



## INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

भारतीयप्रबंधसंस्थानतिरुचिरापल्ली

Tiruchirappalli – 620015, Tamil Nadu, INDIA

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Indian Institute of Management Tiruchirappalli (IIMT) celebrated Daan Utsav, also called Joy of Giving Week, India's festival of giving from October 2-8. It was organized by Elixir club, the Social Responsibility club of IIMT. It was launched in 2009 and is celebrated annually bringing together Indians from all walks of life to celebrate 'giving'.

IIM Trichy kick started Daan Utsav celebrations in the campus with the initial event 'Shram Daan', a campus clean-up program on October 2<sup>nd</sup> commemorating the first anniversary of 'Swachh Bharat Abhiyan'. Students actively participated in Shram Daan contributing effort and time to clean the places around the campus.

A donation drive was organized for contributing clothes for the event Vastra Daan organized on October 3<sup>rd</sup>. Old clothes were donated by students, faculty and administration staff for the welfare of the underprivileged. The clothes were sent to Goonj foundation, an NGO which recycles discarded clothes and household goods into useful products for the poor.

On the third day of Daan Utsav (October 4<sup>th</sup>), Pustak Daan was organized to conduct a donation drive for the contribution of books, newspapers, toys, one-side used papers, bags and stationery items like pens and pencils.

To honour the support staff of the college, a traditional banana leaf lunch was organized to celebrate Bhojan Daan on October 5<sup>th</sup>. Students actively prepared various dishes and served lunch to the support staff.

During the event of Dhan Daan on October 6<sup>th</sup>, a cricket match was organized between the students and the faculty to raise money for donation to a social cause.

Student from the institute visited a Government School in Thuvakudi and gave consultation to students from Xth and XIIth standard about career opportunities after completion of school on the occasion of Vidya Daan on October 7<sup>th</sup>.

An eye donation awareness camp was organized in association with the Mahatma Eye Hospital emphasizing the importance of eye pledging for Netra Daan on October 8<sup>th</sup>. Ms. Nancy, the Chief Medical Officer, and Mr. Subbraatanu Chakraborty, an Ophthalmologist at Mahatma Eye hospital graced the event. A few students pledged their eyes after attending the event.