

# 20th Annual PoleStar Awards

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## CELEBRATING EXCELLENCE IN SOCIAL IMPACT 2018

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Instituted to honour excellence in the workings of social impact enterprises that have made it their life's mission to bring positive change in the lives of the underprivileged and marginalised communities.

The POLESTAR Foundation has always believed in recognition that is truly deserved. And the winners have earned the honour through their sustained efforts against great odds in making a difference.

## BEST SOCIAL IMPACT AWARD – LIVELIHOOD



### KAMALNAYAN JAMNALAL BAJAJ FOUNDATION

*Kamalnayan Jamnalal Bajaj Foundation* has won the PoleStar Award for Best Social Impact organization in Livelihood

Wardha is a land of prominent personalities - Mahatma Gandhi, Vinoba and Jamnalalji Bajaj. Jamnalalji was a man of the people – "a fisher of men who had the knack of gathering people around him and inspiring them with his idealism." Very active during India's freedom struggle, Jamnalalji was a philanthropist who delighted in donating most of his wealth for worthy causes. From the beginning, Jamnalalji was always more involved in social and philanthropic activities rather than business. He made Wardha the centre for Gandhiji's economic and social development programmes. He established the Satyagraha Ashram in Wardha in 1921 and brought VinobaBhave to the Wardha Ashram to nurture it into a national institution.

With a view to commemorate the memory of Shri Kamalnayan and Shri Jamnalal Bajaj, the Bajaj family constituted the Kamalnayan Jamnalal Bajaj Foundation, (KJBF) "towards fulfilling social responsibility and gratitude through continuous efforts for the cause of Socio Economic development of the Society." The vision of KJBF is, "Integrated development of the society through participatory approaches that sets benchmarks and standards for others to emulate for sustainable development" To fulfil this vision, KJBF initiated a number of development interventions in 700 villages of Wardha district since July 2009. The major emphasis is on integrated Water Resource Development and management, Agriculture development, Livestock development, women empowerment and training and capacity building through participatory approaches. Kamalnayan Jamnalal Bajaj (KJBF) also aims to establish a Training and Livelihood Resource Centre to contribute to integrated and sustainable development of the rural community of Wardha district through participatory approaches

KJBF's mission is "Empowering the rural community for efficient and judicious use of human and natural resources to improve the quality of their lives."

#### KJBF Values

KJBF's values govern the guiding principles of its behaviour, attitude and actions.

These values have been set out to ensure that KJBF:

- values integrity and strong character building qualities
- values the individual, irrespective of his organizational position
- values open, honest and caring communication
- values quality in everything we do to achieve excellence
- values effective inter-personal relationships and teamwork
- values collaboration, networking and partnerships for the common good
- values individual and organizational learning
- values an ownership approach that encourages innovation, creativity and scaling up

#### KJBF's Approach

KJBF works through a Livelihoods-centred approach to empower the rural community to take charge of their own development in a participatory manner by developing and managing natural resources. The developmental interventions focus on enhancing the income generated from agriculture, which is the principal source of Livelihood. KJBF also promotes alternate agro-based Livelihood opportunities such as Dairy Farming, natural farming, horticulture and Biogas which not only provides additional steady income but allows the rural community to get enhanced quality of life.

For more information visit <http://www.bajajfoundation.org/>

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