



## Priyamvada Birla Scholarship

Instituted by: Madhav Prasad Priyamvada Birla Apex Charitable Trust

Executed by: South Point Education Society

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Apex Charitable Trust



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The **Priyamvada Birla Scholarship** is awarded every year, starting from 2013, to meritorious students belonging to the low income group, pursuing their studies in under-graduate courses in Colleges and Institutes in West Bengal on **Merit cum Means Basis**.

## 1.0 INTRODUCTION

The Madhav Prasad Priyamvada Birla Apex Charitable Trust was established in 2001 by Smt. Priyamvada Birla for carrying on charitable and philanthropic activities in the fields of education & medicine and advancement of other general public purposes.

Shri Madhav Prasadji Birla and Smt. Priyamvada Birla, apart from being pioneering industrialists, were great philanthropists and instrumental in creating and nurturing several institutions during their life time, set up with the objective of serving society, especially the poor and the needy. Smt. Birla, who took over as Chairman of the M P Birla Group after Shri Birla and led the Group to greater heights with her able leadership. She also expanded the philanthropic activities by creating new institutions and consolidating and expanding the existing ones.

Her emphasis on *Vidya, Shraddha, Chintan* and *Utkarsh* was evident in all her activities. She wanted her team to be amenable to learning, develop the right sense of reverence, cogitate with care and strive for excellence in a sustained manner. She practised what she preached and all her organizations enjoy the fruits of her unstinted efforts. She constantly motivated her team to combine determination, conviction and skill, based on purpose and principle, to reach the assigned goals.

She was a leader who thought ahead of her times and inspired to dream and dare. Her spirit of social welfare and entrepreneurship continues to guide us towards the goal charted by her.

In the fond memory of Late Smt. Priyamvada Birla, the Trustees of Madhav Prasad Priyamvada Birla Apex Charitable Trust have instituted the "Priyamvada Birla Scholarship" for the benefit of eligible students pursuing under-graduate studies in colleges and institutions in West Bengal. Execution of the Scheme has been entrusted to South Point Education Society, which is running one of the largest schools in the world, and the Trust is financing the Scheme. The Scheme is on since the academic year beginning 2013.

## 2.0 OBJECTIVE OF THE SCHEME

The avowed objective of this Scheme is to enable needy but meritorious students to access quality education in West Bengal and help them nurture successful careers. This effort will give the recipients, undertaking undergraduate studies in any discipline in West Bengal, substantial relief and ensure that their potential does not remain unrealised owing to financial constraints.

The Scholarship is a tribute to that visionary who reposed her trust in education. It was her wish that higher education should be available to all meritorious youngsters, irrespective of their family income.

## 3.0 NUMBER OF SCHOLARSHIPS

This Scholarship Scheme will award around 25 successful aspirants a sum of ₹ 24,000/- each per year towards meeting their expenses in the form of tuition fees, boarding and mess charges and on study materials and shall remain valid for the entire duration of their course, but not exceeding 4 (four) years. At its full strength, the Trust will disburse ₹ 24,000/- to 100 aspirants each year, i.e. 25 each in the First, Second, Third and Fourth year of their respective courses, wherever applicable. The final decision on distribution of scholarships shall be reserved with the Madhav Prasad Priyamvada Birla Apex Charitable Trust which can, at any point of time, change the number of recipients and/or the amount of Scholarships or discontinue the Scholarship Scheme without assigning any reasons.



**Sri Madhav Prasadji Birla**  
(1918 - 1990)

*His life was modelled on the motto :*  
**From God we receive and to God we offer**

*A true visionary and 'karmayogi'  
His inspiring spirit of enterprise continues  
to be our guiding force*



**Smt. Priyamvada Devi Birla**  
(1928 - 2004)

*Vidya, Shraddha, Chintan and  
Utkarsh were the principles that  
governed her approach to life and will  
be guiding us always in our pursuit  
for excellence*



#### **4.0 ELIGIBILITY OF THE APPLICANT**

- 4.1 **Course, Discipline and Institute:** The Priyamvada Birla Scholarship shall be awarded to a total of 25 students pursuing full-time degree course (Graduation) in General Discipline (B.A., B.Com., B.Sc. etc), Professional Courses (BBA, BCA, LLB, etc.), Engineering (BE / B. Tech in any discipline) and Medicine (MBBS / BDS) in any college / institution in West Bengal. Students having confirmed admission in the First Year for the above full-time degree courses only are eligible to apply. **Students having admitted in Certificate Courses, which do not ensure them a pathway for further studies in that discipline, are not eligible for the Scholarship.**
- 4.2 **Family Income:** Aspirants from the economically under-privileged section, whose annual family income from all sources is ₹ 75,000 or less, are only eligible to apply for the Priyamvada Birla Scholarship. Aspirants having BPL Card / Certificate, duly issued by the State Authorities such as District Magistrate / Collector, Block Development Officer, Sub-Divisional Officer or Central Government Gazetted Officials authorized to issue BPL Card / Certificate, shall be required to submit the same in support of their family income. **"Family" here will mean and include parents and spouse only.**
- 4.3 **Merit Criteria:** For the criterion of merit, the following will be considered:
- **AISSCE, ISC, IB, Higher Secondary result of any State Board / Council**
  - **Admission in a college / institution in West Bengal**
- 4.4 **Means Criteria:** For the criteria of means, the following will be considered:
- **Income of the aspirant's family from all sources should not exceed ₹ 75,000 per annum, to be supported by appropriate documents, the onus of which lies on the applicant.**
- 4.5 **Age Limit:** The maximum age of the aspirant should be 25 years as on 4 July of the current academic session. There is no lower age limit stipulated for the Scheme, but the age of an aspirant should be enough to meet UGC requirements to get admitted to any institution as specified in 4.1.
- 4.5 **Others:** It is expected that the aspirants are not in any kind of employment with any outside agency. However, internship or paid projects, assigned by the institution

are not considered employment in respect of the aspirant. The candidate should disclose any other scholarship / financial aid / stipend received by him / her in the Application Form. Final selection will be done by the Jury constituted for this purpose.

