

MRS. RAJASHREE A. BIRLA, TRUSTEE, BAIF



Mrs. Rajashree Birla, Chairperson, The Aditya Birla Centre for Community Initiatives and Rural Development, graciously accepted the Trusteeship of BAIF in December 2003 and became the second woman Trustee to join our Board in a span of 6-7 months.

Corporate Social Responsibility is her priority. "I have been a firm believer in the Gandhian philosophy. The welfare of the poor and the downtrodden remains our prime responsibility as citizens of India which is what I like spending my time on now". Under Smt. Birla's stewardship, income generation activities for rural youth for sustainable livelihood, education and training, easy access to safe drinking water, empowerment of women, rehabilitation of the physically disabled and social reforms such as widow re-marriages and marriages without dowry are some of the development initiatives launched by the Aditya Birla Group of Companies.

Realising the need to promote students with leadership qualities, the Aditya Birla Scholarships have been instituted to foster academic excellence at premier Technology and Management institutions in the country. Philosophy and religion are her other interests. "I believe in hard work and sincerity". "Work is worship". To be successful is easy. To be successful and remain a good human being is difficult".

A recipient of "The Economic Times Corporate Citizen 2001-2002 Award" and other noteworthy awards, Mrs. Birla also serves as a Director on the Board of all the major Aditya Birla Group of Companies. She is also the Chairperson of the Aditya Birla Super Speciality Hospital at Thergaon, Pune.

The association of Mrs. Birla with BAIF is helping BAIF to realise the significant role being played by industries in fulfilling their social responsibilities and commitment to improve the quality of life of thousands of rural poor.