

Joy of Giving Week – initiated by INCA

The wise man does not lay up his own treasures. The more he gives to others, the more he has for his own – Lao Tzu.

The full value of joy can only be experienced when we share it with others. To enable people from all walks of life to experience the invaluable joy of making someone happy, a festival of philanthropy was ideated in 2009 wherein people from various sectors come together to give their time, money, resources, or skills back to society in many possible ways. This came to be known as Joy of Giving Week or Daan Utsav.

IIM Calcutta has traditionally been at the forefront of this initiative and it reprised this role in 2017, as Initiative of Community Action (InCa) celebrated the Joy of Giving Week in campus from 10-12 October. InCa collaborated with Sanchar - an NGO which works for children with disabilities, their families and helps in developing their socio-economic condition, in organizing the event on campus.

The NGO Sanchar first collected the 'wishes' from children and compiled them in the form of 'wish trees' which were put up at prominent locations in Lake View Hotel, New Hostel and Old Hostel. The wishes were usually things like geometry boxes or a box of crayons. Sanchar would allocate a monetary value to these wishes, thus enabling students of IIMC to fulfil the wishes of the underprivileged children by gifting the item or donating the value attached to the item.

The response from the students was overwhelming and InCa was able to collect donations worth approximately INR 25,000 over the three days. The authorities from Sanchar congratulated IIM Calcutta on successful conduct of the event and invited InCa to visit their office/shelter and spend the day with disabled kids. InCa plans to build up on this event by organizing various competitions for underprivileged kids in the upcoming future.