# Social Tank



Social Tank event was held on the April 11, 2024 in collaboration with IEEE SIGHT Delhi Section, Rotaract Club Waknaghat, JUIT and IEEE JUIT SB. The event provided a platform for teams representing various non-governmental organizations (NGOs) to pitch their corporate social responsibility (CSR) ideas to esteemed judges from the industry. With prominent companies like Reliance Industries Limited, Tata Group, Infosys, Wipro Limited, and Mahindra Group as focal points, the event aimed to foster collaboration and innovation in addressing social and environmental challenges.

**CSR Overview:**
Corporate social responsibility programs aim to structure a company's efforts to give back to the community, participate in philanthropic causes, and provide positive social value. The event highlighted the importance of aligning CSR initiatives with social causes such as education, healthcare, environmental conservation, and community development.

**Event Rules:**
1. Teams consisted of 2-3 members.

2. Each team had 45 minutes for brainstorming.
3. The pitch duration was 8-10 minutes.
4. A Business Model Canvas (BMC) was mandatory for presentations.
5. Awards were presented based on fundraising, innovation, and social impact.
6. Presentations were evaluated based on five criteria outlined: social causes, CSR strategy, stakeholder engagement, impact communication, and transparency/accountability.

**Participating Companies:**
1. Reliance Industries Limited
2. Tata Group
3. Infosys
4. Wipro Limited
5. Mahindra Group

**Participating Teams and their ideas:**
1. **Team 2K's(**Kartikey Srivastava,Yash Khatri**) - TechEduConnect** :The company partners with various organizations (IIT Madras, Centre for Environment Education, University of Melbourne) to provide training and services (bootcamps, workshops, internships) to different target audiences (college students, unemployed graduates, housewives). They generate revenue through grants, donations, sponsorships, and minimal fees.

2. **Team pi_Square(**Parth Gupta, Amol Arora**) - Project Jeevan-Shakti:**Empowering CommunitiesThrough Water Ignition Systems **Mission :** To revolutionize transport usage access and utilization in overburdened transport communities through absence of petro-chemical based fuels, empowering them to thrive and become self-reliant through 'Fuel Independance'.

3. **Team The socials(**Aditya Mishra, Arnav sangal**) - Impact4All:** creating value by offering vocational training and certification courses to enhance employability. The company focuses on providing impactful and sustainable solutions through vocational training and certifications.This strategy helps enhance the brand's reputation, attract new talent (through employee skills development), and potentially achieve sustainable growth through a satisfied customer base.

4. **Team Richie Rich(**Anshika Bhardwaj) **- The True Aid:** NGO can help mobilize volunteers for Reliance Foundation's events, campaigns, or projects, thus increasing their outreach andimpact.The foundation focuses on initiatives in healthcare, education, rural development, and disaster response our motive is to make the earth go green and help as most children we can by teaching them and motivating their families.

5. **Team USA(**Shivalik Singh, Abhimanyu Chauhan)

6. **Team Joyride**(Aryan,Ritwik)

**Winners**:
1. **Winner:** Team pi_Square (Parth Gupta, Amol Arora)
2. **Runner-up**: Team 2K's (Kartikey Srivastava,Yash Khatri)
3. **2nd Runner-up:** Team Richie Rich **(**Anshika Bhardwaj)

**Judging Criteria:**

Teams were assessed based on their adherence to the event rules and the effectiveness of their presentations in addressing the **five key criteria: identifying social causes, developing a CSR strategy, engaging stakeholders, communicating impact, and ensuring transparency and accountability.**

**Conclusion:**

The Social Tank event served as a catalyst for innovative CSR ideas and meaningful partnerships between NGOs and corporate entities. By showcasing the commitment of companies like Reliance Industries Limited, Tata Group, Infosys, Wipro Limited, and Mahindra Group to social development, the event underscored the importance of collaborative efforts in creating a positive impact on society and the environment. As winners were announced and connections were forged, the event concluded on a note of optimism, paving the way for continued collaboration towards a better future for all.

**Newspaper Report:**
https://crazynewsindia.com/breaking-news-flash-news/juit-organized-social-tank