



# LetsEvolve PROJECT

A CSR Project of ISKCON Kanpur

Transforming **YOUTHS** into **Responsible  
Citizens**

International Society for Krishna Consciousness  
Founder Acharya : HDG A.C. Bhaktivedanta Swami Prabhupada

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*The Honorable Prime Minister of India Mr. Narendra Modi in his address to the Nation – Man Ki Baat, December 14, 2014 shares his thoughts -*

*“I shall discuss the grave threat this country faces because of the growing menace of drug addiction” and goes on to appeal to the Youths of Nation to give up Drug – Addiction pointing out that it is neither a “style statement” nor is it “cool” rather it is a “psycho-social-medical problem” that needs to be treated and handled like one.*



युवा कार्यक्रम और खेल मंत्रालय

MINISTRY OF

**YOUTH AFFAIRS AND SPORTS**

*“In order to create a generation of young Indians equipped to take on future challenges and achieve their full potential, it is necessary that the youth are in good health and make healthy and balanced lifestyle choices. Youth specific health issues must be addressed through targeted programmes. Balanced nutrition and healthy lifestyle information must be provided to the youth. .... There is also need to create awareness among the youth about ill-effects of drug/ substance abuse. .... It is also important to develop inner values like compassion, kindness, sympathy and empathy. There is also a serious need to inculcate the spirit of integrity and truthfulness in the youth.”*

**National Youth Policy (Current Policies & Future Imperatives – Priority Areas 4 & 6)**

*“Just like naturally  
one is taking  
education just to  
become a politician,  
one is taking  
education how to  
become a high  
character saintly*



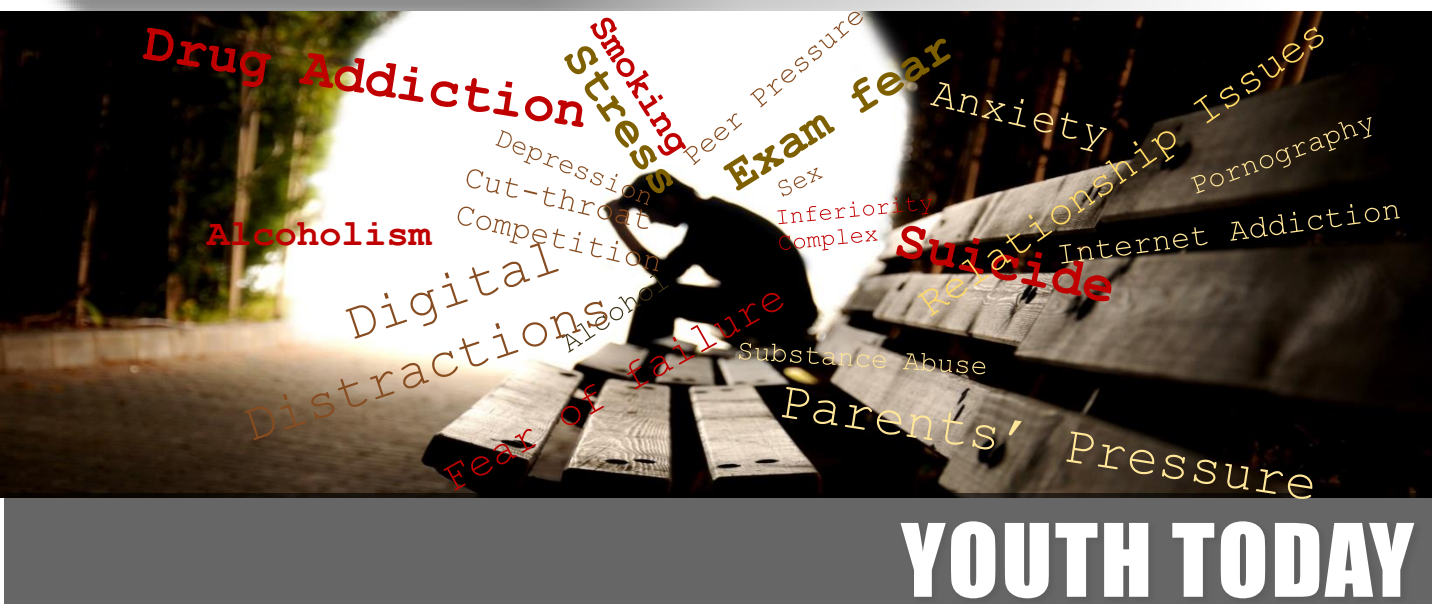
*person. That natural inclination is already  
there, but that is not being properly  
harnessed. Therefore a regular educational  
institution should be there. Real education is  
how to train up one to have ideal character.  
Our movement is not only for some  
theoretical teaching, but it is for developing  
practical character and definite  
understanding.”*

*His Divine Grace A.C. Bhaktivedanta Swami*

*Srila Prabhupada,*

*The Founder Acharya of  
International Society for Krishna Consciousness*

# Understanding the Theme of Our Social Awareness



## Situation – Current State

- According to the UN report, **1 million** heroin addicts are registered in India, and as per an unofficial sources there are as many as **5 million**
- In Uttar Pradesh, Dube and Handa; reported that **22.8 per 1000** were dependent on alcohol and drugs.
- **21.4 %** children in 12-18 years consume alcohol (IBN LIVE)
- **60 %** increase in alcohol intake 19-26 years majority students (IBN LIVE)
- **5500** youths start taking tobacco everyday joining the **4 million** club in INDIA of under 15 years ( Indian Pediatrics)

## Complications – The Gap/Trigger

Society not focused on this critical issue  
Almost negligible physical, mental, spiritual or financial leveraging by social organizations like other NGO to curb these tendencies at its root level especially for youth

## Questions – Which Need Answers

How can we as partners target youth and make a methodological approach to restrain them?

Where is the target zone of youth?

What is the appropriate method?

