CATALYSING CHANGE

CSR trends of 2015-16
Study of CSR programmes in Education, Tech4Good & Volunteering
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Acknowledgements
India Inc. has been undertaking corporate social responsibility (CSR) programmes for decades now. The Indian IT industry has been at the forefront of the revolution of ‘strategic giving’ and ‘mandated social responsibility’, taking giant strides in systemic social impact for the year 2015-16.

The year 2016 witnessed companies firming their focus areas with a deeper involvement in the projects, strengthening partnerships with long-term implementation partners, prioritising real outcome assessment, developing meaningful volunteerism and institutionalising CSR as a core philosophy of the organization. The leadership of the corporate entities have placed an enormous amount of personal involvement in structuring the social impact endeavours of their organizations.

Technology has been an underlying factor for IT companies to spearhead social impact, in a scalable, replicable and expansive manner. This stems from a firm belief among the IT sector that technology has a great enabling role in bringing about socio-economic emancipation and disruptive changes in the community.

Strategic collaboration with companies has been acknowledged as the way forward with companies unanimously accepting that co-created programmes lead to higher ownership and support longevity of goals, standardization of operations and render sustainable solutions. There is lesser possibility of wastage of resources in models for social intervention when multiple companies collaborate, with distinct allocated roles and responsibilities.

With growing momentum in the social impact initiatives by companies and the adoption of new models, the government’s efforts to bring all citizens into the mainstream, in an all-inclusive manner and provide access to infrastructure, amenities and technology, will be fast tracked.
Sonata’s CSR vision is to improve quality of life through technology. The focus is to create long-term sustainable development initiatives. Our focus is on employment generation, skill building, education, and entrepreneur development. The aim is also to ensure employee participation in the CSR initiatives. Companies are expected to have a clear vision on what they want to solve. Companies should not spread themselves thin or only pursue mainstream initiatives. The primary objective for a business enterprise company is to ensure that endeavors are facilitating sustainable growth. Technology companies can identify needs in society where the usage of technology can give wider access to people’s produce, or enable a wider access to a learning platform, or improve awareness about specific arts, handicrafts and Indian heritage and then link it with core competencies of the organization to cater to the social gaps and not solve transient problems.

Smita Gaikwad,
Senior Vice President,
Corporate Communications and CSR,
Hinduja Global Solutions Ltd. (HGS)

Corporate Social Responsibility (CSR) is all about contributing as an organization to the welfare of society and improving the quality of life in the communities it serves. The organization thus seeks to play a catalytic role in creating a better future through its various CSR programmes.

Children and youth are the key to India’s future prosperity and HGS is committed to enable change in their lives. From sponsoring mid-day meals, providing technology access, to leveraging sports as a tool to improve the educational status of over 14,000 children across India, our motto has been to encourage children to attend school regularly, reduce dropouts and help them to pursue higher education for better opportunities.
Even as India becomes a powerful, self-sustaining and inclusive nation, socio-economic challenges persist, creating impediments on this path to progress. The diverse nature of the problems facing us calls for unique solutions. While fundamental disadvantages of overpopulation, unsustainable urbanisation, environmental threats, poverty and unemployment cannot be obliterated altogether, technology, sector expertise and manpower need to be leveraged to mitigate negative impacts and combat further challenges. While government initiatives such as Digital India, Cashless Economy, the amendment of PwD Bill urge for Scientific Social Responsibility, Accessible India, Clean India, are all efforts for a better nation, citizen and corporate consciousness is necessary to supplement these initiatives and create real impact.

India has been undertaking corporate social responsibility (CSR) programmes in the form of philanthropy for decades, much before the enshrinement of corporate giving into law. This year, the industry in general, and IT sector in specific, have shown clear signs of incorporating CSR firmly in their organizational structure and goals. Being the third year since the operationalisation of the CSR mandate, this year has witnessed not only significantly higher figures in terms of investments in projects, but also greater precision and systemic management of project design, selection of partners, tracking processes and reporting. The roadmap to a definitive and nuanced approach to CSR is clearer than ever, with only few persisting issues that need to be ironed out.

NASSCOM Foundation, being the social arm of IT-BPM industry’s biggest representative, took it upon itself to develop a knowledge paper that gives a sector update on CSR initiatives across the IT-BPM industry, as a reference source for the emerging corporate leaders and development practitioners. With support from CSR Management firm, NextGen, we conducted a study to capture the vision, performance and challenges in CSR initiatives of the IT Sector. Companies surveyed were myriad in nature - MNCs, non-MNCs, small, medium, and large. A deep dive study was undertaken to explore the several ways that create impact in the focus area of education which indisputably is the area most invested in by the IT companies. Themes of employee volunteering and leveraging technology in creating tangible, cost-effective and scalable social impact were also assessed.

The survey covered various aspects of the CSR lifecycle like compliance, focus area, geography, operations and technology deployment. Apart from the survey, the analysis and recommendations of the report are based on a series of discussions, interviews, forums and conferences held by NASSCOM Foundation with participation from many CSR leads and senior management of the IT and non-IT industry and sector experts.

At the end of the survey, it becomes clear that companies are devoting themselves to working towards relevant and systemic alignment with Sustainable Development Goals. There is increased involvement from senior leadership helping add vigour in social impact programmes, developing successful collaborations with implementing partners, choosing geographies beyond headquarters and leveraging technology and innovation to create impact. CSR, in the IT sector, is thus well engrained in the system, and endeavours are on with regard to making it more structured, perceptible and impactful.
Collaboration among companies for community impact supplementing resources and geographical responsibility, has become a commonly accepted model practice for CSR. However, the momentum for collaboration is yet to pick up as an evidential practice.

Our CSR Survey revealed that 70% of IT-BPM companies have committed their CSR spends solely to education. IT companies have commendably utilised the skill sets of their employees in developing digital modules for easy learning. Resources have also been spent on building physical and digital infrastructure of educational institutions even in remote areas.

Case studies of companies with education as a major agenda, display their impressive commitment and focus to attach themselves to a particular problem in education sector and root it out gradually. Spend in education, however, still remains slightly concentrated in few pockets of need areas, leaving scope for greater intervention leveraging the disruptive power of technology. We also present a host of interesting education focussed projects taken up by Not-for-Profit Organizations in the sector with significant and tangible outcomes, for the corporate readers’ knowledge attainment.

Giant strides have been made in establishing corporate volunteering as a means of donating skills as opposed to man-hours, for capacity building of the development sector. Volunteering is no longer seen as a onetime activity like tree planting or painting a school. Increasingly, volunteering is perceived as an inward facing complement of CSR and an integral part of the business. Companies seek to engage their employees and impact the community they serve at the same time. Narratives of companies show standardised and well entrenched volunteering practices in many big names of the IT sector.

The third dimension which technology companies are specifically exploring is its unique role in addressing a variety of critical social issues. Technology can power solutions that break down or significantly lower the barriers in delivering social benefits – be it health, education, livelihoods or others. However, finding the right technology solution is not easy - it requires a deep understanding of the issue and its root causes as well as significant strategic thinking to develop a breakthrough solution. Often times, organisations may find themselves being the pioneers in this space. Hence the choice becomes one of adoption and rollout at scale of tried and tested interventions versus spending significantly more time, management bandwidth and resources on technology based innovations and pilots.

Through this study, we aim to contribute to the CSR ecosystem’s widening horizons, inculcate innovative solutions, encourage information sharing across the IT and development sector and create an understanding of the sector that will lead to further advancement of thoughtful and inclusive business development and leadership practices.

Inculcate innovative solutions, encourage information sharing across the IT and development sector and create an understanding of the sector.
The IT Industry Trends In CSR For The Year 15-16
While the world adopts the Sustainable Development Goals, with seventeen goals and Hundred and Sixty Nine targets, to eradicate poverty, India has set its own target, aligned to the Global Goals, setting ambitious targets with Digital India, Skills India and a strong focus on Education, Health, Support for Girls: Beti Bachao Beti Padao, Clean India: Swachh Bharat, Inclusive and Accessible India, Innovation and Make in India amongst others. The opportunities of intervention, innovation and collaboration in taking forward the development agenda in the country, are more pronounced than ever before. The government has re-emphasised the growing convergence of the larger development goals to the social responsibility of the industry and the resources (financial, strategic, technical and human) the industry can bring on board.

The World Bank defines Corporate Social Responsibility (CSR) as “the commitment of businesses to contribute to sustainable economic development by working with employees, their families, the local community and society at large to improve their lives in ways that are good for business and for development”. 1

India is the first country in the world to enshrine corporate giving into law. Ever since its inception, the CSR mandate has been clouded with very polarised opinions on its implementation. While some argue that the mandate makes the entire act of giving back to society, a ‘tick-box affair’, and compliance-driven, others give proof of a marked inflow of resources (financial, human and strategic) into the cause of social impact. What remains unanimously agreed on, is the criticality of business intervention in tackling social problems in the form of a positive cycle.

This year, the industry in general, and IT sector in particular, have shown clear signs of incorporating CSR firmly in their organizational structure. The third year since CSR spends as a percentage of profits were mandated, witnessed a marked increase in investments in and number of development projects, and also strategic thinking and management of project design, selection of partners, tracking processes and reporting. A nuanced approach to CSR strategy and implementation is being undertaken by the industry. However, a few persistent problems still need to be ironed out.

