSPF Foundation meeting with the cross-section of the community



Glimpse of Jindal Art Institute



Glimpse of Rashtriya Swayam Siddha Samman



Ms. Shallu Jindal performing with the children at Aadruta Children Home

research for better social innovation. To recognize grassroot level innovators and change makers in various field like Women Empowerment, Entrepreneurship (start-ups), Education, Agriculture, Rural Development, Public Service/Social Service, Livelihood/ Vocational Skills, Health, Innovation/Technology and Environment, JSPF Foundation has instituted the Rashtriya Swayamsiddh Samman at National and Regional Level in 2015 .

Q You have been instrumental in achieving global recognition for Indian Classical Dance forms. How would you define your journey? What has been your motivation?

Dance has been my 'Swadharna'. When I was 8 years old, my mother wanted me to learn some kind of performing art. I started with learning Kathak. I also learnt sitar, guitar, Hindustani classical music, and theatre and did a variety of performing arts. But I always believe my foray into Kuchipudi has been divine ordained. While I had gone for Darshan of Lord Tirupati Balaji, I met gurus Raja and Radha Reddy. They invited me to learn Kuchipudi from them. Though I was having a background in dance and other performing arts, Kuchipudi was absolute new territory for me. I started learning this classical dance from them at the age of thirty three and today my identity as a Kuchipudi dancer is most precious to me. Dance helps me to be happier and connect with my inner self. While practicing or performing I get transported to a different world and feel Godliness in everything around me. On my own, I am doing my lot to support the budding dance talents to blossom and veterans to sustain their social security across the country. ■