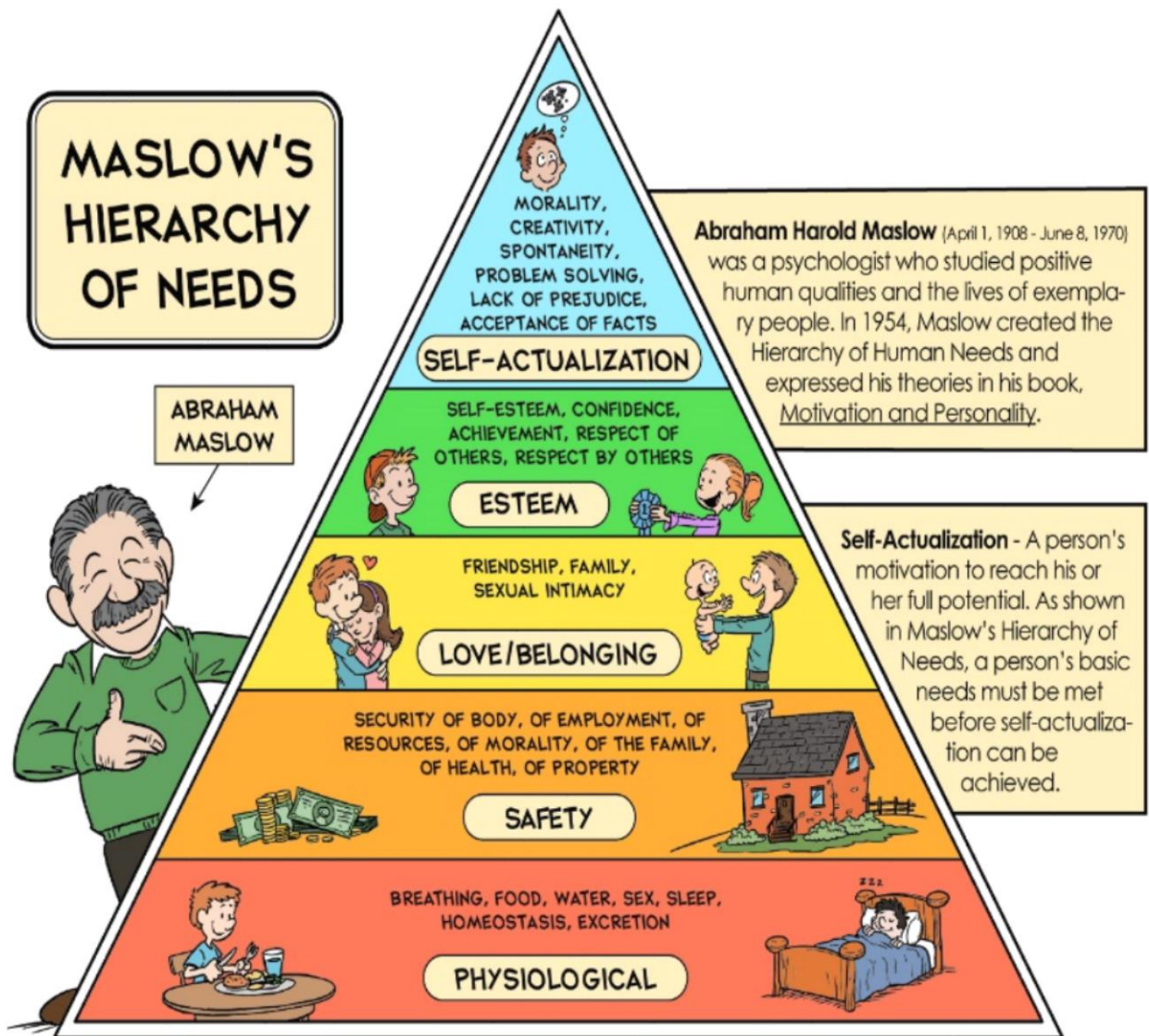
## Desired Future State

A society of youth well aware of the adverse ill effects of this harmful tendency of drug addiction, alcoholism etc.

We together can become educating partners of educational bodies, government agencies etc. to cater and fulfill the need of creating awareness against drug abuse, alcoholism, tobacco usage etc.

# Methodology

The methodology we follow is coherent with the **Maslow's Pyramid of Human needs**.



# Where Do We Fit As A CSR Project? (KPMG Report Ref..)

**What qualifies as CSR activities?**  
**It includes:**

## **Eradication**

Hunger, poverty and malnutrition

## **Promotion**

Preventive health, sanitation, education, vocational skills

## **Equality**

Gender equality and empowering women

## **Ensure**

Environmental sustainability, protection of flora and fauna, ecological balance

## **Protect**

National heritage, art and culture

## **Benefit**

Armed forces, war widows and dependents

## **Train to promote**

Rural sports, paralympics, Olympics and nationally recognised sport

## **Contribute**

Prime Minister's National Relief Fund or any other funds set up by central government

## **Fund**

Technology incubators within approved academic institutions

## **Develop**

Rural development projects

**ISKCON Kanpur's "LetsEvolve Project" aims at**

## **Promoting :**

- **Preventive Health Care**
- **Promoting Education**
- **Vocational Skills**

# About LetsEvolve Project

## ***Our Vision***

*A stress-free, addiction-free student community with high competence and wellness.*

## ***Our Mission***

*To Educate & Inspire the Student Community to AVOID and OVERCOME ADDICTION within the Culture of Care and Love To Empower youths with Values and Skills to:*

- Make a Healthy and Stress Free Lifestyle*
- Bright Academics and Profession*

# About LetsEvolve Project

*LetsEvolve or (formerly “De-addiction Awareness and Value Empowerment Project”) of ISKCON Kanpur is a project to serve the Youth Community by Empowering them with Values to overcome self-destructive practices like Addiction and facilitating their overall personality development by helping them in Career, Egoistic, Emotional, Intellectual and Physiological Needs. Started in 2011 this project has served over 30,000 students from educational institutes in major cities across Uttar Pradesh through Preventive De-addiction, Facilitating Education and Skill Development Programs. These programs are open to all students irrespective of their economic status, caste, creed and ethical backgrounds.*

# About LetsEvolve Project

## Activities Undertaken

**Preventive De-addiction** - The Project provides PROACTIVE PREVENTIVE measures for

- Drug de-addiction, alcoholism,
- Pornography and Illicit Affairs
- Gambling

**Promoting Education** - To promote and facilitate quality education by providing a healthy, encouraging, caring and supportive infrastructure for needy students.

