



The act of GIVING!

Rajashree Birla, compassionate, generous, gentle, modest and simplicity personified, are the few words that define her. Rotary have been fortunate to have her support and endorsement since the last so many years. Time and again her contribution and leadership has helped Rotarians in India to reach out to many and share the great dream of making our country, and the world Polio-free.



India's campaign against Polio received her great support and she was instrumental in Rotary's endeavor to end Polio in India. Over the years, apart from her leadership and moral support, she has contributed over 8 Million. US \$ to Rotary for the Polio Eradication Campaign.

Rajashreeji along with the Aditya Birla Group embraced Corporate Social Responsibility much before CSR became a buzz word. Apart from her expanding community services across the country through the Aditya Birla Centre for Community Initiatives and Rural Development, the support of Aditya Birla Group during Polio Immunization days is remarkable. Her team from the Aditya Birla Group have managed booths in areas like Jijabai garden, Tarapur aquarium, the Gateway of India, the Hanging Garden , Byculla Railway station, the Momadevi Temple and Chembur, for example where even the BMC have had difficulty in setting booths. This kind of leadership with her constant support with funds has been an important factor in our fight to end Polio in Maharashtra and the rest of the country.

Rajashree Birlaji has further committed USD 1 million for this year. This truly reflects her leadership and commitment to end Polio not just in India but the world. A genuine act of giving for the children of the world.

For Rotary, apart from her personal involvement in the success of the campaign in India, her association has also been instrumental in enlisting support from other corporate houses and individuals. Many of whom have contributed because of her call to action and approach.

Rotary members in India are grateful to her for endorsing the goal of eradication in the country so strongly and for encouraging us all the way to end Polio worldwide.

With warm regards,



Rtn. Ashok Mahajan

Chairman, Rotary Foundation India, 2012-15

Director, Rotary International 2007-09

Trustee, The Rotary Foundation 2009-13

Member, International PolioPlus Committee 2009-13

Chair RI Membership Development and Retention

Committee 2012-13

Smile • Serve • Sacrifice • Satisfy