The IT industry has picked up great momentum with regard to social responsibility. From working towards greater alignment with Sustainable Development Goals, maximising sector expertise for social impact, careful and successful collaboration with implementing partners, choosing geographies beyond headquarters and leveraging technology and innovation for creating impact.

The third year since CSR spends as a percentage of profits were mandated, witnessed a marked increase in investments in a number of development projects, and also strategic thinking and management of project design, selection of partners, tracking processes and reporting.
Companies are currently in the third year of CSR Compliance and have had time to understand the potentials and pitfalls of CSR Implementation. It is expected and hoped that through the trial and error of the past two years, companies will have become more proficient at deploying and utilizing their CSR spends. They have had time to see their initial strategy implemented and work out the on-ground challenges.

A survey was sent out to 65 IT companies with objective questions regarding different areas of CSR and the results analysed. The survey covered various aspects of the CSR lifecycle like compliance, focus area, geography, operations and technology deployment. Apart from the survey, the analysis and recommendations of the report are based on series of discussions through interviews, forums and in conferences held by NASSCOM Foundation with many CSR leads and senior management of the IT and non-IT industry sector and sector experts.
Survey Findings

Growing trend of 100% utilization of funds and transparent reporting

The IT Sector of the country is primarily dominated by mncs who have very standardised global CSR principles. Owing to that, and also a general growing consciousness among companies, the survey showed that majority of the companies have spent 100% of the allotted CSR fund, indicating greater efficiency of deployment, including disclosure of spends and activities in their annual reports. While some of the reporting has not been in the form of annual reports, there have been disclosures in the form of citizenship reports.

Majority of the companies have spent 100% of allotted CSR fund

Number of Companies vs % of spend accomplished

![Bar chart showing the distribution of companies by percentage of spend accomplished.]
Streamlining and Strategic Focus:

More than 60% of companies surveyed, claim to be involved in not more than three projects at a particular time. More than 80% of companies intend to continue working with their partner NGOs for the next year as well. Most companies surveyed, have narrowed their focus and are trying to build long term programmes and partnerships with implementing partners. Thus companies are working towards a deep dive approach to the cause/programme taken up.

80% of companies have responded with continuing with their partner NGOs

Increasing number of companies investing on non-headquarter geographies

Geographically, while maintaining focus on states that host headquarters: Karnataka, Tamil Nadu, Maharashtra, Telengana and NCR, companies are moving to non-headquarter locations, indicating growing parity in the distribution of projects between urban and rural areas.

Most Popular States

<table>
<thead>
<tr>
<th>State</th>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karnataka</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Telangana</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Andhra Pr.</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Haryana</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Odisha</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>New Delhi</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Uttrakhand</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Kerela</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Gujrat</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Jharkhand</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Madhya Pr.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Rajasthan</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Punjab</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Uttar Pr.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>West Ben.</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Percentage of Companies that work outside their home state

Area of Project

<table>
<thead>
<tr>
<th>Urban Areas</th>
<th>Both</th>
<th>Rural Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>38%</td>
<td>13%</td>
<td>49%</td>
</tr>
</tbody>
</table>
‘Technology for Good’, A Reality

There is increased importance on technology integration in various stages of CSR lifecycle, including innovative solutions for projects, monitoring and reporting and volunteer matching. Moreover, the survey results indicate a growth in leveraging technology for solving social problems and including technical expertise of employees in building web portals, capacity building for partner NGOs and scholarships and encouragement to research and innovation.

Number of companies using each method of reporting

<table>
<thead>
<tr>
<th>Method of Reporting</th>
<th>Number of Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSR Report</td>
<td>5</td>
</tr>
<tr>
<td>Not Published</td>
<td>12</td>
</tr>
<tr>
<td>As part of Annual Report</td>
<td>33</td>
</tr>
<tr>
<td>A separate published</td>
<td>4</td>
</tr>
</tbody>
</table>

Frequency of Field Visits

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Number of Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once a month</td>
<td>16</td>
</tr>
<tr>
<td>Once a quarter</td>
<td>3</td>
</tr>
<tr>
<td>Very Frequently</td>
<td>1</td>
</tr>
<tr>
<td>Half yearly</td>
<td>1</td>
</tr>
<tr>
<td>Infrequently</td>
<td>1</td>
</tr>
</tbody>
</table>

Clear cut path to monitoring astuteness for CSR projects

While previously donations and philanthropic activities remained unaccounted or unaudited, with the mandate in place, systemic presentation of real impact, becomes of utmost priority. Thus arises the need of continuous monitoring and assessment on real time basis. Companies have become increasingly aware of outcome assessment and close monitoring of implementing agencies as evidenced by the growing frequency of report submissions from partner organizations, and greater frequency of CSR teams’ on-ground involvement.
Persisting Roadblocks

Despite a significant leap in the relatively new concept of strategic social responsibility, this year challenges consisting of lack of sufficient information on readily available projects to be taken, connecting with compatible NGO partners and general knowledge sharing continue to persist. A large percentage of companies surveyed spoke of identification, selection and due diligence of NGOs and the absence of a robust tracking process as biggest challenges in CSR projects.

Education forms the major chunk of CSR spend

About half the companies interviewed have spent more than 60-70% of their CSR budgets in education initiatives and the remaining half spend between 30-40% of their budget in education.

Why is education the CSR priority for a majority of IT companies?

The most common reason for the investment in education is attributed to the belief in education being the first basic tool to economic development. The second reason is attributed to the sector expertise being most aligned to the education agenda. Following it, are reasons of scalability and measurable outcomes.

Intervention focus: 80% of the companies are making multifaceted efforts focusing on both pedagogy, infrastructure aid, training of teachers, supplementing teaching staff and building school essentials.

Most popular Focus Areas

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Number of Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic research grants</td>
<td>1</td>
</tr>
<tr>
<td>Community services</td>
<td>1</td>
</tr>
<tr>
<td>Preserve and Maintain</td>
<td>1</td>
</tr>
<tr>
<td>Sanitation</td>
<td>1</td>
</tr>
<tr>
<td>Preventive care</td>
<td>1</td>
</tr>
<tr>
<td>Gender equality</td>
<td>3</td>
</tr>
<tr>
<td>Poverty</td>
<td>3</td>
</tr>
<tr>
<td>Differently abled</td>
<td>4</td>
</tr>
<tr>
<td>Healthcare</td>
<td>6</td>
</tr>
<tr>
<td>Employability and vocational training</td>
<td>8</td>
</tr>
<tr>
<td>Environment</td>
<td>9</td>
</tr>
<tr>
<td>Education</td>
<td>44</td>
</tr>
</tbody>
</table>

Number of Companies
Opportunities And Issues Yet To Be Taken Up

CSR - Philanthropy or Core Business Goal?

Observations & Recommendations

Companies continue to undertake CSR activities in a philanthropic manner as opposed to aligning with their core business objectives or creating shared value. This is perhaps owing to the law’s lack of clarity on the definition of CSR. As seen globally, CSR is not just strategic philanthropy but has undertones of good business practices in a symbiotic manner.

Sector expertise deciding the role of CSR

There is a general trend of reluctance in diversifying CSR focus areas and a direct relationship with sector expertise and selection of Schedule VII areas. While this means the quality of intervention is higher and more nuanced, it also implies that some Schedule VII areas such as rural sports, preservation of art and culture are not in focus owing to their non-alignment to any sector per se.

Myopic way of selecting NGOs

The corporates have still been unable to create or refer to a standardised parameter for selecting NGOs for their programmes. Most of the choices for selection have been ad-hoc and based on the familiarity with NGOs. Corporate
leaders, in many discussions and forums held by NASSCOM Foundation, have reiterated the need for a uniform checklist of due diligence for NGOs available for corporate information to avoid discrepancies.

**Intensive, But Not Extensive CSR Programmes**

IT Companies continue to focus on one or two projects in their five year term plan and have no clear intention of expanding the number of projects. They are more inclined to undertaking deep dives in the selected areas or projects. With this inclination, geographies and some sub-areas of the larger focus areas, continue to be under focussed. Concentration of CSR initiatives in certain pockets continue. The common reason for this anomaly, cited by companies, is a lingering imbalance in fund allocation on the board’s part.

**Phasing Out Strategy Missing - Vision of companies still not strongly placed**

Very few companies have a formal CSR philosophy in place that could act as their guiding light for undertaking programmes. The choice of projects, project life-cycle, plans of scale, exit strategy etc. Are not pre-mapped for most companies and it continues to be situational.

**CSR team is Not Expanding**

The companies have been investing heavily on CSR projects, but are not ready to invest similarly in the team dedicated to CSR. The size of CSR team has been very small across companies surveyed, with more emphasis on outsourcing implementation and monitoring programmes.

**Exponential Growth in Number of Projects, But Impact Not in Proportion**

While most companies have profoundly increased their CSR intervention in terms of fund allocation and project size, impact continues to evolve at a staggering rate. This could be due to the nature of projects that have longer gestation periods and will only show clear developments at a later stage. However, for the present scenario, it’s more ground work and less palpable changes.
No clear opinion on collaborative projects

While 90% of companies surveyed show keen interest in collaborating for common challenges either geographically or based on focus area, there have been very few examples of successful collaborations. In forums conducted by NASSCOM Foundation, a common inhibition companies expressed was the inability to bring boards of multiple companies on the same page about programme deliverables and strategies. They believe that common implementing partners should spearhead the collaboration among companies with common project completion as an end with clear defined roles and responsibilities.