Includes –

- Academic Sponsorships
- Career Guidance and Counselling
- In House Facilities

**Vocational Training & Workshops** –

Professional and Soft Skill Development Programs.

Includes –

- Software Training
- Personality Development
- Soft Skills Training

# ***Promoting Preventive Healthcare – Anti-Addiction***

## **Proactive Anti-Addiction Training**

- ✓ Workshops and Training Sessions
- ✓ Practical Executive Training Programs
- ✓ Conducting Value Education in Schools
- ✓ Conducting Value Empowerment Contests
- ✓ Exchange Programs
- ✓ De-Addiction related Material Distribution etc.
- ✓ Introducing and maintaining In-House Hostel like facilities to ensure good physical, mental, emotional and educative environment for addicted or prone to addiction youth for their preventive as well curative benefits
- ✓ Counselling and Mentoring

# Our Methodology

## Spiritual Wellness

### Self Actualization - Spiritual Needs

#### Needs :

- ❖ Empowering Humane Values
  - ❖ Patience
  - ❖ Tolerance
  - ❖ Determination
  - ❖ Respect
  - ❖ Enthusiasm
- ❖ Creativity
- ❖ Inspiration
- ❖ Positive Engagement - Service

#### How We Fulfill - METHODOLOGY

- ❖ Lessons from Lives of Great Personalities
- ❖ Cultivating Right Value System from Wisdom Literatures
- ❖ Positive Engagements
- ❖ Positive Association

### Esteem – Egoistic Needs

#### Needs :

- ❖ Self Esteem
- ❖ Recognition
- ❖ Challenges and Learning
- ❖ Confidence
- ❖ Achievement
- ❖ Appreciation
- ❖ Encouragement

#### How We Fulfill - METHODOLOGY

- ❖ Challenging Engagements and Presentation Opportunities
- ❖ Individual and Collective Responsibilities
- ❖ Recognition to Achievements with Encouragement and Appreciation

### Love/Belonging – Emotional Needs

#### Needs :

- ❖ Friendship
- ❖ Relationship
- ❖ Acceptance
- ❖ Belonging
- ❖ Self – Expression
- ❖ Self Empathy

#### How We Fulfill - METHODOLOGY

- ❖ Friendly Association
- ❖ Group Activities
- ❖ Counselling
- ❖ Educative Camps and Trips
- ❖ Appreciation and Awards
- ❖ Positive Culture for Natural Living

### Safety – Intellectual and Physiological Needs

- ❖ Academic Excellence
- ❖ Professional Career Excellence
- ❖ Healthy Lifestyle & Mind

#### How We Fulfill - METHODOLOGY

##### ACADEMIC AND CAREER EXCELLENCE

- ❖ Academic Scholarships
- ❖ Personal Study and Career Guidance from Senior Students and Aluminis
- ❖ Time Management – Balancing Study and Extra Curricular Activities
- ❖ Skill Development
- ❖ Career Counselling

##### HEALTHY LIFESTYLE

- ❖ Regulated Diet
- ❖ Healthy Habits
  - ❖ Regulated Sleeping Patterns
  - ❖ Natural Recreation

# Promoting Education

## Facilitating Education

### **Financial**

- ✓ Hostel and Scholarships
- ✓ Highly subsidized nutritional food

### **Academics and Profession**

- ✓ Arranging Training and Guidance for
  - ✓ Academics – Senior Guidance
  - ✓ Effective Planning and Time Management – Regular Studies and Semester Planning
  - ✓ Presentation Skills and Computer Skills
  - ✓ Placement Training
  - ✓ English Speaking
  - ✓ Training in Group Discussions
- ✓ **Arranging Internships and Industrial Visits**

### **Personal**

- ✓ Providing Medical Support
- ✓ Arranging Counselling for overcoming
  - ✓ Stress
  - ✓ Depression
  - ✓ Peer Pressure
  - ✓ Inferiority Complex

# Promoting Vocational Training Workshops & Certified Courses

## Soft Computing Training Skills

- ✓ Office Tools
- ✓ Programming Skills
- ✓ Designing Tools
- ✓ Photo and Video Editing Tools
- ✓ Website Designing

## Personality Development Skills

- ✓ Management & Leadership Skills
- ✓ Time Management Skills
- ✓ Public Speaking Skills
- ✓ Communication Skills
- ✓ Team Work and Team Building Skills
- ✓ Proactive Leadership Skills

