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Deutsche Bank features her on its cover

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Hogging the limelight: Former MP and VMM president Chennupati Vidya displaying the cover of Deutsche Bank's CSR Report featuring her, in Vijayawada.— PHOTO: V. RAJU

The face on the cover of the Deutsche Bank's Corporate Social Responsibility Report-2010 appears very familiar.

A closer look determines that the woman, clad in a golden brown shade Kota sari with a flowery border and flashing a broad smile is former MP Chennupati Vidya and president of the city-based NGO Vasavya MahilaMandali.

A panoramic view of the Krishna, the Prakasam Barrage, and the Indrakeeladri hill in the backdrop serve as confirmation of her identity to the local reader.

Impressed with the enthusiasm with which Ms. Vidya has been working for over four decades for the development of women and vulnerable children at the grassroots level, the bank chose to feature her on its cover.

In the second week of December last year, a four-member team from Germany descended on the city to shoot the 'poster woman' at different locations to capture the projects she has been closely associated with.

“Pass on Your Passion” says the headline on the cover with a tagline ‘and build social capital’.

Dedicating a four-page article to the lady who has impressed them with her passion to perform and never-say-die attitude, the report heaps praises on her saying: “Quit? No, Chennupati Vidya can't imagine that.”

Annual review

It then goes on to quote Ms. Vidya: “There is no retirement for my enthusiasm and passion for development of women and children.” and introduces her as “the 75-year-old Indian who dedicated more than four decades of her life to the aid organisation Vasavya MahilaMandali.”

In its annual review 2010, the bank portrays personalities delivering in the face of uncertainty. Ms. Vidya finds a place here too.

Expressing her gratitude to the bank for its sponsorship, Ms. Vidya says: “I have never given up channelling my efforts into creating an environment that provides equal opportunities for women and girls.

“Deutsche Bank has supported our institution in protecting vulnerable children for six years now, and it is responsible for visible positive change in the lives of many children.” Others who share the limelight in the Review Report include Maurice Robinson of Frankfurt, Emma Quinn of Sydney and Patrick Lemmens of Rotterdam.

Chennupati Vidya's passion for development of women and children wins her accolades

<http://www.thehindu.com/todays-paper/tp-national/tp-andhrapradesh/article2131119.ece>