



aarohan

2025

*Catalysing Civilisational Power*

**13th December 2025**  
**JW Marriott, Juhu, Mumbai**

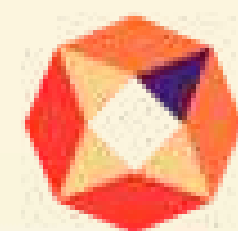
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**VIHRA**

*Invite Only*

*Our Esteemed  
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**NSE**

**Social Stock  
Exchange**



**CSR**

*For*

**SEWA, SHIKSHA**

*and*

**SUSTAINABILITY**





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## PRELUDE

### Āarohan '25 – Catalysing Civilisational Power: CSR for Sewa, Shiksha & Sustainability

In Bharat, the principles of ethical enterprise and social responsibility have been deeply embedded in our civilisational ethos long before the modern articulation of Corporate Social Responsibility (CSR) in governance. Since ancient times, our society has upheld the spirit of collective responsibility towards education, welfare, and sustainability. The illustrious universities of Takshashila and Nalanda flourished through societal support, and in modern times, the Banaras Hindu University—one of the largest universities on a single campus in the world—stands as a testament to this enduring tradition of community-funded institutions.

Many of Bharat's finest colleges and educational institutions, even today, owe their existence to the contributions of society. Our Dharma—its treatises, traditions, and guidance—has consistently emphasised *Sewa* (service), *Shiksha* (education), and the sustainability of nature and society. The natural duty (Swadharma) of individuals and institutions engaged in wealth creation has always been to ensure that *prosperity serves a higher moral purpose*. The harmonious integration of Artha and Dharma, expressed as **Shubha Labha**, has been central to Bharat's worldview, ensuring that material growth is aligned with moral and social upliftment.

Āarohan '25 – Catalysing Civilisational Power: CSR for Sewa, Shiksha & Sustainability – is conceived as a national platform to reaffirm these timeless values within the contemporary framework of corporate and developmental responsibilities. This initiative seeks to inspire Bharat's enterprises, institutions, and thought leaders to view CSR not as a statutory obligation but as a sacred moral commitment to nation-building through Dharmic consciousness.

The Hindu worldview envisions society as an organic whole—interconnected, interdependent, and guided by the principles of *Vasudhaiva Kutumbakam* and *Sarve Bhavantu Sukhinah*. From this vision emerge the concepts of responsible wealth creation, sustainable livelihoods, and inclusive welfare. Anchoring CSR within this civilisational perspective transforms corporate action into a powerful force for enduring social transformation—fostering empowerment, preserving cultural knowledge systems, and ensuring environmental stewardship.

न स्वार्थाय, न भूत्यर्थाय,  
लोकहिताय एव कर्म ||



The objective of Ārohan '25 is to build synergy between corporate vision and civilisational mission—to catalyse a movement where economic progress contributes directly to the holistic well-being of society. Through collaboration and shared commitment, this platform aims to nurture a Dharmic ecosystem where enterprise becomes an instrument of national resurgence.

Let Ārohan'25 serve as a clarion call to rise together with purpose, integrity, and vision. May this initiative inspire all stakeholders to align their resources and responsibilities towards building a self-reliant, ethical, and sustainable Bharat rooted in its eternal civilisational wisdom.



Shri. Swami Vigyananand  
Founder, World Hindu Congress  
& World Hindu Economic Forum

न स्वार्थाय, न भूत्यर्थाय,  
लोकहिताय एव कर्म ॥





लोकहिताय कर्माणि,  
सर्वभूतहिताय जीवनम् ॥

## FOUNDER'S WORD



Āarohan '25 – Catalyzing Civilizational Power represents not merely an event, but a movement — a collective effort to bring ethical consciousness, civilizational depth, and strategic alignment into the domain of Corporate Social Responsibility. At VIHRA, we have always believed that CSR in Bharat must evolve beyond compliance, towards becoming a purposeful instrument of nation-building rooted in Dharma.

Our ancient civilizational thought has long emphasized the seamless integration of Artha (enterprise) with Dharma (ethics). The principles of Sewa, Shiksha, and Sustainability are not new constructs; they are civilizational imperatives that have guided our social and economic fabric for millennia. Āarohan '25 is envisioned as a platform to revive this intrinsic wisdom and translate it into actionable strategies for corporates and institutions operating in the contemporary context.

Through this initiative, VIHRA seeks to catalyze dialogue and partnerships that enable corporates to align their CSR vision with Bharat's developmental priorities — fostering community resilience, promoting education rooted in Indian values, and advancing sustainable growth inspired by ecological balance.

As we ascend together through Āarohan '25, may this convergence of ideas, intent, and innovation inspire a new paradigm of CSR — one that is strategic in approach, inclusive in impact, and civilizational in spirit. Let this be our collective journey towards a self-reliant, value-driven, and sustainable Bharat.

Adv. Ameya Deshpande  
Founder & CEO, VIHRA  
Strategic CSR Advisor

# CORPORATE SOCIAL RESPONSIBILITY(CSR) IN INDIA

“Āarohan’25: Exploring India’s CSR framework as a modern expression of Bharat’s civilizational principle of collective welfare.”

Āarohan’25 embodies the idea that India’s Corporate Social Responsibility (CSR) framework is not merely a legal mandate but a contemporary reflection of Bharat’s timeless civilizational ethos — the principle of सर्वे भवन्तु सुखिनः (may all beings be happy). Rooted in Dharma, the Indian worldview has always seen wealth creation (Artha) as meaningful only when aligned with the larger goal of Lokasangraha — the collective welfare of society.

