



# A LITTLE CONTRIBUTION

CASE STUDY OF ROHIT, AKASH & ARINDAM

**PROF. SANTANU RAY**

A Little Contribution, a Govt. registered NGO was established on 2<sup>nd</sup> January 2012 by the collaborative effort of a group of college students with the aim of wishing to put a smile on the faces of every individual of the society.

**Mission:**

- Secure the future of every child of our society especially of the underprivileged
- Empower women and common people
- Provide at least the basic amenities of life to every family
- Aid the differently-abled people for leading a decent and normal life
- Protection of human rights especially of the marginalized people
- Help the elderly people of our society who are being neglected by their children  
dumped in old age homes
- Sort out poverty, hunger and malnutrition
- Stand by victims of societal atrocities and raise voice against injustice
- Spreading social values and humanism in the society.

What began as a heartfelt dream of four young students, has now rapidly evolved into a large organization, renowned and recognised for its many successes and growing in numbers each day. Their work is honest, straight from their hearts and propelled forward by the determination to do good in the society.

A Little Contribution as an NGO works for the good of the society. Their interest is selfless. They are ready to do anything to bring a little joy and comfort to the lives of they who have none, a touch of love and appreciation into the lives of the lovelorn and lonely not looking for personal gain or monetary reward. So, when their NGO was named as “The Best Youth NGO of West Bengal”, in a national show called DADAGIRI they were shocked yet very honoured and pleased. On the 15th of November, 2014 team ALC won the DADAGIRI Achievement Award for being the “BEST YOUTH NGO in WEST BENGAL”.

**Contribution:**

- A little Contribution (ALC) as a team aims to help a Village near to Kakra Mirzanagar (West Bengal) approx. 200 families to fight against Dengue the deadly disease killing and affecting lives.
- From one to two months before Durga Puja we start buying new clothes to wear on each day. These days of Puja remain a joyous moment for Bengalis as well as any other human living in/touring

Kolkata or nearby for the poor because they also deserve this happiness.

- The campaign “Pujor Notun Jama” to collect new clothes and distribute them to the needy by ALC has achieved milestone with collection of record number of clothes from people in and around Kolkata. Many offered new clothes and some offered old clothes but in good condition. A Little Contribution or the ALC with the thought, with the change of season our clothes too changes, as cloths from last year may not fit us now. So, donating old cloths is the best way to alight our wardrobes and also bring smiles to someone who needs them more, made an appeal through social media, which was again responded positively by the donors far and wide. A small gesture with a positive intention proves to be a boon for those who are deprived of having such privilege and to stay happy during the cruel summer or winter season. With this motive ALC took the initiative of collecting old clothes and donating directly to the poor people. Accordingly, after the collection they donated the clothes to 100+ people in a slum adjacent to Kolkata’s Kumhartuli area near railway tracks beside river Ganga. The children were the happiest. In this campaign from collection to distribution 16 Volunteers participated.

Case Study Created by Rittika Sengupta, MBA, 2nd Semester, under the guidance of Prof. Santanu Ray



### **Prof. SANTANU RAY**

Prof. Ray is currently the Mentor & Adviser to Chancellor, Sister Nivedita University. He has always focused on research and publications and while at IBS, he created the IBS Research Centre Kolkata where dedicated researchers and authors worked passionately towards developing management case studies and books, so far, more than 300 case studies developed by the centre has been uploaded in European Case Clearing House. The centre has also come out with more than 100 books.

### **CONTACT**

Website: <https://www.santanuray.co.in/>

Email: [santanu@santanuray.co.in](mailto:santanu@santanuray.co.in)