Investments in Government Programmes are no more the easy way out for CSR fund utilisation

There has been a steady decline in CSR monies directed to Government funds such as PM Relief Fund, Clean Ganga Fund among others by companies, especially in the IT sector. While programmes are formulated in philosophical alignment to Government goals of Digital India, Skill India, they are independently curated or sometimes companies participate in a larger conglomerate.

Requirement Of Knowledge Portal

Companies are very keen to participate in knowledge building and thought leadership on CSR for exchange of ideas and sector updates. There remains limited public information on activities and impact on CSR especially for MNCs which becomes roadblock for research and assessment of the sector.

The direct involvement of senior management remains ambiguous
While in principle, there has been a huge sensitisation among the senior management of the IT companies on their responsibility towards social impact, very few examples can be cited when senior management has played a very active role in steering the CSR cause of an organization whether in terms of strategy building or following up on impact. However, there are unanimous signs of passive emphasis on CSR across the sector.

The Not-For-Profit & For Profit Dichotomy

While some companies are investing in social enterprises that work for causes which form their focus areas in CSR, most association remains in the form of intermediary services as the law clearly mentions the implementing partner needs to be non-profit in nature. To tackle the anomaly, social enterprise firms are developing bi-ownership of entities to receive blended capital.
Trends and Case Studies of CSR For Education Sector In The IT Industry
According to a 2015 UNESCO report, as many as 250 million children cannot read or write, despite being in school; while some 130 million cannot read or write even after spending more than four years at school. Finally, about 774 million adults, two-thirds of which are women, cannot read or write till date. These statistics indicate a daunting path to achieve the newly created Sustainable Development Goal of ‘quality education and lifelong learning at the global level’.

While governments, foundations and non-profits can help with various aspects of this problem, education spending is certainly also a business issue. The private sector’s role should extend beyond direct provisioning to supporting innovation, providing technical assistance, and supporting governments in developing effective assessment systems. It has an important role in providing financial support to governments and schools, and in providing assistance such as teaching and learning materials, school infrastructure and grants to encourage students to continue studying.

Brookings study (2011) found that technology companies contributed the most in-kind. Globally, companies support more than 50 different themes through their education contributions; on an average, a company will invest in 12 different educational areas over the course of a year. Globally, companies have been investing on education based on a localised problem, and offering solutions therein.
Indian Context of Education

According to UN data, India has the largest number of illiterate adults on the planet. With the statistics indicating a significant 40% of India’s population being below the age of 18, the figures of illiteracy become alarming and calls for immediate action.

40% of India’s population being below the age of 18, the figures of illiteracy become alarming and call for immediate action.
To address the issue, the government has been giving priority to curtailing the education gap and introduced measures to offer free and compulsory education, curriculum revision, infrastructure impetus, and regular health and nutritional checks. Thereby, positive results have been witnessed too. According to findings of Centre Square Foundation, India’s school going population (ages 6 to 17) has grown by nearly 60 percent from 19 to 30 crore between two decades. School access and enrolment has been invested heavily on owing to the growing population and efforts to bring more and more children under the formal education system. Moreover, there has been a tremendous rise in school building and infrastructure and availability of teachers. All the factors, have resulted in an impressive 20% rise in the country’s Gross Enrolment Ratio (GER). Thus it can be safely said that while pockets of children remain outside, most remain primary school enrolled.

Government expenditure on school education grew nearly 15 times from 0.12 lakh crore\(^1\) to 1.86 lakh crore during this period, which resulted in building eight lakh new schools and adding 50 lakh new teachers to the school system.

\(^1\)India School Education Vision 2030, Central Square Foundation
Persisting Issues Traced In The Sector

According to the Annual Status of Education report, despite the past three years witnessing excellent enrolment numbers, the results on learning outcomes have been far less promising. As much as 47% of children in grade 5 could read a grade 2 level text as per the report.

Even the India School Education Vision 2030 report by the Central Square Foundation noted the following:

High dropout rates due to insufficient investment in education quality
Investments in access and enrolment are not accompanied by investments in intuitive pedagogic models as per cognitive requirements. This amount includes spend on programmes such as student assessments, teacher training and the ICT@Schools scheme. The quality and impact of these programmes remain unclear in the absence of adequate monitoring and evaluation mechanisms. This results in high dropouts at various transition points in the school system.

**Low quality of human resources in the education system**

The majority of the country’s teaching staff is not properly trained for teaching as per a child’s cognitive needs. There are no centres of excellence in teacher education. Absenteeism among teachers plagues a large number of government schools till date. Till 2014, only 22 percent of the total primary teachers were undergoing any in-service training. Issues of teacher shortage and poor coverage of in-service training further weaken the delivery capacity of human resources. There is also a disproportion in the number of school principals in government schools.

Image Courtesy
American India Foundation
Prioritising investment in education by the corporates, especially the IT sector, is an inherent choice owing to the proximity of business goals with education—it is perceived that literacy and education directly contributes to poverty reduction and empowers communities. Our CSR Survey revealed that 70% of IT-BPM companies, have committed their CSR spends solely on education. This made us prod this pattern and do an analysis behind the choice.

How Indian Industry can and is taking up the cause of education

The CSR mandate has paved way for a significant amount of resources—financial, human and technology—readily available for social impact. As CSR is gradually aligning its cause with overall fulfilment of Indian and Global Development Goals, the objective of ‘quality education and lifelong learning’ has become a priority cause for CSR and companies are looking at plugging the persisting issues in the system.
The assumption of Education being the primary means to end social dysfunctions: Most corporates believe that the root of most social problems is illiteracy. Hence their initiation into social impact begins with attempting to address education challenges.

Education being the key to end vicious cycle of poverty and empower people with the ability to self-build.

Sector expertise in meeting the requirements to develop education system: Employees of the IT sector are most well equipped to contribute efficiently in meeting the challenges of education. A corporate's contribution would be maximised on a social impact when there is a strategic and technical compatibility with the focus area and hence the choice comes naturally to the IT sector.

Symbiotic Relationship with The Education Sector: In the larger picture, a better educated society, will lead to higher employee generation leading to greater productivity of the organizations. Choosing education has an undertone of creating shared value for an organization by enhancing the talent pool available in the job market.

Tapping potential of technology in disruptive changes: Education is a sector in which technological intervention has the ability to create disruptive changes in both demand and supply side dysfunctions of the sector.

Our CSR Survey revealed that 70% of IT-BPM companies, have committed their CSR spends solely on education.
CSR Interventions in education commonly take up both demand side challenges (Infrastructural assistance, School governance, Digital Infrastructure, Donation of Books etc) and supply side issues (insufficient progress on teacher training programmes, health development in schools, scholarships, pedagogic models, personal development etc.). For the purpose of this study, we have outlined the following key areas where CSR can play a supplementary role. The key role corporate intervention will play in supporting the education sector, will be broadly as under:

**Advancement of school infrastructure**

**Developing a robust pedagogic intervention: teaching-learning process**

**Overall efficiency in school governance-school management programmes.**

The outcomes that are expected from such interventions include:

- High quality learning
- High achieving and inclusive schools
- High quality human resources committed to every child’s learning
- Scalable technological intervention
- Strong governance mechanisms
Highlights of the Findings

**Primary-Secondary-Higher Education Distribution:**
Corporates invest a larger portion of their CSR funds in primary schooling, followed by secondary and higher education. The emphasis on primary education comes from the historically witnessed insufficient infrastructure for basic education.

**Long Term Strategy/ Expansion:**
Companies intend to remain associated in the education sector for a long term which is clearly indicated by a large number of companies opting for expansion of projects either geographically or to cover more grades, in the next five years.

**Employee Volunteering:**
Education based projects make the highest absorbers of corporate volunteering. The proximity of the sector to the skill set required for volunteering work is the most logical reason behind the trend. Mentoring children is the most opted style of volunteering. It is encouraging to see an increase in activities to create easy learning tools for children as part of the volunteering scheme, wherein employees are leveraging their technical expertise for social solutions.

**Collaboration Efforts:**
Collaboration Efforts: Education based projects continue to be a collaborated effort between donor corporates and implementing NGOs, with a two-way sharing of skilled resources for the agenda. Alignment and ownership of government initiatives to improve education status is the second most popular form of collaboration. A significant number of companies, however, gave great examples of collaboration with other companies with allocated role and resources to maximise the impact.
Surveys and interviews with IT-BPM companies, brought out the indicative trends in pockets of investment in the education sector. Below are enlisted the various sub-categories in which companies have been either spending or expressing interest in spending. The broader categories are in fields of School Infrastructure, Pedagogic Intervention and School Governance.

Overall types of projects

**Building of Toilets and WASH consciousness:**
Post the Swachh Mission Drive, many corporates have focussed on developing a clean environment in the educational institutions. This includes facilitating construction of toilets and developing sanitation and hygiene consciousness among children. Building toilets has an intrinsic advantage of retaining girl children in school.

