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Biogen Idec steps up its CSR activity efforts

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Employees of one of the world's oldest biopharmaceutical companies, Biogen Idec, observed 'Care deeply Volunteer Day' across various cities of India as part of its CSR initiative.

The employees were given a paid day off to volunteer at a service project in their community. The 'Day of Service' was designed to increase the role of employee volunteerism with focus on patients, science education and local communities. This year, employees served approximately over 300 volunteer hours in more than 12 cities across India.

In Gurgaon, employees provided prosthetics to a kid suffering from Cerebral Palsy and organized a green drive at Khusboo Welfare Society, a voluntary Non-Governmental Organization that works for the development, education and rehabilitation of children and young adults with mental and multiple disabilities.

In Chandigarh and Bangalore, employees along with their families engaged with children of Bal Niketan and Angel Orphanage.

In Kolkata, employees counseled kids at St.Mary's Orphanage and guided them on livelihood and career opportunities.

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"This innovative program engages our employees in causes that help satisfy their passion and desire to contribute to their communities, while sharing their talents and energy in ways that aligns with our mission of caring deeply and changing lives," said George A. Scangos, Ph.D., CEO, Biogen Idec. "We are proud of the positive impact we have been able to make in the communities in which we operate and are excited that this program continues to expand. This is the most global Care Deeply Volunteer Day so far, with all 28 Biogen Idec affiliate offices participating in the program in countries from Singapore to Norway to India and beyond."

Biogen Idec's Care Deeply Volunteer Day was introduced across the company's largest locations in 2011 and rolled out globally to Biogen Idec offices in 2012. More than 1,600 employees embarked on Care Deeply Volunteer Day initiatives in 2012, participating in more than 80 projects in 22 countries around the world.

"BIIB India has always been committed to the credo of Care Deeply, through multiple initiatives like raising funds for Uttarakhand Flood victims, contributing to NGO's such as Goonj, Khushboo Welfare Society, supporting the old age home for women & encouraging employees to volunteer actively as part for CSR. Care deeply day is an opportunity for us to make a difference through our contribution as a team by devoting a day of service to support the society in the best possible manner" said Sameer Savkur , Managing Director Biogen Idec, India.