

# TOWARDS A BETTER TOMORROW

**The** NSBM Green University is a unique platform to pursue higher education in Sri Lanka, which enables its academic community to not only win lives individually by being endowed with exceptional levels of knowledge and skill profiles but also to make a positive impact on the society they are a part of, by encouraging actions and deeds which will create positive spillover benefits to the needful society at large. The CSR Society is one of the student associations in the university which is extremely active and highly committed to extending a helping hand to the needful parties in the society on a continuing stance. The CSR Society of NSBM Green University is powered and energized by the relentless academic leadership of Brigadier Sanath Wickramasinghe, who has been rendering an untiring effort to instill the culture of social and community service and attitudes of helping the needful in the mind of the young academic community at the university setting.

In this immensely meritorious and worthy journey, the CSR Society of NSBM has engaged in a plethora of social and community serving activities which could be broadly classified into project categories such as construction and renovation, blood donation, healthcare donation, educational donation, elderly-care upliftment, child-care, upliftment environmental sustainability, agriculture upliftment, and Covid-19 Pandemic recovery. The funds required for these CSR activities are generally sponsored by organizational sponsorships, fundraising activities organized by students as well as donations granted by generous internal and external well-wishers. The CSR projects hosted by the CSR society of NSBM Green University under different project categories could be elaborated as follows.

## **Construction and Renovation Projects**

The CSR Society of the NSBM Green University carried out two major projects falling under this category named “Asarana Sarana”

and “Senasumata Arunak”. Project “Asarana Sarana” was initiated to build a house for an underprivileged family in Kataragama, which consisted of six members. This project was carried out under the guidance of Ven Koggalle Vijitha Thero who is a professor serving at the University of Ruhuna. The house built under this project accommodated two bedrooms, a living room, a kitchen, and an external bathroom.

“Senasumata Arunak” project was hosted by the CSR Society targeting Pulukunawa Raja Maha Viharaya in Ampara, which is a temple of immense historical value. This was a temple that suffered negative consequences due to the war situation in the country. Upon identifying that this temple lacks a preaching hall (Dharma Shalawa), a project was initiated to construct a dharma shalawa for the temple. The project value was LKR 700,000 and the construction was completed within two weeks amidst an array of challenges. The opening of the Dharma Shalawa was done



ceremonially by conducting a pririth ceremony and pirikara offerings to the maha sangharathnaya.

### Blood Donation Projects

The CSR Society of the NSBM Green University conducted two blood donation projects to render a positive contribution in response to the increased demand for blood to save the lives of the needful patients. Since the Blood Bank's bloodstock was reducing at a relatively rapid speed with increased stock utilization, these timely projects were executed to support the national blood bank to restore the stock, as per the capable capacity of the CSR society.

A blood donation program was held in the NSBM medical center successfully on 8th August 2017, where over 500 donors donated their blood by being a part of the donation project. This project was facilitated by the valued service of the medical staff of the National Blood Bank.

The second blood donation project hosted by the CSR Society was "Apeksha Blood Donation Project". The project was held at the Jesus Infant Church, Ragama on 07th of August 2021 in accordance with

the mandated health guidelines issued by the government due to the adverse conditions which prevailed in the country. Despite the rapid spread of the corona pandemic, over 75 generous blood donors contributed to make this humanitarian cause a success.

### Healthcare Donation Projects

Due to the Covid-19 Pandemic which left the entire world at a huge shock and tragedy, the healthcare sector across the world was drastically affected. When the context of Sri Lanka was concerned, the rapid boost of the pandemic resulted in hospital capacities reaching full occupancy and hospital resources depleting.

The CSR Society of NSBM identified this as a potential requirement that could be supported via the efforts of the society; hence projects were initiated to donate drugs, beds,

mattresses, water tanks, sanitary items, oxygen masks with cylinders, foods, etc, for needful hospitals. Accordingly, the CSR Society of NSBM in collaboration with the Association of Business Management (ABM), conducted a project to fulfill an urgent need at the Homagama Hospital. In par with this project 'Adult non - rebreathing masks with head straps and 2.1m oxygen tubing which were collectively worth over LKR 160,000 was donated to Homagama Base Hospital. These non-rebreather masks are special medical devices that help provide oxygen in emergencies. These are usually supporters which help people who can still breathe on their own





but need a lot of additional oxygen to survive. As the COVID-19 virus caused difficulties in breathing which led patients towards hypoxemia and hypoxemia conditions, these devices were expected to provide support and contribute towards saving the lives of many.

Over ten CSR projects were conducted targeting the Apeksha Hospital, Maharagama from time to time by the CSR Society of NSBM. These projects entailed the donation of essential items, drugs, medical equipment, food, masks, and surgical supplies for more than 500 patients who were undergoing treatments at the hospital. Further several entertainment programs were conducted targeting the child

ward at the Apeksha Hospital which was followed by give-ways in terms of fruits and sweets to the children to make them happy and put a smile on to their innocent faces.

## Educational Donation Projects

Children who receive a sound and impactful education turn out to be endowed with knowledge, attitudes, and skills required to facilitate meaningful changes to the future of any country and its systems. Therefore, education becomes a key for determining the individual's as well as nation's success. The CSR Society of NSBM Green University, therefore, extended

its focus towards facilitating the needful and underprivileged students in possible capacities via implementing different projects targeting them.

As one of the projects falling under the educational donations category, the CSR Society organized a project to donate essential stationery on 27th November 2018, for the primary section students of the Pahala Hanwella Kanishta Vidyalaya which consisted of 50 students who were not even having the basic stationery required for effective curriculum learning. Accordingly, all students were gifted with a full stationery pack which included a set of essential stationery items. The smiles of the student faces upon receiving their stationery packs projected genuine happiness of being gifted with the most needful items to learn happily and effectively.

"Manudam Wiyamana" was another project hosted by the CSR Society, which entailed donating five LED televisions and required



sports equipment for the utilization of students in the Pitipana Junior School. The LED Televisions were donated because the school lacked resources to facilitate impactful teaching via new devices. The project was successfully hosted on 18th August 2020.

### Other Projects

The CSR Society of NSBM continuously strives to do something worthy for the people in the society at large. On par with ensuring the

wellbeing of the needful children who are differently-abled, the project "Spandana 2021" was hosted by the CSR Society. In line with this project, several families were selected where the composition included differently-abled children and these families were granted packages containing daily essentials. A special pack dedicated to children was included in the full package donated for each family. The project benefited an audience of seventy-five.

The CSR Society of the NSBM Green University has been conducting different projects targeting different needful people, bringing smiles to innocent faces by vivid means. These wholesome and virtuous efforts of the CSR Society will keep growing steadily in the future to come powered by the strong mindset of the NSBM Undergraduates to serve the community at their possible capacities. ■

*Complied by Vgeesha Rajapakse & Pramudya Thilakarathne*

