

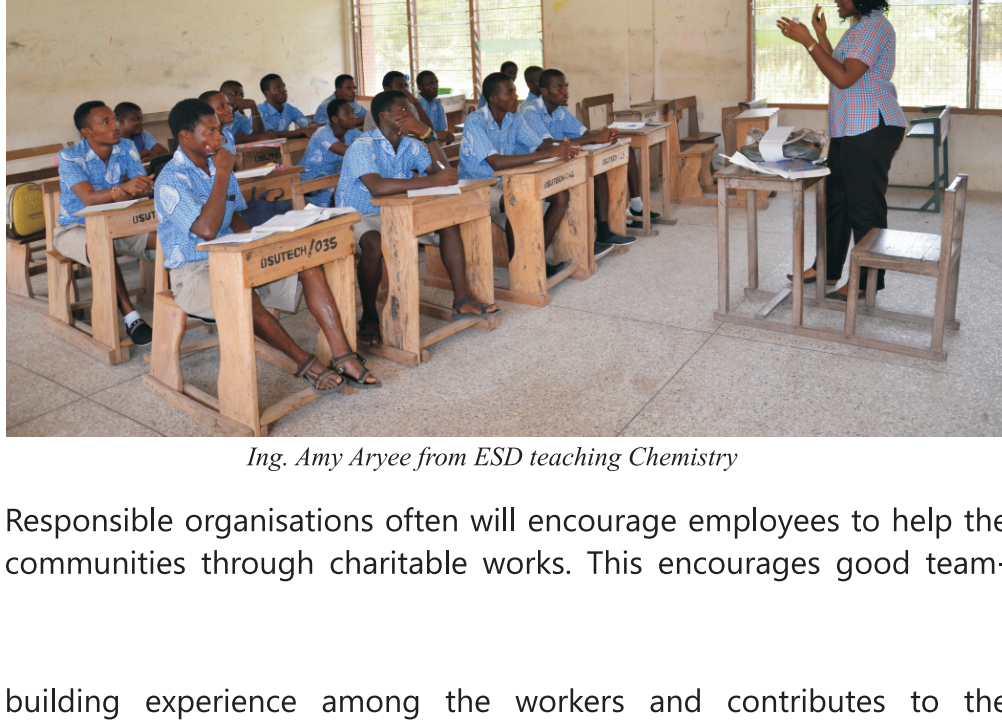
Corporate Volunteerism

VRA's Shining Contribution

Although it may be challenging to strongly explain how philanthropic activities contribute to a company's business strategy, in general these activities enhance a firm's reputation in the local community and provide a degree of insulation from unanticipated risks.

It is in this sense that organisations and businesses that are good corporate citizens will always make provision to give back to their communities in many ways and in different forms.

One of such ways, which has become very popular among top global companies, is the institution of an employee volunteer programme that allows workers to give back to their societies. Some have described this service as "Individual Social Responsibility" (ISR) - a social responsibility practice at the personal level, but being driven at the corporate level.



Ing. Amy Aryee from ESD teaching Chemistry

Responsible organisations often will encourage employees to help the communities through charitable works. This encourages good team-

building experience among the workers and contributes to the achievement of the organisation's business goals.

Without such a programme in place, employees will find it difficult or consider it inappropriate to donate their own after-hours time for charity on behalf of organisations.

VRA CSR Unit Driving Spirit of Volunteerism

Fortunately, the Volta River Authority (VRA), the nation's flagship energy provider, has under its Corporate Social Responsibility (CSR) Unit begun implementing a VRA Employee Volunteer Programme. As part of its CSR strategy, the Unit, with the vision of championing sustainable solutions, is promoting this idea of staff contribution to give back to society.

So far the Unit has organised two programmes in Senior High Schools (SHS) in the VRA communities - Akuse Methodist SHS and Osudoku SHS. The programme aims to encourage VRA staff involvement and active participation in the VRA communities and to offer inspiration to SHS students to pursue their courses with diligence and determination.

The CSR Unit believes the programme will in the long run help erode the negative perception that staff of the Authority care very little about the welfare of the people living in the VRA communities.

Through effective community engagement and proper communication of VRA's corporate social vision and employee volunteer efforts, these unfavourable perceptions would be corrected.

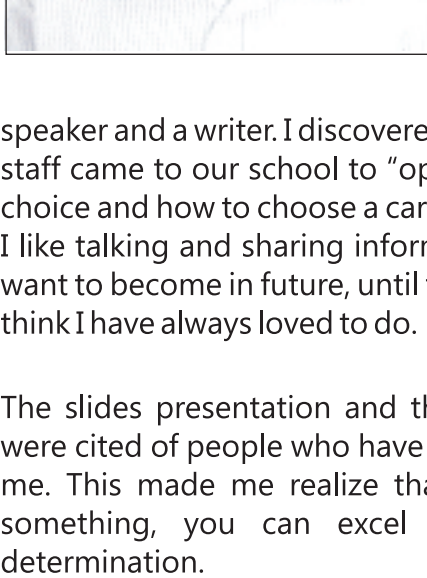
This fifth edition of the **Community Pages** is devoted to beneficiary students of the programmes in order to measure its real impact. In this edition, two students, Antoine-Djoyi Oreoluwa and Philip Akrobor, both students of Osudoku SHS, share their thoughts on how beneficial the programme has been to them.

The programme is the least-cost activity to the Authority today and the most effective person-to-person contact in VRA's community relations.

The CSR Unit is determined to encourage staff across all levels to participate and accordingly invites all staff to volunteer their time towards similar programmes in our communities in October and November this year.