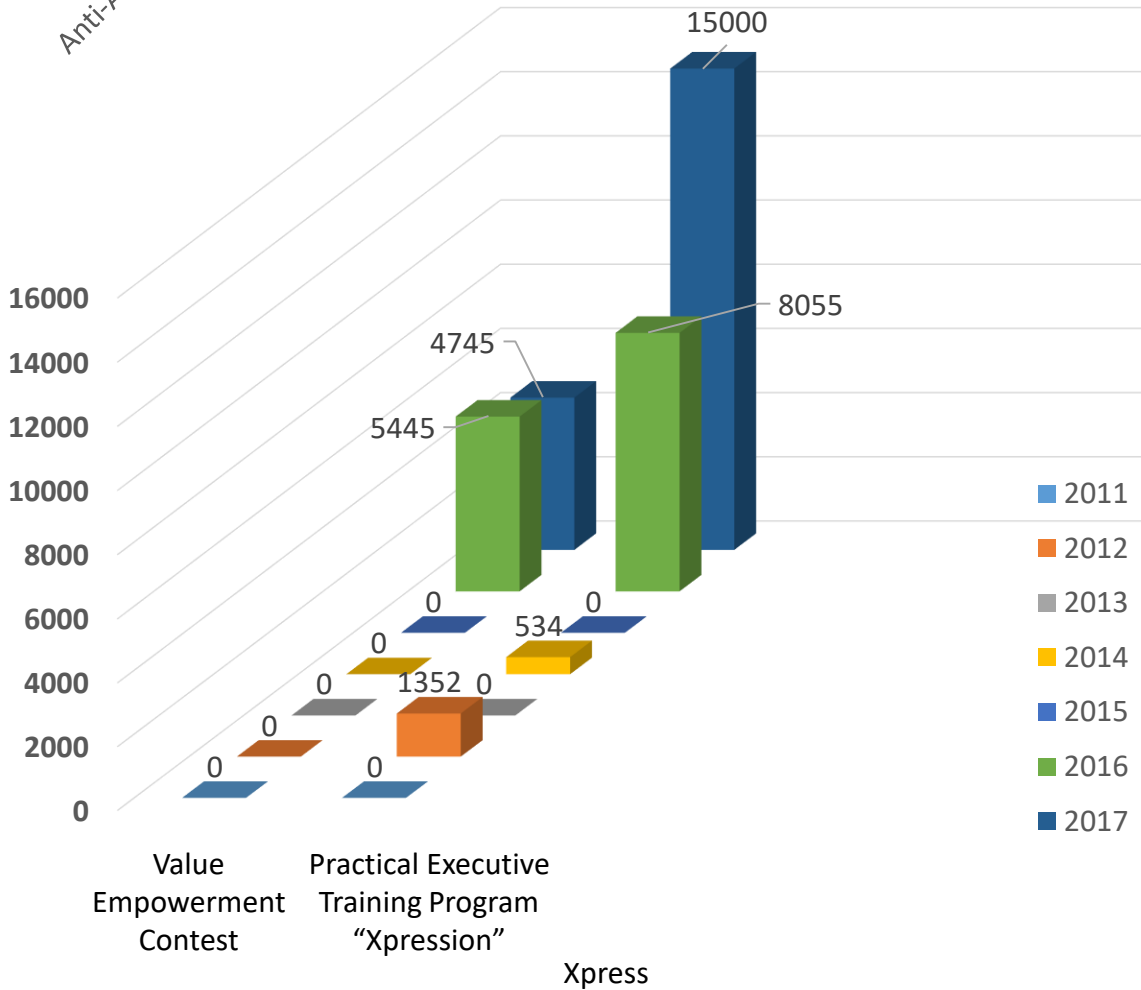
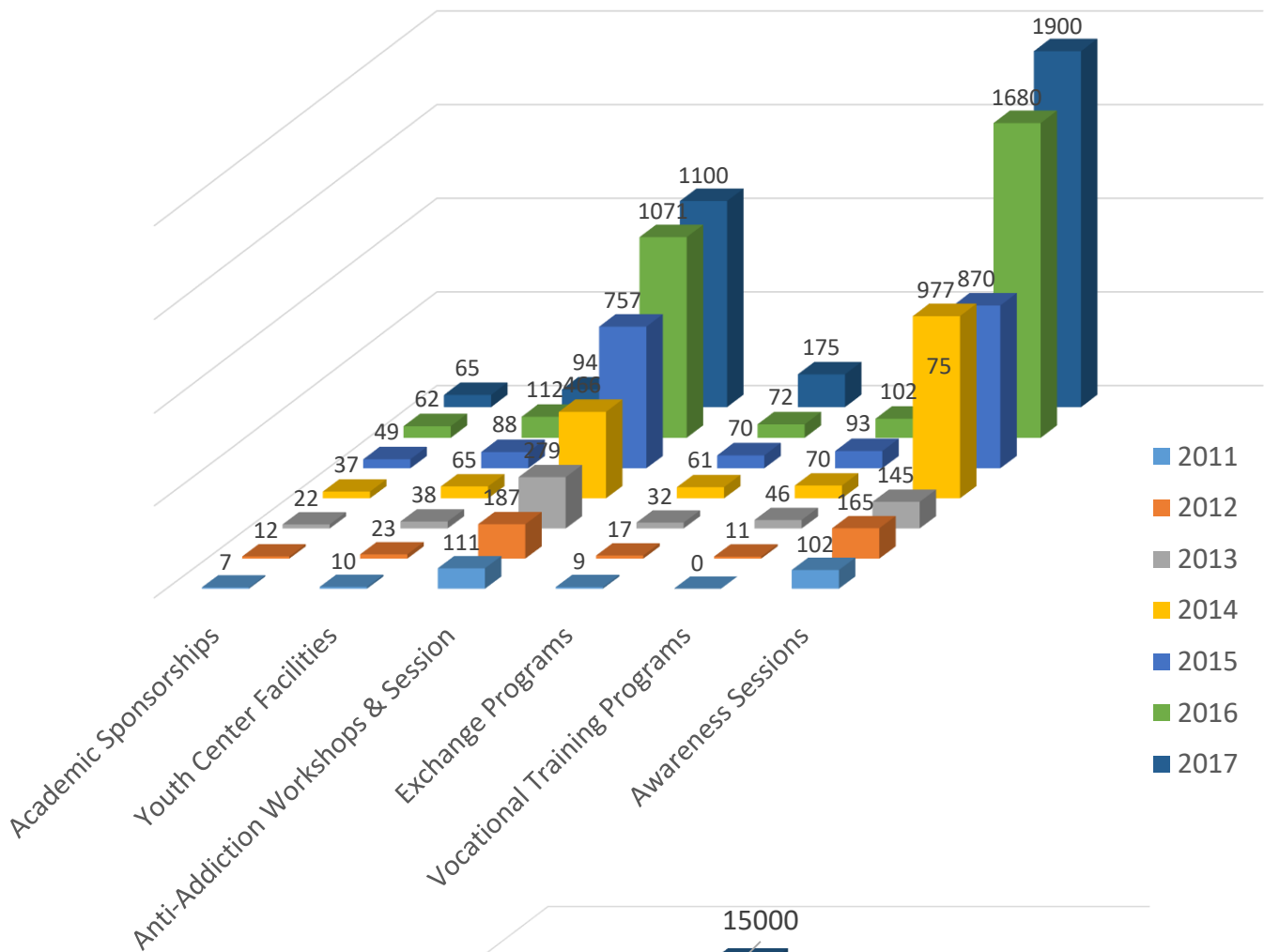
## Inter and Intra Personal Behavioral Skills