**Disability Friendly**
An educational institute requires to be inclusive in all aspects for making educational resources and learning opportunities available to all. Companies have been sensitised to assist government in developing an accessible school for the persons with disabilities.

**Healthy Environment**
Apart from developing a sanitation conscious school, corporates have also created regular health check-up facilities and nutritional assistance (Mid-Day meals) for school going kids to prevent dropout rates and maximising learning retention.

**Classrooms, labs, libraries**
For a good learning experience, well equipped classrooms, supplementary infrastructure, updated labs and libraries are required which a majority of IT companies are providing for.
Remote villages face maximum infrastructural barriers in schools. Corporate funds are spent on development of rural schools and improving their accessibility and resource availability.

**Out of School Programme**

Mobile, makeshift schools are of utmost requirement to enhance informal education efforts for those who miss school due to being engaged in paid work to at an early age to support family, child marriages early pregnancy etc. For them, companies have encouraged night school or schools in the community premises with temporary teachers and learning equipment.

**Schools for Girl Children**

Corporates are aware of the vast disparity in education offerings among both the genders and hence they encourage schools focussed on the girl child and even as part of remedial classes. These schools also make the infrastructure women friendly with accessible toilets, sanitary napkins and overall health facilities.
Pedagogic Intervention

Digital Aid for Learning

Learning experiences are heightened when simulations are used to build impressions on a child. Digital, interactive learning tools and curriculum increase retention, visual memory and better cognitive development for children. Even digital libraries are a great source of knowledge repository that cannot be provided by government schools in remote areas. The IT sector with its expertise in technology, curates digital learning tools for children.

STEM

There is a great emphasis on scientific and mathematical learning for primary cognitive development. Again, IT companies, with their close alignment to the theme, offer not financial assistance, but volunteers in hands on learning programmes in this aspect.

Accessible Learning Solutions

Corporates have also invested in developing assistive technologies to enable people with disabilities access digital learning and also enhance their cognitive development with customised learning solutions.

Teacher Training

As mentioned earlier, India has a dearth of well qualified and trained teachers to take up the crucial aspect of teaching in government schools. Absenteeism among teachers need to be tackled with volunteers sourced from corporates. Companies also invest in teacher training programmes in the digital curriculum they create for the model to sustain. Centres of excellence for teachers are also invested in.

Assessment Revision

The cognitive development of a child through pedagogic intervention cannot be evaluated unless regular and continuous assessments are made. Corporates have developed innovative and intuitive assessment scales and models to tackle the matter of sub-quality education available.

Remedial Classes

Corporates have shown interest in spearheading remedial classes for children whose performances have been under-level and aiding them with additional help in an interactive manner.

Mentorship

Children from government schools do not receive enough career development talks. Corporates have addressed the issue by promoting career counselling sessions, on job training and mentorship programme by the employees.

Personality Development

Children also require growth in terms of extra-curricular activities: sports, art, culture and overall personality development which classroom education will not provide. Corporates take up this issue to supplement the curriculum of the schools.
School Governance

Curriculum building and advocacy

While it is essential to supplement the work carried out by government in education, it is imperative to advise and advocate to the law makers and education department about restructuring the course and curriculum from their sector expertise as well as on ground experiences. Some corporates take up the challenging task of recommending changes in course curriculum that will maximise the learning trajectory in children.

Parental engagement

Engaging parents in the education of children is essential to make them aware of the influence education has. It also helps in discussing family issues that come across as impediments to education among the socio-economically backward classes. Corporates have taken up remedial class to teach parents who have not completed primary education, encouraged parents to attend their children’s classes and be primary supporters to the child’s education especially for girls and persons with disabilities.

Scholarships

Many companies focus on supporting underprivileged children financially by offering scholarships for higher education to prevent them from dropping out. Girl children are especially encouraged to be educated by giving adequate financial assistance.

Donation of books and learning aids

Many companies stick to the traditional way of philanthropy by offering resources in the form of books, stationery, learning aids in school repositories.

Grants for School Management

Companies are also involving themselves as members of school boards and offering grants for the upkeep and school advancement.
The Indian IT Industry, as evidenced, has taken giant strides in the area of plugging gaps in education and in taking a supplementary role in taking the government efforts of equal, free and quality education to all.

Scholarships for minorities, underprivileged communities and girls have also increased manifold in the last few years. Educational intervention as part of CSR is no more the traditional 'donation-based' approach. Strategic and continuous involvement on the part of the corporates with senior management being the driving force, has been witnessed in most projects. Long term employee engagement

Recommendations

It is commendable how companies are customising technological solutions using in-house talent for path breaking digital learning modules and STEM curriculum. Technology has also been used in developing assistive devices for a barrier-less education environment for persons with disabilities.

Scholarships for minorities, underprivileged communities and girls have also increased manifold in the last few years. Educational intervention as part of CSR is no more the traditional 'donation-based' approach. Strategic and continuous involvement on the part of the corporates with senior management being the driving force, has been witnessed in most projects. Long term employee engagement
in projects ranging from engaging volunteers as teachers, career counsellors, curriculum builders and sometimes even complete ownership for a set of children’s pedagogic outcome as opposed to traditional visits with books and stationery to schools have been initiated.

Some amount of reprioritisation is required from the corporate’s side from primary grades to secondary levels in which the highest dropout level occurs. A better handholding process for transition to higher grades for maximum and qualitative intervention in education will prove to be effective. Geographies covered also remain slightly concentrated in few pockets which can be widened with collaborative efforts among companies. Most companies still lack a guiding philosophy for taking up education and initiatives have been driven mostly by the NGO partners’ vision and approaches. Corporates should strive towards creating their own programme structure for education and not replicate the implementing partners’ for greater clarity on project framework. With that will come a scaling plan as well as a sustainable exit strategy or a passing-the-baton approach among the companies. A greater number of examples on transportation facilities for school commuting will encourage children in attending schools, especially those who drop out owing to unavailability of transportation. There are still fewer examples of creating trainers or educators within the communities for a sustainable model. Higher education still remains under focussed and restricted to scholarships. Encouragement of research and innovation is fast picking up momentum, and hopefully gathers more steam in the coming years. While there exist some very commendable initiatives based on collaboration, sourcing the strengths of two different organizations, the potential of collaboration still remains vastly untapped owing to organizational apprehensions.
In this section, we present selected narratives on CSR projects and programmes that focus on education for the underprivileged. The narratives feature the nature of the intervention, their expected education outcome, the impact achieved till date and the role and engagement of the CSR teams. The narratives also include the vision and future plans for the initiatives. We hope that this is able to create awareness and inform companies' CSR teams and other stakeholders on the needs in formal and informal education systems that are being addressed currently and potential areas unaddressed or inadequately addressed that needs to be taken up. We hope this will also be able to shape successful collaborations between corporate, NGOs and Government programmes.
CSR Initiatives in the Formal Education Space by the IT Industry

Hinduja Global Solutions Ltd. (HGS)

Education for the Underserved

With India looking to leverage its ongoing opportunity of demographic dividend, education is a big prospect and challenge at the same time. HGS truly believes that the children of today are the key to the nation’s prosperous future and has taken up education as a key focus area of intervention as part of its CSR strategy.

Rooted in the passion of Parmanand Deepchand Hinduja – the founder of its parent company Hinduja Group – to drive out illiteracy, HGS’ primary CSR thrust has been on education for the under-served. This programme is evenly spread between primary, secondary education for children and employability training for the unskilled youth. The primary activities include giving health and nutritional support to children in partnership with NGOs and scholarships for the underprivileged to make education all-inclusive and accessible. HGS supports about 14,500 children and youth across Karnataka, Kerala, Andhra Pradesh, Tamil Nadu, Maharashtra, Chhattisgarh, Telangana and West Bengal.

In collaboration with The Akshaya Patra Foundation, HGS has taken up the task of supporting mid-day meals and nutrition support to adopted government schools... along with regular volunteering activities in the schools. Serving meals, interacting with the children by conducting games and helping teachers complete the curriculum are some of the many ways HGS employees generously give their talent and time to local communities.
HGS has partnered with Magic Bus India to encourage sports as a development tool to improve health and educational status of children and bring in a positive change in terms of attitude and behavior related to health, gender and education. So far, 5,000 children and over 3,000 families have been positively impacted with this programme. HGS understands the pivotal role that parents play in a child’s education journey, and hence in the same programme, has incorporated interactive parental engagement in school sessions, as well as counselling parents on the various benefits of government programmes that help children progress in higher education.

HGS also believes in empowering communities through CSR. Hence, as part of this programme, youth from the communities are being trained over an extended period of time to emerge as Community Youth Leaders (CYL). These CYLs function as mentors to children and conduct weekly sessions in the communities. Many of these CYLs have now progressed into HGS’ employability skills program and are role models in their communities today.

HGS, in association with Hinduja Foundation, has given scholarships to over 215 orphaned children and 20 meritorious youth from grade I to XI from economically weaker sections to help complete their education.

