

# Transforming Human Lives – EMCO's Way

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By Raghavendra Odeyar



**EMCO don't just produce Transformers, they transform people's lives too!** Anuja, studying in a civic school in Thane said her maiden speech in public was a

disaster, but she perceived it as an opportunity to improve her skills and succeeded in becoming a confident public speaker. Ansari Tarannum who studied in a Urdu medium

school was hesitant to speak in English, but today she can fluently deliver a speech in English. Shamsuddin was a Ghutka addict some years back. Today he has shaken off this habit and is leading rallies of anti-tobacco movement to help the victims of tobacco addicts. These are examples of some of the secondary school students studying in civic schools in Thane and Mumbra whose lives have been transformed, thanks to EMCO Foundation (EF)'s Personality Development programme called 'Parivartan'. EMCO Foundation is the CSR arm of



EMCO Ltd.

EMCO Foundation's mission is to transform the lives of communities through sustainable development, involving stakeholders.

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They work in the fields of education, environment and healthcare. "Under our flagship project 'Parivartan' we give Personality Development training to students of 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> standards of schools run by TMC," said S. Ramaswamy, Managing Trustee of EMCO Foundation in his welcome address at the annual convocation of the students of Parivartan Programme held at Gadkari Rangayatan in Thane on March 1. Lion Mahesh Gupta, District Governor, Lions Club International District, was the chief guest. Also present on the occasion were Thane Police Commissioner KP Raghuvanshi and Meenakshi Jain, President of EMCO Ltd. and Trustee of EMCO Foundation.

The theme of the day was 'Motivation.' Bhave Samarth and Kajal Shende, two young students of Savarkar Nagar School anchored the show. Students of 9<sup>th</sup> class studying in various civic schools who had completed Personality Development course conducted by EMCO Foundation received Programme Participation certificates and prizes. This was followed by a colorful cultural programme by the students.

Thane Police Commissioner KP Raghuvanshi, who was invited on the occasion, said "One should not think that only premium schools like Doon School produce leaders of the future. A successful man can emerge from a civic school also," Though he considered it inappropriate to cite his own

example, he shared with the students the fact that he had gone through his primary and middle school education in a village in a Zilla Parishad school. Again the medium of instruction – be it English or Marathi – is not relevant because finally success is achieved through goal setting and relentless pursuance of your goal.

According to Ramaswamy, so far the Foundation has reached out to 40,000 students in the last 5 years. In slum areas of Jalgaon, EMCO trainers teach English, Marathi and Maths. So far the Trust has conducted Personality Development Programmes (PDP) for 18,205 students. Each PDP comprises 10 to 15 interactive sessions of 90 minutes each. Topics covered include Self Introduction, Self Esteem, Communication, Goal Setting, Rapid Reading, Memory Development, Time Management, Creativity etc.

Speaking on the occasion, the chief guest Lion Mahesh Gupta complimented Shamsuddin for spearheading rallies of anti-tobacco movement. In an inspiring speech to the students, he said, "Failure is not the antonym word for 'success', as commonly understood, but is a synonym only because every failure has a positive message leading to success. He further mentioned that Lions have a similar programme called "Quest" for adolescents. He closed his speech with Harivansh Rai Bachchan's immortal poem "Koshish Karnevalonki Haar Nahi Hoti."

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