Includes Training, Facilitation and Counselling in -

- ✓ Anger Management
- ✓ Overcoming Inferiority Complex
- ✓ Dealing with Peer Pressure
- ✓ Improving Relationships
- ✓ Overcoming Stress and Depression
- ✓ Positive Thinking
- ✓ Self Management
- ✓ Transforming Habits

## Our Accomplishments Till Now

Sr. No	Field Of Activity	FOR & WHERE	Relevant CSR CATEGORY	TOTAL	2011	2012	2013	2014	2015	2016	<u>2017</u>
1	Academic Sponsorships	Poor Students, KNP ALD VNS LKO	Vocational Training & Education	254	7	12	22	37	49	62	65
2	Youth Centre Facilities (including Hostel Facilities)	COLLEGE YOUTH, AT KNP ALD VNS LKO	Preventive Health Measures	430	10	23	38	65	88	112	94
3	De-addiction Workshops and Training Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	3,971	111	187	279	466	757	1071	1100
4	Exchange Programs	College Youth, KNP ALD VNS LKO	Preventive Health Measures	436	9	17	32	61	70	72	175
5	Vocational Training Workshops	College Youth, KNP ALD VNS LKO	Vocational Training & Education	397	0	11	46	70	93	102	75
6	Awareness Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	5239	102	165	145	377	870	1680	1900
7	Practical Executive Training Programs	YOUTH (15-30 yr) AT KANPUR	Preventive Health Measures	24,941	0	1352	0	534	0	8055	15000
8	Value Empowerment	Schools Students	Preventive Health Measures	10,190	-	-	-	-	-	5445	4745
Total				45,858							



# Anti-Addiction Workshops & Awareness Sessions



***"Principle Centred Leadership" – PSIT Kanpur***  
by Dr. Shahil Garg, HOD (Structures Department for GARG & ASSOCIATES) from IIT Kanpur



***Session at IIT BHU***

Speaker – Mr. Sandeep K. – M.Tech. IT BHU



***Various Programs at NIT Allahabad***



***Session at NIT Allahabad***

By Mr. Vivek Bindra – Famous Motivational Speaker

# Exchange Programs



*Exchange Program Lunch*



*Gifts Distribution*



*Public Speaking & Presentations  
by Participants*

**Exchange Programs**  
**NIT Allahabad, IET Lucknow**

# Exchange Programs



## ***Panel Discussion during Exchange Program***

***In Panel : Dr. K. Lalan (MS NTU Singapore, Prof. IIT Delhi),  
Dr. Rahul Sevakula (PhD. IITK),  
Mr. Ravikant Kumar (HOD CatJee)***



***Exchange Programs - HBTU, CSJM Kanpur, REC Bijnor***

# Exchange Programs



***Exchange Program at IIT BHU and BHU University***

# ***Youth Center***



# ***Skill Development Workshops***



# Practical Executive Training Program "Xpression"



# Value Empowerment Contest



***Value Empowerment Contest in Lucknow, around 4,700+ from 30+ schools students participated***



इसकीन मन्दिर में बच्चों को पुरस्कार वितरण समारोह का आयोजन हुआ। मुख्य अतिथि भाजपा के प्रदेश उपाध्यक्ष देवाशंकर सिंह इस मौके पर छात्रों को सम्मानित किया।

# ISKCON CSR Activities Appreciated

## In his Video Message for Xpression 2018 :

“I am happy that ISKCON is organizing Youth Festival. ISKCON has a special place in India . I am glad that thousands and thousands of devotees are practicing ISKCON routine all over the World and also doing many charitable things like Social Work, Character Building and Education also.

And that’s why we want this conference also to bring suggestions about this because I believe that mind is not just dull matter and education is not tons of information and reproduce it by writing into answers. Education is comprehension, communication and more importantly making it life. So we need Value Education, Character Building, Lifestyle Education, Experiential Learning, Skill Development. All this require space. We must produce a good human being out of this. I request your conference to also bring suggestions. All the best. ”



**Mr. Prakash Javadekar**  
*Human Resource Development  
Minister of India*



**Mr. Sajjan Jindal**  
*MD & Chairman, JSW Group*

The Expression '17 is the first experience I have had and I saw so many children and so many youth, more than 15000. It is a very fantastic initiative taken by ISKCON. All the speakers were giving fantastic concepts and philosophies. At this age the youth is very immature and if right words are given to them, they can be positively influenced. We’ve been following the west very passionately, we think that the western philosophy is to give us guidance. We forget our Indian way of living.

I think more and more leaders should be thinking about spreading the Indian way of living. Expression 2017 was fantastic, beautiful. ISKCON is doing good work because they are spreading the cause of the philosophy of Hinduism and also they are talking about the De-addiction, today’s program is based on De-addiction for the youth of INDIA. Today many youth go astray very easily, so ISKCON is sending out a good message. I think if we follow the philosophy of ISKCON and follow our scriptures, it is very easy to live our daily life. I think it is very simple way of doing it. The expression festival was amazing because the amount of youth and youngsters here and the enthusiasm that I saw in them was really amazing.