So far, HGS has been supporting as many as 10 institutions focused on education development for the last few years.
ADP

Making an Impactful Difference at School

ADP’s CSR focus in India is to create learning interventions from early childhood to early adulthood. Through MIDAS (Making an Impactful Difference at School), the company supports 60 government schools reaching out to over 13000 children in Hyderabad and Pune. The MIDAS program is designed to enhance learning abilities, communication skills for low performing students, and enable higher education through guidance as well as cater to the infrastructural requirements of government schools. The program also aims to set-up community learning centers, offer vocational courses for pre-primary teachers, and educate the youth in basic computer training. Also as a part of its focus on Education and Employability, ADP supports over 150 visually impaired children and 200 autistic children.

ADP runs the MIDAS program in partnership with Pratham, an NGO that works towards quality education for underprivileged children in India. The NGO has several tie-ups with the government for effective implementation of their programs. This program specifically offers advanced mathematics and language skills to children between 6th and 8th Standard. The program provides for community libraries and children from the government & low cost private schools are encouraged to utilize this facility. The NGO conducts a baseline, midline and end line survey to assess the impact of the program. Children are evaluated for progress, a school management committee is set up and students’ progress is showcased to all. The intervention also entails computer training and infrastructure development such as constructing toilets, drinking water availability and installation of solar bore well and water purification units.

The program has observed an increase in children’s enrollments, attendance and learning levels. There has been significant improvement in reading and writing skills. Even middle income communities are now sending their children to supported schools. Annual day and sports day is conducted in schools to provide exposure and build confidence in children.

ADP has been in conversation with Government authorities for replication of their school program in other schools and scaling up the project reach to treach out. ADP also participates in various industry wide CSR forums in Hyderabad and encourages its partners to part take as well. \(^6\)

Mercer

Creating a Healthy Path for Children’s Future

At Mercer, education is one of the key focus areas as part of the overall CSR Strategy and forms one of three themes to which the organization aligns itself with. Under the theme, ‘Promoting Education’ the CSR Project was designed with consensus from the internal teams and a sharp focus on geographies. This has helped foster a strong culture of volunteering and has had sustained impact. Mercer spends around 70% of its CSR resources on primary education and related initiatives.

The organization supported the cause of nutritional care to school children by partnering with a Gurgaon (Palam Vihar) based NGO, Aniket Ashray Society. This society supports school education for children in grades between KG and Class 5. They are responsible for providing daily wage workers’ children with daily meals and also supervise the overall maintenance of the adopted schools (teacher salaries, infrastructure, books etc.).

Mercer also works towards mainstreaming marginalized school students from KG to 2nd standard. In South Delhi, a corporation school is adopted in partnership with UK foundation (ARK). The focus is on teaching methodologies and Mercer is in charge of supporting students of one grade. Save Our Souls Children’s village (SOS) is also one of the partners being supported by Mercer by means of aid to 46 children at Community center and 191 children in Family strengthening Program (FSP) to continue their school education at Nuh, (Anangpur, Haryana).

Mercer uses specific methods for selection of its partners (NGOs) and is in complete collaboration with employees who volunteer with potential partners before any investment is signed off. The NGO is selected on the basis of employee feedback and once that is closed, a holistic plan towards developing a sustainable relationship is conceptualized. This is either done as part of volunteering initiatives or the overall CSR program. Volunteers drive initiatives like career counselling, financial literacy, etc. and facilitate sessions for children and adults.

Through these impactful initiatives, Mercer has been crafting success paths for underprivileged children. Their unique combination of employee volunteering and sharp geographical focus has enabled them to be a pioneer in leading programs for marginalized children’s educational advancement.
MindTree

Holistic Advancement of Education in A Region

Mindtree believes in giving back and making a difference in the community. It is an essential part of the people-centric culture that they embrace across the organization. With a systematic approach, they aim to make a deep and lasting impact at taluk levels on education, employment, and creating a better world for people with disabilities.

In the education front, Mindtree believes in an end-to-end approach in impacting rural Government school children beginning from primary levels to Medical education. They cover 15,000 children from 161 rural Govt schools from the entire Kanakapura Taluk in Karnataka to improve their learning levels from various perspectives through 5 NGO partners.

In collaboration with Sikshana an NGO partner, Mindtree conducts various programs for children from 1 to 3rd standard to motivate them to come to school. From 4th to 8th standard, Sikshana mentors, monitors, and motivates the children by providing resources such as writing materials, diaries, monitoring them to achieve effectiveness in children's formative years. Through “Joy of Giving” (by engaging volunteers from Mindtree) and “Back to School” programs Mindtree motivates the children to attend schools from the very first day of school opens, sustain the attendance, and perform in their studies much better.

Through Spastics Society of Karnataka (SSK), Mindtree is working for the children with learning difficulties in the Kanakapura Taluk. The children are assessed to understand their cognitive ability, autistic traits, for developing customised learning programmes for them.

Along with Suvidya Foundation, Mindtree offers a technology intervention program that includes an eTutor software application installed in tablets to learn Kannada, Maths, and English.

Partnering with Agastya Foundation, Mindtree offers the activity-based learning approach in Science called “Lab-on-Bike” that promotes curiosity, collaborative learning, interpersonal communication, hands-on motor skills and confidence among 1,534 children from 15 rural schools in Kanakapura Taluk. Students’ enthusiasm and engagement towards this activity is evidently high throughout.

As part of Narayana Health’s initiative, Mindtree is delivering a program called “Udaan” to bring up 30 rural Government school children from Kanakapura Taluk to become future doctors. Mindtree provides scholarships to these children from 9th Standard till they complete their MBBS.

Following the Taluk-Level approach, Mindtree works on improving education conditions, in other geography locations as well.

Mindtree has partnered with Akshaya Patra to fight hunger and malnutrition by serving 20,64,800 mid-day meals to 8,137 children from 84 rural Government schools in the entire Khandapada Taluk, Nayagarh District, Odisha.

Through BRDO, Mindtree provides special coaching in Maths, Science, and English subjects to 125 number of 7th to 10th standard children from 5 Govt schools from 10 villages around Bychapura, Koratagere Taluk, Tumakuru District, Karnataka.

Mindtree supports Radix Learning to enhance skillsets required for IT sector such as problem-solving, communication, software coding skills etc in a rural Engineering College at Nallanur, Dharmapuri District, Tamilnadu.

Through APD, Mindtree strives to making accessible school infrastructure by building PwD friendly ramps, toilets, physiotherapy rooms and transportation facilities in rural Government schools in Bijapur Taluk.
For Sopra Steria, education was a focus area right from the start and long before the CSR mandate from the Government. Sopra Steria CSR managed by the Sopra Steria India Foundation (SSIF) has the fundamental belief i.e. every child has right to a successful tomorrow through education.

The focus of Sopra Steria India Foundation is on infrastructural and pedagogic intervention in government schools/private trust run schools catering to children from underprivileged sections - from primary schools to higher secondary schools and beyond. The intervention is on broad areas such as: computer education, English language skills, sports and theatre activities, mentorship, career counseling, purified drinking water, toilets/school sanitation facilities etc., which are only some of the areas of intervention. There is a very distinct ‘school model’ in place which has evolved over the years to keep pace with the changing social and educational landscape.

For example, the Foundation has initiated a number of activities that prepare the children for an increasingly digital future e.g Robotics workshops, science fairs where the children get to conduct scientific experiments themselves, building the school websites and so on. At present, Sopra Steria is involved in the school support programme in 52 schools across 5 locations in states of Jharkhand, Maharashtra, Tamil Nadu and Uttar Pradesh.

Most of the school support programmes are undertaken directly, without the support of implementing agencies except the theatre support which is done in partnership with Kutumb Foundation in Noida, the career development center in partnership with NIIT Foundation in Chennai, and a career counseling initiative with FUEL, a pan India NGO. To promote drinking facilities in schools, aqua water towers have been set up in 8 schools across 3 locations in partnership with Planet Water Foundation. They follow a uniform community model for school development which involves setting up of computers for familiarization with technology, library installations, sports curriculum, mentorship programmes, and summer camps for an all-round child development, and also ‘Smart Classrooms’ for digital interactive learning and delivery of a superior school experience. Annually, 50-60 students from supported government schools are selected on merit basis for their college education under the Sopra Steria India Foundation Graduate Scholarship Scheme (SSIFGSS) for technical as well as non-technical courses. So far 410 students have graduated with good careers, more than half of them graduate engineers.

A unique partnership model between Tata Business Support Services (TBSS) and Sopra Steria is operational for the school support programmes in Jharkhand and Telengana, where TBSS school projects are being set up by Sopra Steria India Foundation. This is a 3 year contract, and funds for the projects are provided by TBSS, with SSIF as the implementation partner.