By mandating CSR through the Companies Act, 2013, Bharat institutionalized this age-old value into modern corporate practice, bridging ancient wisdom with modern governance. Āarohan’25 seeks to explore this synthesis — how enterprises today can act as instruments of ethical growth, social upliftment, and sustainable development inspired by our civilizational ideals.

Through the lenses of Sewa (service), Shiksha (education), and Sustainability, Āarohan’25 aims to catalyze a movement where corporate purpose transcends profit, promoting a Dharmic ecosystem that unites business excellence with national resurgence and global responsibility.





# THEAMATIC AREAS AS PER SCHEDULE VII

## WOMEN EMPOWERMENT

*“(iii) promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.”*



### Mission Vishwa Mamatwa Foundation, Nagpur, Maharashtra


*“Empowering **Transgender** Lives with Dignity, Equality & Opportunities”*

Project Mudra – Dance performance by Transgenders  
ArdhaNari Catering services & Food Cart run by Transmen  
& Transwomen  
Transgender Clinic at Nagpur – dedicated team of medical  
professionals for the community

- Skill Development Programme – organize Lippan Art workshops
- Mission Vishwas - to support children born with Atypical Genitalia



*“1[(i) Eradicating hunger, poverty and malnutrition, 2[“promoting health care including preventive health care”] and sanitation 4[including contribution to the Swach Bharat Kosh set-up by the Central Government for the promotion of sanitation] and making available safe drinking water.”*

	<h2>Suryodaya Baalgruha (SSD Trust), Indore, Madhya Pradesh</h2> <p><b>“Serving the HIV affected Children ”</b></p> <div><ul style="list-style-type: none"><li>• Residential Facility</li><li>• Schooling &amp; Education</li><li>• Health Care facilities</li><li>• Psychological Counselling</li></ul><div></div><ul style="list-style-type: none"><li>• Vocational Education</li><li>• Self-employment</li><li>• Marriage &amp; Rehabilitation</li></ul></div>
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**Jankalyan Seva Sanstha**  
Easing Healthcare

### Jankalyan Seva Sanstha, Amaravati, Maharashtra

“ दीर्घमायु कृणोतु मे ”

- Dr. Hedgewar Institute of Medical Science & Research
- Project SAMWEDANA, Healthcare Outreach Initiative
- Rugna Seva Sadan – Urban Slum Health Centre


- Mobile Dispensary – Rural Outreach Programme
- Dr. Hedgewar Hospital & Bharani Memorial Critical Care Unit
- Sant Gadge Baba Urban Healthcare Project





# ENVIRONMENTAL SUSTAINABILITY

*“(iv) ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agroforestry, conservation of natural resources and maintaining quality of soil, air and water 4[including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga].”*



## DEENDAYAL SEVA PRATISHTHAN, Yavatmal, Maharashtra

*“Antyodaya: Serving the Underprivileged ”*

- Project Swayamsiddha
- Project Aarogya Rakshak
- Vivekananda Chhatrawas

- Project Kitchen Garden
- Project Sanjeevani





*“(ii) promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.”*

## Samaj Jagruti Pratishthan, Bhandara, Maharashtra

“जनहिताय केवलंम”



- Physical Fitness & Games
- Arts & Crafts Role Play
- Community Library
- Tribal Student Welfare

- General Knowledge
- Meditation
- Sanskrit





*“(ii) promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.”*



## Vidya Vihar, Mumbai

*“To facilitate children to appreciate, learn and practice Sustainable way of life”*

- Physical Fitness & Games
- Arts & Crafts
- Role Play and Skits
- Values

- General Knowledge
- Meditation
- Sanskrit





## SKILLING LIVELIHOOD

*“(ii) promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.”*



### HSS Prakash, Sindhudurg, Maharashtra

#### “Sustainable Livelihood using Sustainable Technology”

- Skill training for youth in Food Processing industry
  - Skill training in Cashew Nut Processing
  - Skill training in Vermicompost and Azola Compost making
- Skill training in Jackfruit Processing
  - Rice Cultivation- new techniques Clustering of Farmers
  - Skill training in Multifruit Juice



## SKILLING LIVELIHOOD

*“(ii) promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.”*



### ROLE (Research Organisation for Living Enhancement), Gadchiroli, Maharashtra

*“To improve the socioeconomic conditions of tribal people by encouraging the cultivation and use of medicinal plants.”*

- Bamboo based Skill Development
- Serving Tribal Community in the region – Health, Education etc.
- Women Empowerment through skilling & livelihood enhancement activities
- Legal Awareness Program
- Medicinal Plants Awareness and Skill Training





## DISASTER MANAGEMENT

*“Activities which may be included by companies in their Corporate Social Responsibility Policies Activities relating to 5 [(xii) disaster management, including relief, rehabilitation and reconstruction activities.]”*



### Seva Bharati Purbanchal, NE India

“सशक्त पूर्वोत्तर सशक्त भारत ”

- Health
- Education
- Skilling & Livelihood
- Character Building





## RURAL DEVELOPMENT

*“Activities which may be included by companies in their Corporate Social Responsibility Policies Activities relating to(x) rural development projects]”*



### Keshav Seva Sadhana Bicholim, Goa

*“Service to people is service to the nation”*

- 3 Hostels for Under-privileged
- 2 Schools for Divyang
- Vocational Training center
- Digital Literacy center





ABOUT

VIHRA



## Who We Are?

- VIHRA Consultancy Services is a Pune-based consultancy specialising in three key domains: CSR & community welfare, Social Project Management, and Leadership Capacity Building.
- It emphasises measurable impact, integrity and strategic project execution serving clients including social leaders, elected representatives & govt. officials.

## We Work for

*“Promoting Sustainable Growth — Innovative solutions for a better tomorrow.”*





Steering the vision of “Catalyzing Civilizational Power – CSR for Sewa, Shiksha & Sustainability”