# ISKCON CSR Activities Appreciated



**Mr. BK Goenka**

*Chairman, Welspun Group*

I think I had very positive vibes and after seeing such a youth movement and particularly जैसे ISKCON ने प्रोग्राम को अरेंज किया है वह अपने आप में एक एग्जांपल और इससे यह क्लियर एस्टेब्लिश होता है कि इस्कॉन एक धार्मिक मोमेंट नहीं है।

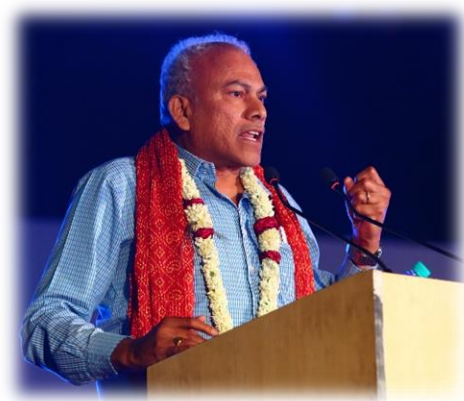
जो कल का भविष्य है उसको साथ में लेकर चलना चाहता है i think जो youth के लिए कार्यक्रम ISKCON के द्वारा आयोजित किया जा रहा है, एक अच्छी चीज है।

I am a part of ISKCON, whatever I can do to help the people. I consider it is my privilege ,so specially with the youth you know we can loose their way very easily so if we can inspire them to be more positive and they can do wonders and if one can start early we can change the country. This Xpression has a huge benefit for the whole city of Kanpur specially the youngsters and ... I think it's a wonderful chance.



**Mr. Shishir Nevatia**

*Chairman, Sunjewels,  
Mumbai*



**Mr. L. Jayaramulu**

*Secretary, IFUNA,  
United Nations*

This was extraordinary believe it or not I have attended many national International meetings including United Nations, given lectures but his type of Youth Program I have not seen, this has to be implemented everywhere ...

# ISKCON CSR Activities Appreciated

देश का युवा - उसको संभालना बहुत बड़ा काम है। अगर हम उसको पढ़ा लिखा सके, अच्छी शिक्षा दे सकते हैं, सही रास्ते पर जीना सीखा सकते हैं, तो ये राष्ट्र की संपत्ति बन जाएगा। और अगर हम उसको नहीं पढ़ा लिखा सके, तो वो ही अपराधी बन जाएगा। देश के लिए कानून अर्थव्यवस्था बन जाएगी। इसीलिए एक बहुत बड़ी जिम्मेदारी आती है, सारे संगठनों पर, सारे राजनीतिज्ञों पर, सारे राष्ट्र की संस्थाओं पर, सारी शिक्षा संस्थाओं पर, सारे कॉर्पोरेट वर्ल्ड पर और सारे मीडिया ग्रुप पर कि युवाओं को सही रास्ता दिखाएँ।



**Mr. Rajeev Shukla**  
*Member of Parliament*  
*IPL Chairman*

सही रास्ते पर लेके जाएँ और शिक्षा दें। शिक्षा दी तो वो असेट बन जाएगा, शिक्षा नहीं दी तो क्रिमिनल हो जाएगा। मुझे लगता है इस्कॉन ने बहुत अच्छा प्रयास किया है देश के युवाओं को एक सही रास्ते पे ले जाने के लिए। युवाओं के फेस्टिवल से उन्होंने ऐसे लोगों को जोड़ने की कोशिश की ताकि वो सही मार्ग पर चले। उनके जीवन में चरित्र आए, आदर्श आए और भारतीय संस्कृति को समझें। ये बहुत अच्छा प्रयास है। इसके लिए इस्कॉन को बहुत बहुत बधाई।



**Mr. S K Paliwal**  
Owner,  
Vinayak Shree Pvt. Ltd.

सी.एस.आर. के अंतर्गत ये प्रोग्राम होता है और सरकार की योजना है कि सीएसआर पर हर कंपनी को अपना रैंकिंग बढ़ाना होता है। उसी के अंतर्गत ये प्रोग्राम हुआ है। ये प्रोग्राम उस तरह से पॉजिटिव दिशा में काम कर रहा है, डेडिकेटेड प्रोग्रेस है। इससे आज का युवा प्रोग्रेस करेगा। आज के युवाओं से मैं कहना चाहता हूँ कि बी पॉजिटिव, थिंक पॉजिटिव एंड डू पॉजिटिव, अच्छा सोचेंगे, पॉजिटिव सोचेंगे, लाइफ में प्रोग्रेस करेंगे। हरे कृष्ण।

De-addiction drive is one of the roots of the CSR initiative and that's why the CSR funds are used. So ISKCON has associated itself as a CSR incentive supported group. And I have the hope that ISKCON will do its job in transforming the youth and I wish them the best of luck for the future. This program was meant for the benefit of the youth and ISKCON has done a good job.



**Mr. Puneet Duggal**  
*Registrar of Companies*  
*U.P. & Uttarakhand*

# Testimonials

**Akshay Goliyan** - Batch 2019, B.Tech MNNIT ALLAHABAD

"Before being introduced to Vocational Training Program, I was badly troubled by stage fear, lack of communication, no fluency in language, inferiority complex, lack of computer skills and I did not know how to deal with people.

Their Culture helped me a lot because there everyone always corresponds with each other in English language and the encouragement we received there for improving our self is wonderful. Also I came across some wonderful meditation and yoga practices. Books like "Art of concentration in the age of distraction", "Self manager", "Proactive leader" helped me very much. They also helped me in grooming my computer skills which boosted my confidence.

I am extremely grateful to them and their training because the problems which I was facing before have been cured up to 90% and now I am very confident to deal with situations."

**Brajesh Kumar Adarsh** - Batch 2017, B.Tech AITH KANPUR

"Actually when I was in first year, I was addicted to smoking and drinking because of wrong association of my peers I also used to watch pornography with friends and it was very dangerous.

Because of these self-devastating habits I was lacking self-confidence. I tried to get rid of all these bad habits by reading some books and similar other stuffs but that did not helped me.

