

SPIRIT TO GO ON

Sminu Jindal, the Managing Director of Jindal SAW Ltd., is an exceptional and exemplary woman of substance whose contribution to the growth of the Jindal Group has been phenomenal. Having overcome physical challenges, this gritty corporate player is the founder of Svayam an initiative of SJ Charitable Trust, which is committed towards making India Accessible to all.

BY ANURADHA KAUL

You have been involved with varied philanthropic initiatives. Tell us about them.

I am fortunate to give back to the society to where I belong. In my attempt to drive an ideological change towards providing independence and dignity to people with reduced mobility, I founded an initiative called 'Svayam'. It is working towards promotion of accessibility in public infrastructure and making it inclusive and barrier free so as to facilitate participation of the elderly and disabled on an equitable basis.

Overcoming your own disabilities you have helped many others by making our nation disable friendly. Your comments.

Being in a wheelchair, I have experienced the trials and tribulations first hand due to absence of enabling and inclusive built environment. I am aware of the challenges faced by persons with disabilities and wanted to take life head on, not only for myself, but for the millions of others who needed support. The effort at Svayam is to nurture a complete inclusive ecosystem which understands, develops and maintains accessible built environment for all



sections of the society. It aims to improve the lives of people by creating liveable communities that welcomes all irrespective of age and disability.

What are your views on the need to give back to the society?

We all have a responsibility to give back to our community and help others in whatever ways we can. Strategic value of giving back to the society should be woven into the corporate fabric. It is no longer

acceptable for an organisation to experience economic growth in isolation from the society that gets widely impacted by its actions.

An advice for business leaders for taking up active CSR initiatives?

Besides being passionate about achieving financial goals, the need is to lead by example, by contributing for the benefit of society at large. A business is only as successful as the community it caters to. **M**