The CSR team does extensive impact assessment and follow-ups on the ground along with a team of 21 school teachers, on its rolls, recruited by Sopra Steria India Foundation, in many of the supported schools who become the primary source of impact updates. With a dynamic school model, Sopra Steria India Foundation has been spearheading the cause of education for children from the challenged communities, continuously expanding to more and more schools and continuously doing more and more in their existing schools.
The Tech Mahindra Foundation’s work in school education focuses upon two thematic areas: school improvement and teacher empowerment. The programmes are run in two modes — directly implemented through the Foundation and with partner organisations. The key initiatives include:

ARISE or All Round Improvement in School Education: these are long-term school improvement programmes, run in partnership with local governments, and expert partner organisations. This year, the Foundation has adopted 64 schools across India and is working with 18 partners to turn them around completely into model schools of excellence focussing on dimensions such as: academic, social, organizational and infrastructural. ARISE+ is a special programme which encompasses initiatives for children with disabilities. Shikshaantar, describes the Foundation’s teacher empowerment and system enhancement programmes. This includes its work through the In-Service Teacher Education Institute (ITEI) and a model school at East Delhi Municipal Corporation (EDMC). This year, the programme is targeting capacity enhancement of 1500 teachers, 400 school heads and 70 education functionaries across East Delhi Municipal Corporation’s primary schooling system. The five-year Cambridge English programme with Chennai Municipal Corporation aims to build capacities skills of 250 teachers, on language and pedagogy and build a sustainable and cost-effective network for English language teacher development. Likewise, teachers of balwadis in Mumbai and Pune regions, are getting trained in early childhood care and education under the programme.7

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Wells Fargo

Enriching Lives

Education is the largest agenda for CSR initiatives at Wells Fargo. At WFIS Sparsh, they follow a holistic approach to enhance and enrich the quality of education of a child, ensure that he or she completes the entire education cycle — from primary school to secondary, higher secondary and higher education (or a vocational course depending on the child’s background) and move toward a sustainable livelihood and economic prosperity.

The education programme structure at Wells Fargo, can be classified into three broad categories: school infrastructure, pedagogy, health and well-being of the child. Under infrastructure support, Wells Fargo in partnership with NGOs undertook construction of toilets at supported government schools of Hyderabad; held awareness sessions on general hygiene, appointed scavengers for the regular cleaning of the school premises and toilets. In partnership with Youth For Seva, they also distributed school kits (e.g., bag, notebook, crayons, pencils) to the supported schools and in rural areas. Infrastructure support also includes construction of classrooms, painting murals, blackboards, installing lights fans, tables, floor mats, electric motor, borewell, and kitchen shed, among others.

Pedagogic Intervention include installation of computers in schools and application of software Bodhguru which contains science lessons in animated modules making learning simple and entertaining. They have also undertaken an Accelerated Learning program (ALP), a teaching methodology devised by Nirmaan, an organization which helps bridge the gap in education by innovative teaching methodologies, such as teaching mathematics and geometry through origami. Such learnings have been successfully launched run among high school students in Kothaguda School and a couple of junior classes in Hafizpet school. Another technology-driven learning programme supported by Wells Fargo is an initiative of Meghashala where the regular text books are converted to video files, with an interactive approach through video-based learning. This program is currently undertaken at secondary schools that Wells Fargo supports in five rural schools in the Dakshina Kannada District. Wells Fargo has also supported government schools with teachers by adding and funding additional Vidya volunteers, special subject tutors for English, evening coaching classes to help children with their homework. In association with NGO partner, Nirmaan, they have initiated a Merit-Cum-Needy Scholarship program with an objective to ensure that no student in the school drops out because of financial constraints and promote confidence and competitive spirit among children.

Health and well being of the attending children are also of utmost priority for Wells Fargo. Annual eye screening camps in all supported schools are organized. WFIS Sparsh volunteers conducted several health check-up camps in the previous years and figured out that many of the children are undernourished. They have also embarked on a nutrition programme in partnership with Akshaya Patra and Youth For Seva, in supported schools by serving breakfast to supplement the daily lunch plan and help to rectify nutrient deficiencies. Currently, they have 300 beneficiaries of this nutrition program in Hafizpet and Izzatnagar schools in Hyderabad.
Wipro

Enabler of a Better Society

Wipro’s work in education covers a range of initiatives that span early childhood care and education, school education, higher education, systemic reforms, education for children with disabilities and sustainability education. The common vision that ties the pan-global initiatives together is Wipro’s firm belief that education is a key enabler of change towards a better society.

Since 2001, Wipro has contributed to systemic reforms in school education through Wipro Applying Thought in Schools. This program focuses on development and strengthening of institutional capacity by supporting a wide network of organizations working in school education reform efforts. The impact has been noticeable in India’s large education system, including on curriculum, text books, teacher education and capacity, research and school leadership. Wipro is now accelerating the expansion of the partner ecosystem by supporting new or early stage ideas from committed and competent young people.

Wipro Cares, the employee-supported trust of Wipro, runs a large program that is designed for more direct impact on disadvantaged children, including children of migrant labourers, from tribal communities, urban slums and street children. Employees not only contribute to Wipro Cares but also volunteer with education partners to identify and enrol out-of-school-children, create teaching-learning materials, support co-curricular activities, and accompany children on field trips including exposure visits to Wipro campuses.

In 2014, the work of Wipro Cares was expanded to cover children with disabilities from socio-economically underprivileged backgrounds. The program covers multiple categories of disability and focuses on early intervention and inclusive education. Education for such disadvantaged sections is linked to a whole host of other enabling factors such as availability of nutrition, community support, specially trained teachers, assistive technologies, and access to health care. Wipro’s approach tries to integrate these dimensions to the extent possible.

Through Wipro-earthian, Wipro brings together two of its key concerns: Education and Sustainability. Apart from the annual awards for schools and colleges, this program focuses on incorporating sustainability into higher education through strategic initiatives such as support for sustainability research as part of the doctoral program at IIM-Bangalore, partnering with IIM-Indore in curricular development of a course on sustainability and a strategic collaboration with Xavier University, Bhubaneswar for their newly initiated School of Sustainability.

The Wipro Academy of Software Excellence (WASE) program helps Science graduates to study for a Master’s degree in Software Engineering. Run in partnership with the Birla Institute of Technology & Science (BITS), Pilani, this unique program blends rigorous academic exposure with practical professional learning at the workplace. Wipro Software Technology Academy (WiSTA) is a similar program, offered in collaboration with Vellore Institute of Technology (VIT), for Science graduates without a mathematics background.

Mission10X started in 2007 has the goal of improving education in India’s engineering colleges. The work involves faculty capacity development, curricular improvement, and catalysing of student projects.
CSR Interventions In Vocational Training

Aricent

Empowering Youth with Employable Skills

With the vision of bridging the gap between education and employability, Aricent is devoting itself to providing high-quality Engineering education along with life skills and behavioural courses. The objective is to enhance the professional capabilities and technical foundations of Engineering students, as per industry requirements. The program also ensures equitable opportunities and support for women Engineering students.

At its nascent stage, the programme has already helped more than 29,000 young Engineering aspirants, and the program is expected to aid nearly 40,000 students in 2017. This year, the program is expanding its footprint to more than 150 Engineering colleges in tier-2 and tier-3 cities throughout India.

The recently christened ‘Arise by Aricent’ program, provides a platform for Engineering students to enhance their employability skills - relevant to the IT/ITeS industry, through rigorous intervention and training which is provided both online and on-campus. Students and participating colleges for ‘Arise by Aricent’ are carefully selected to ensure that the program reaches young marginalized students of Engineering colleges of tier-2 and tier-3 cities, with special focus on women Engineering students. For a wider geographical reach, the program runs in two modes – online and on-campus.

1. ‘Arise by Aricent’ online in partnership with IIT Madras
2. ‘Arise by Aricent’ on-Campus in partnership with NASSCOM Foundation

‘Arise by Aricent’ – Online supports the National Programme on Technology Enhanced Learning (NPTEL), an IIT initiative, under the Ministry of Human Resources Development, Govt. of India, developed for the creation of web and video-based courses in various disciplines such as Engineering, Basic Sciences, Management, and Humanities.

While a large number of students from Engineering colleges have access to the NPTEL program, many of them are from the socio-economically weaker sections of society and view the examination fee as a deterrent from certification, despite completing the course. With the contribution of funds from Aricent, NPTEL facilitates not only course development and transcription but also offers financial aid to such students to take up the examinations, with a 50% fee waiver for them. So far the program has successfully supported the creation of 34 new courses for Engineering education and the translation of nearly 54-course contents into English.
Genpact Centre for Women Leadership at Ashoka University is a reaffirmation of the company’s commitment to Diversity. With a vision to drive gender-inclusive growth that empowers and promotes women’s leadership across sectors in the country, they partnered to create and launch GCWL with Ashoka University. Through Genpact Centre for Women’s Leadership, they aim to create an ecosystem of knowledge, resources, and advocacy that will help create the next generation of women in leadership roles. 200+ women have already participated in GCWL’s research projects and leadership sessions so far.

In partnership with the Olympic Gold Quest, Genpact also supported 10 Indian women athletes getting ready for Rio Olympics. P.V. Sindhu, the first Indian women to win an Olympic silver medal was one of the 10 athletes.
In India, girls' education is often considered the lowest priority, in particular girl's higher education. According to current transition rates, a girl who enters her final year of primary education (typically Class V) still only has a 54% chance of even starting Class XI. This does not even include girls who drop out during primary school or never attend school at all. The highest percentage of girls drops out between Class X and Class XI. Only 68% of girls who enter Class X move on to Class XI (NUEPA 2015). Moreover, only 6% of Indian women (above 15 years) are college graduates. Currently, out of every 100 graduates, only 38 are women (Census 2011). Making a conscious choice to support higher education of girls, Genpact also partners with Udayan Care in cities of their locations: Kolkata, Delhi, Jaipur, Hyderabad, through a program titled, 'Udayan Shalini Fellowship Program (USFP) which supports higher education of 400+ meritorious underprivileged girls.

