

CHETAK FOUNDATION INDUCTS RUSEN KUMAR, A CSR MEDIA VETERAN ON ITS ADVISORY BOARD

RUSEN COMES WITH OVER 20 YEARS EXPERIENCE IN COMMUNICATIONS, CSR AND SUSTAINABILITY SPACE

New Delhi, November 09, 2021: Chetak Foundation the Corporate Social Responsibility (CSR) arm of Chetak Group, the leading player in logistics in India has inducted Mr. Rusen Kumar, CSR Media veteran on its advisory board to build upon his immense experience in the area of CSR and sustainability. The foundation has been set up to work on improving the quality of life for underprivileged communities in the logistics and other public domains.

Rusen Kumar is a visionary knowledge entrepreneur, author, and thought leader on Corporate Social Responsibility. He is renowned in CSR circles and is known for his passion for Sustainable Development and Corporate Social Responsibility. He founded India CSR Network (indiacr.in), a leading network for CSR and sustainability in India. He has established various national and international forums on CSR, Sustainability and Social Issues. He has also authored five books.

Speaking on the development **Mr. Sachin Haritash**, Board of Director Chetak Group said, "We are really happy to have Mr. Rusen Kumar join us on the advisory board of Chetak Foundation. His immense experience in CSR, Sustainability and Communication will certainly add huge value to our efforts at the Foundation. We hope he will also cherish his role and come out with innovative CSR ideas.."

Rusen brings an understanding of governance, leadership development, social development, human development, and strategic focus by serving for-profit and not-for-profit boards and as an advisor to chief executive officers and executive management members. His leadership accomplishments in social enterprise, planning, and governance range from viable achievements in knowledge forum initiatives to the advancement of corporate social responsibility issues in India.

"I am happy to associate with prestigious Chetak Foundation. I realize how closely our visions are linked. Like Chetak Group, India CSR also focused on CSR activities, especially the ones that help the underprivileged. I hope to bring in some value, especially from CSR media perspective with my experience in this domain, having worked with Corporate and development sector." **Said Rusen Kumar.**

The Chetak Foundation has decided to focus on broad areas including **Education, Livelihood, Health, safety, and Environment.**



A Chetak Group Initiative

CHETAK FOUNDATION

Regd. Off - Chetak House, Old Delhi - Gurgaon Road, Kapashera Estate, Delhi - 110037, India
+91/ 8800880000 ■ contactus@chetakfoundation.org ■ www.chetakfoundation.org

The Foundation has rolled out amazing schemes to take its mission forward like Poshan Plus (Hunger alleviation and Nutrition), Swasthya Plus (Health & Fitness), 'Siksha se Rozgaar' (Education to Livelihood), Zindagi Plus (Road safety), Oxygen Plus (Environment protection), and Sahayata Plus (Disaster/Emergency support). Recently the Hon'ble Union Minister for Home, Shri Nityanand Rai rolled out Chetak Foundation's debut event, Poshan Plus, wherein the Foundation felicitated over 1000 drivers and Covid front-line workers in association with Sir Ganga Ram Hospital and shared high quality dry ration with them. The Foundation has also associated with credible organizations like Delhi Metro, Indian Oil Corporate, DSEU and CRPF for its projects.

About Chetak Group

Established in 1979, Chetak Group takes pride in its long-range strategy of providing comprehensive logistics solutions to its customers. Equipped with over 1.5 million sq ft modern warehousing facilities, across India, the Group provides Total Supply Chain Solutions including Transportation Services through all modes, Warehousing & Distribution, International Freight Forwarding, Customs Clearance & Logistics Services.

Located in the national capital, the group has 60 offices and branches spread across India, at major industrial hubs, to provide effective solutions to its customers.

Chetak Group is known for its 'On-time performance and Quality Service. Equipped with over 2400 customised vehicles, Chetak enjoys the impressive clientele of industry leaders in automobiles since its inception. These include all major national and global automobile brands such as Maruti Suzuki, Tata, Hyundai, JCB, Kia, Honda, among many others.

For more information, please contact.

Arun Arora

Director Chetak Foundation

+91 8826999270 / arun.arora@chetakfoundation.org



A Chetak Group Initiative

CHETAK FOUNDATION

Regd. Off - Chetak House, Old Delhi - Gurgaon Road, Kapashera Estate, Delhi - 110037, India

+91/ 8800880000 ■ contactus@chetakfoundation.org ■ www.chetakfoundation.org