



Apeejay Surrendra Group announces a National Award to recognize excellence in Volunteering- Apeejay India Volunteer Awards 2011 hosts a Awards curtain- raiser for Mumbai

~ A pioneering initiative to encourage Volunteering and Volunteer engaging organisations across India~

Mumbai, 11th April, 2011: Apeejay Surrendra Group in association with i-Volunteer and International Business Leaders Forum, UK (IBLF) today announced the commencement of the Apeejay India Volunteer Awards 2011 (AIVA), an annual national recognition focused on rewarding work of volunteers and volunteer engaging corporate and NGOs. The announcement was followed by an engaging and captivating panel discussion on The Future of Volunteering- Be the change you want to see, which included eminent panelists who form the Awards Jury for the Mumbai region .

AIVA is the first-of-its-kind national recognition focused on rewarding Volunteering and Volunteer engaging organizations. IVA aims to identify champions in volunteering in India, recognize volunteers and organizations engaged in Volunteering, raise awareness around Volunteering, celebrate and promote this much needed effort and drive Volunteering as a mainstream interest in Indians.

The Awards will be given to Individuals, Corporates and NGOs **Volunteer of the Year** with a sub category namely **Youth Volunteer of the Year for an Individual below 25 years of age ; Employee volunteering program of the year to a Corporate and Volunteer involving NGO of the year**. The awards competition will be held regionally in four zones of India, including **Mumbai** with shortlisted candidates being eligible for the national round of selections. The grand finale will be held in New Delhi on August 2011, judged by a prominent National Jury. The awards hold a special significance in its commencement this year since the **United Nations** is celebrating the **10th anniversary of the International Year of Volunteering globally**.

Speaking on the occasion, **Ms Renu Kakkar, Vice President, Corporate Communications, Apeejay Surrendra Group** said, *"This Centenary initiative takes Apeejay Surrendra Group's commitment to and engagement with the community to the next level. The Group has always endorsed socially responsible behaviour and actions through its policies, Social sector Initiatives and various projects undertaken to improve the quality of life in the communities the Businesses operate in. In 2009 , we approved an employee Volunteering program under the banner of Individual social Responsibility (ISR)by which employees could undertake volunteering work , offering their time and skill to support causes. Apeejay India Volunteer Awards will strengthen our connect with the community and inspire the entire nation more to join the force of change as volunteers."*

The Award Criteria includes:

Demonstrated benefits to the community/organisation along with evidence of initiative and innovation

Commitment of the volunteer, sustainability of the work after the volunteer has left and the length of service and number of hours of spent volunteering

The Mumbai jury members include:

Farida Lambay - Founder and Trustee of Pratham an NGO

Subhadra Anand - CEO, Save The Children, India

Mithu Alur - Founder of Adapt

Shweta Gopalachari - Founder of Toybank.

Nikita Kelkar – Masoom

Swapan Garain - Tata Institute of Social Service (TISS)

The panelist comprise Farida **Lambay** - Founder and Trustee of Pratham an NGO. **Farida is a crusader for education, instrumental in policy changes in education and child labour.** **Mithu Alur** - Founder of Adapt and has been working for the education of disabled children through innovative educational experiments, **Subhadra Anand** CEO, Save The Children, she has been responsible in introducing many systems to bring about efficiency and transparency in the organization, **Shweta Gopalachari** - Founder of Toybank and strives at bringing smiles on thousands of deprived faces by giving them their childhood joy with toys, **Joe Phelan** – Country Director, India, International Business Leaders Forum, **Shalabh Sahai** – Founder and Director, iVolunteer along with **Renu Kakkar** - Vice President, Corporate Communications, Apeejay Surrendra Group.

Apeejay India Volunteer Award will be a leading recognition for volunteers and organizations. A significant platform for the citizens of this nation, as India needs to look upto role models with a deep sense of responsibility to face several social issues hampering the growth of our country.

To apply please follow the link: www.indiavolunteerawards.com and get latest updates on face book <http://www.facebook.com/pages/Apeejay-India-Volunteer-Awards>

Notes to Editors:

Apeejay Surrendra Group:

Apeejay Surrendra Group, established in 1910, the over 6000 crore Apeejay Surrendra Group employs close to 43000 people in rapidly expanding operations in Tea, Hospitality, Shipping, Retail, Real Estate and has diversified into new business initiatives like Logistics and Knowledge Parks. The Group completes 100 years in 2010

iVolunteer:

i Volunteer, is an initiative of MITRA, a not-for-profit organisation working in the social sector in India since 2001. iVolunteer offers a range of volunteering opportunities , running Centers across Indian cities for locally based volunteering. iVolunteer Overseas based in UK offers volunteering opportunities for those aspiring to volunteer outside India and for foreign nationals it runs the ICICI Fellows for 2 year volunteering assignments in India. iVolunteer is the recipient of the 2009 India NGO award.

International Business Leaders Forum, UK (IBLF):

Founded in 1990, IBLF is an independent, not-for-profit organisation working with leading global companies on responsible business solutions to sustainable development challenges. IBLF is supported by a network of over 85 multinational companies from Europe, America, Asia and the Middle East. These businesses are leaders in their sectors, and often in the fields of social and environmental accountability, community investment, stakeholder consultation and partnerships. Over the past two decades, IBLF has become widely respected by NGOs, companies, governments and global organisations for their neutrality, professionalism, thought leadership and reach.

For further information please contact: Perfect Relations- Ankush@ 09594706060 and Namrata@ 09920710261