But after I was introduced to ISKCON volunteers, their motivation and good association helped me overcome all these wrong habits and addictions. This happened because of the good training in character and values, starvation of the bad habits, and supplementing good habits and hobbies like meditation, yoga and art of positive thinking. I am very thankful to them for providing such facility. "

**Abhishek Pradhan** Batch 2019, B.tech - IIT BHU

"In my early school and college days, it was a frequent problem of having inferiority complex or being stressed by better performing friends. Also I use to get irritated and angry in small things and it was becoming my nature.

After observing that it was hampering my academics and peace of mind I tried many things like reading books related to mind control but without proper guidance all went in vain.

But after I came to the association of ISKCON volunteers and training program provided by them I started regular practice of meditation and good conduct. In a very short time I could give up all those bad habits. Being a part of that training I developed good communication skills and a certain degree of confidence to manage things in my life. So, I am really grateful to them for what all they have given me. "

**Aman Pal** Batch 2021, Electrical and Electronic (PSIT Kanpur) -

*"This type of class should be conducted every year which will help budding engineers to flourish in their life. It was this class who helped me to do perfect time management."*

**Vijay Kumar** Batch 2020 Computer Science (PSIT Kanpur) –

*"Mr. Sahil garg sir is such a down to earth person and perfect example of true leader. He is amazing person with wonderful communication skill."*

-

**Vaibhav Joshi** - Batch 2017 B.Tech HBTU Kanpur

"When I came to Kanpur in 2013 , in my first year I was very introvert and due to my low rank , I felt inferior among my friends .Most problem I faced from college seniors who used to rag me and it further increased my inferiority complex . I tried to befriend some of my classmates, but all were mostly either too much in intoxication and drugs or in self-destructive habits.

One day through seminar on positive habit cultivation and importance of association, I got in touch with ISKCON volunteers who unlike other seniors never pointed out our faults rather encouraged us in our good fields .They selflessly helped me by giving their valuable time and energy in regular guidance in studies, forum of personality development like interacting with many students, and physical and mental fitness through yoga and meditation.

I am very grateful to them, that they gave us marvelous training and lifestyle to become principle centered leader .Today as I pass from college into industry life, I march with confidence to face corporate world nicely."

**Pradeep Kumar** - Batch 2018 B.Tech MNNIT ALLAHABAD

"I am from a very poor rural background of Himachal Pradesh . Although I got selected in an NIT but I was not in a very good financial standing , but ISKCON volunteers provided me support by giving me nice hostel facility where they provide extremely pure , clean , hygienic and properly cooked food .

They also helped me by paying around Rs. 10000 – 14000 for one very important Skills Training Workshop. I also got very nice assistance regarding medication worth Rs. 800 during my ill health (7 days hospitalized). I got straight forward guidance for future goal of placements and pure life from this training. My financial problem regarding purchasing of book was also solved because my seniors provided me all necessary book and computer assistance for my studies in all subjects.

I would really like to thank them because without their help, support and guidance, it would have been very difficult for me to continue my studies as well as to maintain good character and values. "

# Activities This Year

Sr. No	Field Of Activity	FOR & WHERE	Relevant CSR CATEGORY	<u>2017-18</u>
1	Academic Sponsorships	Poor Students, KNP ALD VNS LKO	Vocational Training & Education	65
2	Hostel Accomodation	COLLEGE YOUTH, AT KNP ALD VNS LKO	Preventive Health Measures	94
3	De-addiction Workshops and Training Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	1,100
4	Exchange Programs	College Youth, KNP ALD VNS LKO	Preventive Health Measures	175
5	Vocational Training Workshops	College Youth, KNP ALD VNS LKO	Vocational Training & Education	75
6	Awareness Sessions	College Youth, Teenagers KNP ALD VNS LKO	Preventive Health Measures	1,900
7	Practical Executive Training Programs	YOUTH (15-30 yr) AT KANPUR	Preventive Health Measures	15,000
8	Value Empowerment	Schools Students	Preventive Health Measures	4,745

# Shreshtha & Acharya Program

As a Part of Xpression 2017, two academic programs were also organized –  
**Shreshtha Program** – For around 200 Academic Toppers of around 20  
Schools across Kanpur

**Acharya Program** – For around 200 Directors/Professors and  
Principals/Teachers of Colleges/Schools across Kanpur

**Xpression was launched by Directors and Principals**

## College Directors & Professors from 9 colleges



## School Principals from 20 CBSE and ICSE Schools



मुख्य मंत्री  
महाराष्ट्र



Chief Minister  
Maharashtra

16<sup>th</sup> September 2016

## MESSAGE

Congratulations to the International Society for Krishna Consciousness (ISKCON) on completion of 50 years of glorious achievements and service to humanity.

It is heartening to note that since its inception the ISKCON has carried out philanthropic activities in various ways including running the world's largest free food relief programme, health camps, hospitals, de-addiction programmes especially for youth; farm projects besides dissemination of the glorious Vedic wisdom including Bhagwad Gita and Shrimad Bhagwatam.

It is commendable that ISKCON is working with a view to spreading divine Vedic knowledge among the youth. I congratulate the ISKCON for taking these social welfare activities and hope that Society will effectively implement these activities in future also.

On this auspicious occasion, I extend my best wishes to the members of ISKCON and wish every success for their future initiatives.

(Devendra Fadnavis)

# Certificate ISSUED BY

## Ministry of Corporate Affairs

No.01/01/2017-CSR  
Government of India  
Ministry of Corporate Affairs

5<sup>th</sup> Floor, Shastri Bhawan,  
Dr. Rajendra Prasad Road,  
New Delhi - 110 001.

Dated 3rd February, 2017.

✓ To

Shri Kurma Avatar Das,  
ISKCON - Kanpur,  
Sri Sri Radha Madhav Mandir,  
"Hare Krishna Dham",  
Mainavati Marg, Bithoor Road,  
Kanpur (Uttar Pradesh)

**Subject :- Issuing clarification letter for CSR Projects of ISKCON, Kanpur**

Sir,

This has reference to your letter dated NIL addressed to Hon'ble Minister of Corporate Affairs requesting for a clarification as to eligibility of ISKCON, Kanpur to receive CSR fund of companies for undertaking various socio-developmental projects.

