

Corporate Social Responsibility (CSR): Business leader's views

Interem

Rahul Pillai, Country Manager India

Save the Children India (STCI), located in Sarai Kale Khan, New Delhi, was established eight years ago. It has grown from a handful of children to 525 children and women who benefit from STCI. This NGO provides preschool, computer literacy, academic assistance, vocational training, health/ nutritional education, anti-trafficking and community awareness. The American Women Association (AWA) has been sponsoring the Christmas party in total or in partnership with other organisations for the past six years. The party has grown to be the highlight of the year for the children and women of STCI. Over the years, gifts have been household goods, toys, sweaters, jackets, school-bags and ladies handbags. There have been many wonderful volunteers, assisting with gift-giving and playing Santa (even an Ambassador's son). The Christmas party is held in a Hindu Temple for the benefit of a predominantly Muslim community, sharing a Christian Holiday. It is a unique and wonderful gathering that celebrates the true essence of the season, peace and goodwill to all. Transporting 525 gifts usually entailed a well-coordinated caravan of cars. This year, the NGO was blessed with a helping hand from Interem. The Interem team helped to load, transport and unload 36 boxes filled with gifts absolutely free of cost.

(Interem is a part of the Freight Systems Group, a Dubai-based MNC with business interests in shipping, freight forwarding, supply chain, warehousing, BPO and relocation services, with presence in 18 countries and a turnover exceeding \$350 million.)