The Udayan Shalini Fellowship Programme was initiated in 2002 in Delhi with 72 girls and currently includes 400+ girls. The programme objectives are to support and drive girls to fulfill their dreams and realize their massive potential within to outshine the world. This is done by providing the girls with an opportunity to advanced education, personality development programs, vocational training and technical courses at various levels. As a part of the Udayan Shalini Fellowship Program Genpact sponsors college education of girls in the higher grades of government schools for families whose income is below Rs. 90,000/- per annum. Genpact also believes in having regular follow ups with the adopted girls for their counselling and personal development. 'Shalini Girls’, are also brought to the Genpact campus/offices every month for personality development sessions and mentoring workshops with senior women employees.

Genpact along with Udayan care aims to link the beneficiaries of the 'Shalini Girls' program with a skilling program at Genpact called Reach Higher, that focusses on improving employment opportunities for underprivileged youth by honing their employability skills.

Genpact is also committed to creating sustainable social impact in the community and so Genpact Social Impact Fellowship (GSIF) is a unique one year fellowship program for a select few people who are willing to prove their capability in the social sector. GSIF was launched with a bang in 2016, when couple of Genpact employees and others (called fellows) committed themselves to the cause. This fellowship allows Genpact to use its core expertise of process excellence and partner with non-profits to help them work around:

1. Blue prints on scalability of existing operating model,
2. Identify and work upon key output levers of existing programs to drive larger outcomes.
3. Re-engineer existing processes to make them more robust, impactful thereby help the framework deliver, expected / exponential efficiencies.
SAP

Innovative, Inclusive and Impactful

SAP’s corporate social responsibility (CSR) programs have two main focus areas: building the capacity of innovative social enterprises that put young people on the path to successful careers, and building a skilled workforce for the IT sector with skills, training or workforce development program. A strong employee volunteering engagement has been integrated into the programmes across Digital Literacy & STEM Education and Mentorship & Capacity build of Social enterprises (Startups). SAP India employees are from STEM backgrounds - the education program is thus strongly focused towards STEM Digital Literacy to make youth more employable.

SAP experts & leadership bring in strong domain expertise and business acumen, which is being leveraged for mentorship under the accelerators for social enterprises (startups).

Volunteers participate in creating the curriculum and focus on digital literacy and vocational skills across training centers of the National Digital Literacy Mission. The aim is to create structured and holistic program with focus on creating IT skilled, employable youth and leverage the technical skills of the employees.

Under entrepreneurship development, SAP leverages partnerships with incubators at educational institutions such as IIMA (e.g. CIIE) and IITB (E.g. SINE) for running accelerators and to mentor and propel social enterprises in particular and foster social entrepreneurship ecosystem in general. SAP has established the Faculty Fellow Endowed Chair at IIM Ahmedabad on “Social Innovation & Entrepreneurship”, a thought leadership initiative, to promote research and create knowledge for the ecosystem. SAP also partners with ISB as well as D-Labs, an TBI (Technology Business Incubator) at ISB.

SAP India also collaborates with other companies to maximise the impact of both CSR interventions. This allows both companies to spend exclusively on their focus areas and stick to their region of expertise while letting the beneficiaries to reap the advantages of both program. SAP India focusing on digital literacy partnered with L&T Public Charitable Trust (a non-profit arm of Larsen & Toubro) who focus on infrastructure of the centre.
CSR Interventions in Digital Learning Tools

L&T Infotech

Enabling Through Technology

The thrust of L&T InfoTech has always been on enabling children through technological aid. L&T Infotech’s CSR aligns to the company’s core work, which is technology enablement.

In 2016, it launched the first of its kind Digital classroom, set up in partnership with eVidyaloka for five Government higher primary schools. These schools are based in villages of Dharwad & Koppal districts, Karnataka. Digital Classrooms in Government schools enhanced teaching and learning by using technology as the prime teaching tool. L&T Infotech’s objective in setting up digital classroom though eVidyaloka partnership was to provide online classes through volunteer teachers, both from L&T Infotech and eVidyaloka. Children, studying in these five schools, have so far been benefited from this project.

The organization’s projects focus is computer based skills training. Last year, L&T infotech spent around INR 4 Crores on education and IT education projects in the financial year 2015-16. Spread across 45 locations, the company trained computer skills to 1144 youth through 18 training centers dedicated to youth employability. 27 computer centers were set up in schools teaching IT curriculum to 3,401 children. English, Mathematics and Science were taught in an additional 11 schools-cum-study centres engaging 17,098 children. L&T Infotech has also created a digital classroom near Agra for college youth, to help graduate students in career planning, and preparing for job interviews. Every week L&T infotech Volunteers conduct sessions covering career guidance, further learning, jobs markets, soft skills and personality development.

L&T Infotech believes in a unique philosophy called individual social responsibility and promotes the cause of inclusive society. L&T Infotech volunteers teach for two hours each week, in schools around Bangalore, during weekdays. They also act as mentors to the students. Before volunteering they are carefully trained on the course curriculum and give a primer on teaching methodology.

L&T Infotech CSR team partners with local NGOs and collaborate with the local government. The NGO partners carry out feasibility studies to design and plan interventions that are most relevant to each location. Expansion and scale-up is taken up based on the need of the area.
Mphasis

Advancing Education with Technology as the Driving Force

Mphasis, as an organization has always prioritized maximizing social impact leveraging expertise and resources. A commendable portion of CSR initiatives are centred around the cause of supporting innovative technology based programmes in education. These programmes extensively leverage the expertise of the company in technology and create a lot of opportunities for employee volunteering. As much as 45-50% of the CSR funds are allocated to education based CSR projects.

One of the flagship programmes in education is ‘Arivu-Disha’, which is being implemented in partnership with the Bangalore based NGO headstreams. It is a two pronged programme with Arivu and Disha as the two significant arms. The programme reaches out to students from lower socio-economic backgrounds. The ‘Arivu’ portion of the programme targets to improve English learning outcomes and provide digital literacy of middle-school students in government schools while the ‘Disha’ portion of the programme targets to provide academic and career guidance to high schools students who could then make informed decisions related to their academic and career choices. The overall vision of the programme is to create a world where children have opportunities to realize their potential to live a positive, confident, purposeful and socially enriching life.

The key features of the programme includes creating playful learning environment in schools, developing crucial competencies and life skills of students; improving their English listening, speaking, reading and comprehension skills and providing digital literacy by leveraging on tablet based learning modules. This innovative approach is an attempt to spark curiosity among students, explore their creativity and encourage maximum participation, with the help of passionate and trained facilitators.

‘Arivu’ is currently in its second year of implementation, running across 30 government schools in 3 districts (Bengaluru, Hosakote and Kolar) of Karnataka benefiting more than 2500 students of classes VI and VII. The primary objective of Arivu is to improve English learning outcomes of students by integrating play and technology in learning and also develop requisite life skills. The programme is implemented by a field team of more than 30 young professionals who visit these schools thrice a week to facilitate the sessions. The sessions have both digital and non-digital, activity based portions. The tablet based digital lessons are delivered with customized applications and games which are designed in collaboration with Ludowise, a gaming company. As a plan to empower school teachers who could then adapt the play based learning
approach in their classrooms, headstreams encourages and supports schools to identify teachers who could get trained and participate in this programme.

As a part of Arivu, headstreams also conducts weekly play and learning events called Tackle Caravans in schools, yearly Let’s Play events and Summer Camps for students of different age groups who do not otherwise get opportunity to learn and play in safe spaces.

‘Disha’ is running in 4 government schools, benefitting more than 1500 children of classes IX and X in Hosakote and Kolar. Disha intends to build certain life skill competencies among its beneficiaries, introduce them to a range of academic and career opportunities that they could choose after finishing their school. One of the signature events as part of Disha is the ‘Tackle Fest’, an annual academic and career exposure fair organized for the beneficiaries.

The programme is monitored on a regular basis with field visits and progress reviews. Employees of Mphasis volunteer actively with regular school visits, doing assessments of students, mentoring and supporting them and also participating in various events conducted under the programme.

Since its inception, Arivu-Disha has deeply invested in initiatives that seek to enhance the quality of life of students who go to government schools – through well designed, play based English learning and life skills programme. Going forward, the programme hopes to create a model approach or framework in the education space, which can be transitioned in all the schools. Fusing play in learning, the programme believes to maximize students’ learning outcomes and well-being.
Compendium of Education Focussed NGOs

Service Providers of Education

Presented in this section, are a host of education focussed projects taken up by Not For Profit Organizations in the sector with end-to-end approach. These organizations have succeeded in generating disruptive changes with significant and tangible outcomes. Most of these organizations employ innovation and technology to address the lacuna in education, and are winners of the NASSCOM Social Innovation Forum, a platform for unique and innovative that address social problems. Most organizations, also have historical association with some of the best names in the IT companies as change partners. The section intends to contribute to information sharing across the corporate readership.
In School Infrastructure

Not for profits have undertaken a host of targeted interventions in need areas under infrastructural development and maintenance of educational institutions. Interventions range from building and upkeep of toilet infrastructure and upkeep, building accessible structures for inclusion of persons with disabilities, to contributing to the advancement of classrooms, laboratories and library structures. The idea behind building accessible and advanced infrastructure is to create an inclusive learning environment even in remote areas.
Agastya International Foundation

Agastya International Foundation intends to tap the valuable resource of bright but underprivileged children in the age group 6-18 and teachers in rural India, they provide an environment in which they can create, test and seek solutions.