2. Rule 4 (2) of the Companies (Corporate Social Responsibility Policy) Rules, 2014 suggests that :

*"The Board of a company may decide to undertake CSR activities approved by the CSR Committee, through*

*(a) A company established under Section 8 of the Act or a registered trust or a registered society, established by the company, either singly or alongwith any other company, or*

*(b) A company established under Section 8 of the Act or a registered trust or a registered society, established by the Central Government or State*

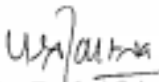
# Certificate ISSUED BY

## Ministry of Corporate Affairs

Government or any entity established under an Act of Parliament or State Legislature ;  
Provided that :-

If, the Board of a Company decides to undertake its CSR activities through a company established under Section 8 of the Act or a registered trust or a registered society, other than those specified in this sub-rule, such company or trust or society shall have an established track record of three years in undertaking similar programmes or projects; and the company has specified the projects or programmes to be undertaken, the modalities of utilization of funds of such projects and programmes and the monitoring and reporting mechanism."

3. To the extent ISKCON, Kanpur is falling in the category mentioned under the proviso to the Rule 4(2) as mentioned above, it is eligible to undertake CSR projects on behalf of eligible companies.
4. This issues with the approval of the competent authority.

  
( Dr. Pankaj Srivastava )  
Director  
23389263.

# Certificate ISSUED BY CA

## **BHASKAR ATUL & ASSOCIATES**

### **Chartered Accountants**

303, Patel Terrace D; 6, Jijamata Chowk Road; Pump House; Andheri (East); Mumbai 400 093  
Tel: (9122)28390377; Email: [baa@atulmathuria.com](mailto:baa@atulmathuria.com)

#### TO WHOM SO EVER IT MAY CONCERN

We hereby certify that we have verified the details provided by ISKCON Kanpur with respect to their Project and Activities under taken at Sri Sri Radha Madhav Goshala, Organic Farming, Rural Development, Value Education and Skill Development, Awareness & Training against Addictions & AIDS are compliant with regards to the Corporate Social Responsibility (CSR) activities, as defined under the provisions of Section 135 of the Companies Act 2013 and the Companies (Corporate Social Responsibility Policy) Rules, 2014 and various notifications / explanations given from time to time.

This Certificate is issued based on the facts and details provided to us by ISKCON, Kanpur and on their request

For Bhaskar Atul & Associates  
Chartered Accountants



A.R. Mathuria  
Partner  
M. No. 39604

Mumbai: 24 December 2016

# Certificate ISSUED BY CA

**RAJEEV PREM & ASSOCIATES**  
**CHARTERED ACCOUNTANTS**

Off. : 0512 - 2302412  
Mob. : 09415051670  
Office : 216, Kalpana Plaza  
24/147-B, Birhana Road  
Kanpur-208 001  
E-mail : carajeevkapoor@gmail.com

## TO WHOM IT MAY CONCERN

This is to certify that M/s ISKCON Kanpur had spent Rs. 24,88,613.00 ( Rs. Twenty four lacs eighty eight thousand six hundred thirteen only) as per details annexed herewith, during the period from 1<sup>st</sup> April, 2016 to 31<sup>st</sup> December, 2016 for the charitable cause of Value empowerment, De-addiction awareness & training & skill development.

These expenses are eligible for CSR activities falls under section 135 of Companies' Act 2013 under corporate social responsibility rules, 2014 & various other notifications/explanations given from time to time.

Place: Kanpur  
Dated :- 4<sup>th</sup> January, 2017

For Rajeev Prem & Associates  
Chartered Accountants



For: 089956  
*[Signature]*  
077827  
CA Rajeev Kapoor  
Partner

# 80G Certificate



OFFICE OF THE  
COMMISSIONER OF INCOME- TAX (EXEMPTIONS),  
6th FLOOR, PIRAMAL CHAMBERS, PAREL, MUMBAI-400 012.

No.CIT(E)/u/s.80G/2016-17

Date : 24/06/2016

To,  
The Trustee  
International Society for Krishna Consciousness  
(ISKON) Hare Krishna Land,  
Juhu, Mumbai-400 049

Sir,

Sub: **Request for letter for continuing validity of 80G Exemption  
Certificate No.1667/2008-09 dated 29/04/2008.  
PAN : AAAT10017P**

Please refer to the above.

2. In this connection, I am directed to state that an amendment was made to Section 80G(5)(vi) through Finance Act (No. 2) 2009. As per the amendment, any existing approvals u/s 80G(5), which is expiring on or after 01.10.2009 shall be deemed to have been extended in perpetuity unless specifically withdrawn. Therefore, your certificate is valid upto 31.03.2011 is valid from 01.04.2011 onwards till it is rescinded and subject to the same conditions and also subject to the condition that your Trust should not be hit by the newly inserted proviso to section 2(15) of the I. T. Act.

3. This certificate is issued as per request made by you, vide letter dated 23/06/2016 filed in this office.

4. This issues with the prior approval of the Commissioner of Income Tax (Exemptions), Mumbai.

Copy to : Master File.



(SANJEEVA M. NAIK)  
Income Tax Officer (E)(Hq)(Tech)  
Mumbai

Over Past **7 Years**  
**3,500+ Youths Trained**  
**100+ Courses Conducted**  
**45,000+ Youths Inspired**

*Personality Development*  
*Software Training*  
*Soft Skill Training*

**SUPPORT US TO**  
**PROMOTE SKILL & CHARACTER**  
**DEVELOPMENT**  
**LET'S SHAPE THE FUTURE OF**  
**NATION**

## **LetsEvolve** **PROJECT**

*A CSR Initiative of ISKCON Kanpur*

[www.letsevolve.org.in](http://www.letsevolve.org.in)

### **Our CSR Partners**



Jama Corporation Pvt. Ltd.



JK Group



KTL Private Limited



Vinayak Shree Real Estate