VRA Career Guidance redefines my dream profession

By Otu Philip Akrobor, Osudoku SHS '3' Student



Growing up as a child, I thought I will become an accountant because of my uncle, who is one of the brilliant chartered accountants in the country. But today at age 18 my true career aspiration has been unveiled, thanks to the Volta River Authority's (VRA) Employee Volunteer Programme on Career Guidance and Teaching at Osudoku Senior High Technical, my school.

My aspiration now is to be a motivational speaker and a writer. I discovered this "in-born" desire the very day 13 VRA staff came to our school to "open" our eyes to the importance of career choice and how to choose a career. All along, my friends have been saying I like talking and sharing information. But little did that hit me of what I want to become in future, until the VRA career talk revitalized in me what I think I have always loved to do.

The slides presentation and the delivery, especially the examples that were cited of people who have excelled in various careers, really touched me. This made me realize that in life, once you have the interest in something, you can excel in it with planning, disciplined and determination.

I am happy and I thank God that I was not the only student who benefited from the programme. Almost the entire student population did. The programme, held nearly seven months ago, has helped the students to acquire more knowledge about career development.

From my observation, most students see choosing a career as something difficult to do if they are not guided. Although all subjects in school have their relevant career paths, most students find themselves in limbo when it comes to choosing their future professional dreams.

When I asked Narteh Sylvester, a business student about his impression, he said the career and teaching programme had enabled him to now decide on which course to pursue at the university. "Although I want to become an Economist, I was finding it difficult to know the subject combination, but now I am clear in my mind that I can study economics at university".

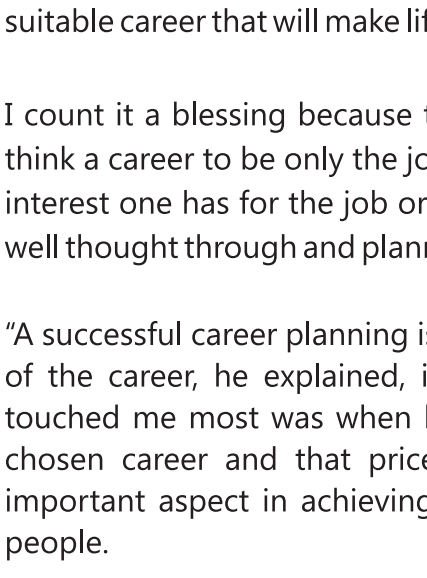
A Form One student, who was discussing the programme with colleagues three days later, asked how she could become a lawyer in future now that she was reading Home Economics at the Senior High School. In my response, I just referred her to what the career guidance personnel said: "Know what you want to become and go to that field".

Another person, who was so elated about the programme, wanted VRA to extend it to other schools in the country so that more students can benefit from the knowledge on choosing careers.

I therefore urge the VRA officials in charge of career guidance and teaching to make this a national programme to help other students who are finding it difficult to choose careers. We really appreciate the time you took to come to our school to impart some of your knowledge to us. It has helped us the students of Osutech and we will never forget that.

VRA Career Guidance Programme: My Memories, My Gains

By Antoine-Djoyi Oreoluwa, Osudoku SHS '3' Student



On the 20th of November 2013, the Volta River Authority organised a Career Guidance and Counselling session in my school that pulled the entire student population and staff members into our assembly hall.

It was a day I will never forget. As a final year student of the great Osudoku Senior High Technical, I learnt that career is not all about the job one does. The Rev. Samuel Okine, Head of VRA Training School at Akuse, who gave the main presentation, schooled us on what a career is and how to choose a suitable career that will make life fulfilling and meaningful.

I count it a blessing because today I know that although some people think a career to be only the job one has, it is much more the desire and interest one has for the job or profession. This means, a career must be well thought through and planned.

"A successful career planning is a process", says Rev Okine. The planning of the career, he explained, is very important in one's life. But what touched me most was that price he said "there is a price to pay for every chosen career and that price is discipline." This to me is the most important aspect in achieving success but the most difficult for most people.

With discipline and sustained interest we would be able to discover, develop and deplore our gifts and talents, Rev. Okine noted and added: "Your chosen subjects in school will also go a long way to help you realize your dream in life".

With a career guidance programme you are being guided on the right path of your dream career. Career guidance enhances your capabilities to do more in your desired profession, enable you to work well without stress and helps you to find a job of your dream profession.

Many people realize their career paths and through guidance they are able to find ways to achieve their dreams. An example is Winifred Agbeshie, a Form 3 Business student, who wanted to be a linguist but found herself studying business instead of the General Arts she chose.

2013 Employee Volunteer Programme at the Osudoku Senior High Technical School



Lawrence Quarley of GSD teaching Economics



John Chobbah of Corporate Communication Unit addressing the students



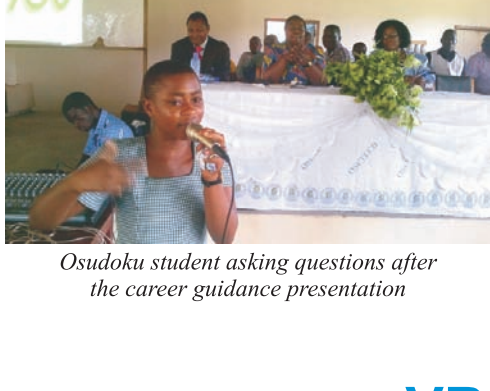
Rev. S.L. Okine taking the entire school through career guidance



John Chobbah and Ing. Dan Onmy (Old Biheccans) singing school anthem to Osudoku students



Mr. Jeff Mousori of RE&SD teaching Business Management



Mr. Sarpong from Finance Department teaching Accounting



Osudoku Headmistress interacting with Ms. Abba Fiafio during the Career Guidance session



Osudoku student asking questions after the career guidance presentation



Deborah Dornyo, School Prefect giving the vote of thanks

VRA CSR
"Championing Sustainable Solutions"