## **5.0 VALUE, TENURE AND MODE OF DISBURSEMENT OF THE SCHOLARSHIP**

- 5.1 **Amount and Duration:** Students awarded the Priyamvada Birla Scholarship will be entitled to a maximum amount of ₹ 24,000/- per year irrespective of the course fee which may, otherwise, include tuition fees, hostel fees, mess charges and other incidental expenses. The Scholarship is admissible from the first year till the completion of the course or the fourth year, whichever is earlier, subject to the condition that the student clears all semesters / years in single attempt and secures the requisite percentage / CGPA in each semester / year as specified in 5.3.
- 5.2 **Manner of Disbursement:** **The amount of ₹ 24,000/- shall be paid every year with effect from the year of admission through Demand Draft or Electronic Transfer in favour of the applicant.** Also, on disbursement of the scholarship amount the Trust, in no way, can be held responsible for any act of indiscipline committed by any of its recipients.
- 5.3 **Review and Renewal:** The Priyamvada Birla Scholarship shall be reviewed and renewed every year till completion of the course or the fourth year of the award, whichever is earlier. The continuation of the Scholarship shall depend on progress and performance of the awardees in each year / semester and subsequent promotion in the next year / semester. For automatic renewal on application of the recipient, he / she should score a **minimum of 45% in courses of General / Professional Discipline or the minimum pass marks, whichever is more or 55% or a CGPA of 6.0 in courses of Technology / Medicine** in the semester / annual examination. Also, it is expected that the recipients get promoted to the next year / semester. It is deemed mandatory for a recipient to inform the Trust of any change in stream / course prior to his / her application for renewal of the Scholarship. In case of backlog / uncleared papers, the decision of the Trust will be final and binding on whether to renew the Scholarship to the applicant. In any case, an applicant who temporarily discontinues in a semester / year shall not be paid twice for the same semester / year.
- 5.4 **Process of Renewal:** A separate Application Form for request of renewal of the Priyamvada Birla Scholarship may be notified in due course. In any event, a recipient has to write an application, attaching requisite documents and send by post to **The Board of Trustees, Madhav Prasad Birla Apex Charitable Trust, c/o South Point High School, 82/7A, Ballygunge Place, Kolkata 700 019.**

### **List of Enclosures for Application of Renewal:**

- **Documents supporting previous year's receipt of the Scholarship**
- **Present year's / semester's result, duly attested by the HoD**
- **Recommendation from the Head of the Institution**

**The application should reach the above-mentioned address within 20 days of the declaration of the result of the qualifying examination.**

## **6.0 MODE OF APPLICATION**

- 6.1 **Application:** Candidates studying in the 1st year / 1st semester of any Undergraduate Degree Course as specified in 4.1 and satisfying all the eligibility conditions may submit their applications online through the **APPLY NOW** tab at

pbs.southpoint.edu.in. Scanned copies of the income certificate, the mark sheet of Secondary and Higher Secondary Examinations, along with certificates of other achievements, if applicable, and a passport-size photograph (3.5 cm X 3.5 cm) have to be uploaded while online filling of the form. No other form of submissions will be allowed.

- 6.2 The link (pbs.southpoint.edu.in.) for submission of Online forms will remain active till 5 pm on February 28, 2022. Candidates are advised to save a print version of the form after filling, for reference.

### 7.0 AWARD OF SCHOLARSHIP

The award of Scholarship and continuance thereof will be regulated as under:

- 7.1 **Application:** Aspirants will be selected after students apply for the Priyamvada Birla Scholarship, meant for those pursuing their studies in under-graduate courses in Colleges and Institutions in West Bengal.
- 7.2 **Selection:** Candidates will be short-listed on the basis of merit and means criteria mentioned in 4.3 and 4.4. Final selection will be on merit cum means basis, at the sole discretion of the jury and their performance in the interview by the jury nominated for this purpose. The decision of the Trust will be final and binding with respect to awarding the Scholarship or its continuance.

### 8.0 GENERAL

- 8.1 The Madhav Prasad Birla Apex Charitable Trust reserves the right to alter, modify or withdraw the scheme as considered necessary.
- 8.2 The applicants are expected to provide all information correctly and truthfully in the Application Form. If, at any stage, it is found that the applicant has made any false statement or declaration, the Madhav Prasad Birla Apex Charitable Trust shall have full discretion to stop the Scholarship and such students shall be liable for prosecution.

(Applications can only be submitted online through the  
website: [www.pbs.southpoint.edu.in](http://www.pbs.southpoint.edu.in))





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