

EXCLUSIVE

Sewa Day Report Launch

"Bringing a Little Joy to Others"

By Rani Singh

It's typical of today's South Asian generation that if some of its high achieving members decide to form a project to help others, they will apply techniques they have learnt in the City and elsewhere in their jobs to make sure that the project is well managed, monitored and audited with due diligence, self-reflects and grows at an exponential rate.

Thus it was that the Asian Voice found itself in the illustrious HQ of Mishcon de Reya, eying up salmon and cheese sandwiches, fruit and cinnamon whirls for a breakfast meeting hosted by Mishcon partner **Ramona Mehta** (also known to readers as a Leading Light).

It could only be in this environment with this mix of people that the significant value of "bringing a little joy to others" could be a discussion point and calculated.

The environment on June 28th 2013 was the launch of social impact analysis report for Sewa Day 2012, compiled by EPG, economic and strategy consulting experts based in Pall Mall. Sewa Day is an annual day of social action, which occurred last year on 7 October 2012. It aims to promote volunteering and engagement within local communities.

EPG conducted a

Queen Elizabeth II to expect another great-grandchild



Zara Phillips

Queen Elizabeth II's eldest granddaughter and an Olympic silver medallist, **Zara Phillips**, is next in line to deliver a royal baby after Prince **William** and **Kate Middleton's** baby is born in a few days' time.

Olympic silver medal winning equestrian Phillips, 32, and her rugby player husband **Mike Tindall**, 35, are expecting their first child in the New Year, Buckingham Palace announced here on Monday 8th.



(left to right) Harsha Sharma, Arup Ganguly, Ramona Mehta (Mishcon de Reya), Kalpana Chandran (Brahma Kumaris), Matteo Bina, Alison Vaughn (both Impetus-Private Equity Foundation), Saket Modi, Carly McDonough (Lloyds Banking Group), Parul Shah (Brahma Kumaris), Pratik Dattani (report author), Rajay Naik (Director, Government and External Affairs, Open University), Rani Singh (Asian Voice) and Lopa Patel

detailed Social Return on Investment (SROI) analysis of Sewa Day 2012, using data representing several hundred volunteering projects with 50,000 volunteers from 20 countries around the world. We listened attentively to findings about the impact Sewa Day has made, why robust and independent impact assessment is important for Sewa Day and the methodologies used in measuring the impact. The event was hosted by **Arup Ganguly**, Chairman of Sewa Day; **Rajay Naik**, Director of Government and External Affairs at the Open University and Board Member of the Big Lottery Fund; and **Pratik Dattani**, report author. **Lopa Patel** was the one invited us along. **Ramona** gave a congratulations speech and told us why she has been a passionate

project endorser since the start of Sewa Day.

Pratik Dattani told us that from a fairly respectable number of 5,000 volunteers for the first Sewa day in 2010, the number last year had grown to an astonishing 46,600.

Here are some of the report's findings.

EPG's analysis shows the following main results for Sewa Day 2012, across three types of projects:

Generated an SROI of £2.60 for every £1 invested into it, which equates to £4.7m of additional value for Britain in 2012.

The projects that generated the highest social impact were ones which improved social ties, with an SROI of £12.50 for every £1.

The 2012 social impact represents an increase of at least 15

times over the impact generated in 2011 and shows the growth of Sewa Day as an institution.

Arup Ganguly told how Sewa Day could be a movement for social change promoting social cohesion. Through social media, requests to participate in Sewa Day projects had been rolling in from all over the world. In its second year it was already in 22 countries, taking on

tasks like cleaning up gardens, old peoples' homes, and beaches. By 2012, four London councils were on board with the project, 80 schools round the world and links with Lloyds Banking Group, The Big Issue and Amnesty.

At a Food for Life event in Hong Kong, 1,000 homeless people were fed in one day. In answer to a question from

Asian Voice, the team said that there was also follow up work being done with the needy.

The team would like a million people on board by the time Sewa Day is five years old. Already, the number of corporate and universities is rising, from 80 schools in 2012, there will be 250 in 2013.

Asian Voice was quite tickled by Pratik declaring seriously; "We are able to calculate subjective well-being; "bringing a little joy to others" and the result was that this correspondent had a happier day that Friday on account of attending the report launch.

Interestingly, though the core base of volunteers had been mainly South Asian in 2012, now more than half of the UK volunteers are non-Asian and the project has really taken off in the Middle East- with Emiratis, Pakistanis and Philipinos participating in large numbers.

Channel 4 to broadcast Ramadan

The head of Channel Four's factual programming has announced to broadcast the Muslim call to prayer every morning throughout Ramadan.

Channel Four will show a series of programmes as part of an examination of Ramadan.

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(The awards evening will include an opportunity to rub shoulders with the Whos Who from the Asian community, fabulous entertainment, a widespread 3 course Indian dinner, and an after party)

TERMS & CONDITIONS
Please note:
Tables booked within both platinum and gold zones are assigned according to date booked - first come, first served! Guests booking single seats will be seated on a table with other companies to make up a table of 12. We are unable to guarantee who you will sit next to but we will try to accommodate any requests. Please note no refunds are available for table bookings or individual places. Should individual guests on your table be unable to attend, we would welcome a substitute guest attending in their place. Similarly, substitutions can be made for individual seats, at no extra charge. Please notify us by email at: rovin.george@abplgroup.com with the name and title of both the registered guest and the replacement guest. We shall not be liable to you for travel, accommodation or other costs if we are required to cancel the Event as a result of an event outside our control.

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