The Agastya Model of teaching and learning has objectives of fostering creativity, teamwork and leadership skills in children, propagating teacher education, leveraging cost-effective technologies to disseminate innovative, high-impact learning tools and methods and supporting sustainable development through rural communities and ecological regeneration.

As of date, the Agastya Model has positively impacted over 6 million children and 2,00,000 teachers in 16 states in India, and is poised to expand to more states. The model is scalable and replicable anywhere in the world.

American India Foundation

The American India Foundation is committed to disrupting poverty, catalysing social and economic change in India, through high-impact interventions in education, livelihoods, public health, and leadership development.

Under its projects in education, one is Learning and Migration Program (LAMP) which educates and nurtures children in areas of high seasonal migration. LAMP provides these children access to continuous, quality, and age-appropriate education. The program provides resources to attend local schools, stable home and educational environments, as well as safe and structured care in seasonal residential hostels during migration season.

The Digital Equalizer project equips each school with a computer center, providing an educational laboratory to enhance student learning that reaches
approximately 400 students per site. Targeting secondary students in grades 6-10, the program primarily trains educators in basic computer literacy, internet research and pedagogical methodologies that together bring creativity, diversity, and real-life examples into school curriculum through the use of technology.

Till now, bridge schools under LAMP have been set up in 9 states impacting 352,599 children. The Digital Equalizer programme has been established in 4,162 schools across 14 states of India till now impact almost a million school children 70,000+ teachers.

APD : The Association for People with Disability

(APD) is a non-profit organization based out of Bangalore with an aim to create an inclusive society, where people with disabilities are accepted into the mainstream economy and social life.

Among their projects, Shradhanjali Integrated School, is a recognized primary school up to Class VII under the SSLC Board, with a capacity to educate up to 200 children. The school maintains an 80:20 ratio of children with disabilities and the non-disabled to promote inclusion. Classrooms are equipped with audio-visual devices through which the standard course curriculum is taught. Teachers are trained to use this equipment and the children show more enthusiasm and grasp lessons better through this new technology. Methodology includes: preparing, planning and executing a learning schedule/methodology for each child depending on their ability, adaptive techniques and alternate methods of teaching children with special needs. If required, children are provided appropriate mobility aids, undergo physiotherapy and mobility aids training regularly during school hours, professional counsellors help children develop self-esteem and capacity building for parents on disability management and sign language communication skills to facilitate communication with speech & hearing impaired children, sensitization and training of mainstream school teachers so that they are sufficiently equipped and motivated to teach disabled children.
Door Step School

Door Step School was established in Mumbai, India in 1989 with the aim of addressing the issue of illiteracy amongst the marginalized sections of society. The school provides education and support to the often-forgotten children of pavement and slum dwellers, construction site families and many other underprivileged families.

The organisation came into being whilst working with the Social Service Centre, to address the issue of school drop outs. It was noted that many a time the cause for dropping out was circumstantial and could not be addressed and just be re-enrolment was carried out. They have therefore developed a novel model and different programs for bringing education to the door-step of these children’s homes.

One of their most well-known programs is ‘Project Foundation’ which aims to create a number of different learning centre models. The first is an Educational Activity Centre (EAC), an educational centre set up at construction sites for children of migrant workers, aged 3-6. This is to deliver much needed early education to children who wouldn’t necessarily have access to it, along with providing parents a safe and secure place to leave their children whilst they are working. The second model is Community Learning Centres which provides after school learning to school going children. These centres provides facilities such as libraries and computer classes to children.

Another one of their flagship programs is ‘Every Child Counts’. This program is aimed at identifying and enrolling of all marginalized children in Pune, through wide scale community mobilization. Till date over 4,000 children have been enrolled in schools around Pune, while over 1,200 being reached annually be Project Foundation.

Headquarters Pune
Geographies Mumbai and Pune
Website URL http://www.doorschool.org/
Established in 2007, Educate Girls, is an NGO that works to holistically tackle the root cause of gender inequality in India’s education system. Their approach is three pronged—increasing enrolment, retention and improving learning outcomes of girl children in rural Rajasthan.

As a first step, the organisation identifies and enrols out of school girls. They do this by using government data and active door to door surveys. They also hold village meetings, to increase awareness on the importance of educating girls and work with the community to build enrolment plans. The second major activity undertaken is to ensure the retention of the students in government schools. Educate Girls does this by assigning ‘Team Balikas’ unpaid volunteers between the ages of 16-25 who act as a liaison to the community. There is one team Balika assigned per village who is responsible for the enrolment and retention of girl students in that village. The third dimension of their work include improving the learning outcomes of students, by training school teachers in creative learning and teaching, providing interactive learning material and closely monitoring student progress.

Educate Girls has grown from a 500-school pilot project in the Pali district of Rajasthan to now serving thousands of schools, reaching millions of children in some of India’s most remote areas.

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**Geographies**

7 districts in Rajasthan, namely Pali, Jalore, Sirohi, Ajmer, Rajsamand, Bundi and Bhilwara.

**Headquarters**

Mumbai, Maharashtra

**Website URL**

Website URL- http://educategirls.in/Home.aspx
FINISH Society

FINISH society has been promoting good WASH practices to school children who are change agents of future. Keeping their objectives of promoting "Total Sanitation" and following an integrated approach, their programs focus on building safe sanitation systems and simultaneously also creating awareness for the good hygiene practices. For promoting safe sanitation in schools, FINISH is constructing toilet blocks for schools under ‘Swachh Bharat Swachh Vidyalaya’ campaign in Barmer & Jalore district of Rajasthan. The financial support is provided by Cairn India and construction & supervision is being done by them. The project is being implemented in 82 selected schools in consultation with district administration. Each toilet will have running water facility with separate wash area and will be attached to Bio-digester. Apart from that, hygiene related awareness amongst children and women are encouraged.

Shikhar

It is a developmental organization run by a group of professionals facilitating community development initiatives since it came into existence with a strategy to empower the vulnerable sections of the society by building their capacities through education, vocational training and skill-based development with an objective of enhancing computer training opportunity to students from underprivileged and poor unemployed girls.

SOSD started Project Ishita in 2005 with the support of SAP Labs India ltd. providing elementary knowledge of MS office and internet, helps the trainees to develop their skills in commanding computer to enrich their future plans. Till date more than 4000 girls have been successfully trained under this project.

Through these courses, Shikhar aims at enhancing the computer abilities and personality development and hence opportunities for the poor and underprivileged girls.
Smile Foundation's educational initiatives include Pre-school [3-6 yrs], Non Formal Education [6-14 years non-school going], Remedial Education [6-14 yrs school going] and Bridge Course [14-18 years drop-outs]. It works for education for needy children who are under difficult circumstances, such as child labour, children of poorest of the parents, children inflicted and affected with HIV/AIDS, street and runaway children, children with rare disabilities, disaster struck children and slum children. Special emphasis is given on girl education and women education, so that they and their families get empowered.

Since its inception in 2002, more than 200,000 children have directly benefitted from the Mission Education programme. Last year, 21,346 children were directly provided education, infrastructure support to 34 education centres, benefitting 6,890 children, over 8,000 children from 46 locations across India received nutrition support and 6,879 school drop-outs resumed education through bridge-course.
Pedagogic Intervention

A commendable amount of work has been done to supplement the missing gaps in the country’s school curriculum. Innovative and intuitive learning models for swifter cognitive development have been developed by organizations, that have easy adaptability in schools. Inclusive practices like learning models for children with mental disabilities, girl children focussed schools. Innovation STEM models, virtual labs, teacher training models, remedial learnings, mentorship and career counselling, and relatable assessment designs, are the critical areas, in which work has been done under pedagogic development.

CfBT Education Services

CfBT Education Services is a not for profit located in Hyderabad affiliated to the CfBT Education Trust UK. The organisation works at building and enhancing the quality of education by providing a range of services from thought leadership in schools to parent and student orientation programmes.

In India, the organisations work includes two components. The first is improving English Language Proficiency amongst students in government schools in Jahrkhand, and students from low cost private schools in Hydrebad.

In Jahrkhand the English enhancement program is funded by the Tata Trust, for tribal children across 167 government schools. For this program teachers are provided bilingual training material in line with a prescribed curriculum so as to ensure better learning outcomes for the children.

Whilst in Hydrebad CfBT is funded by HSBC, to enhance the English proficiency of students in 15 select low cost private schools. Through this program CfBT provides a structured skill building programme for the early grades using the story board approach. For the middle and high school training and mentoring support is provided to the teachers on delivering the State curriculum.
The second major program targeted at improving education service delivery, is the ‘Whole School Improvement’ program, funded by Tech Mahindra Foundation. The program, supports the school in all academic and co-curricular aspects, such as teacher training and mentoring by providing teaching learning materials, library books, sports equipment. And by strengthening the School Management Committee, enabling them to track vital school parameters such as infrastructure, attendance, learning outcomes etc through a mobile based school score card.

Till date CFBT India has impacted over 20,000 students and numerable teachers across Andhra Pradesh.

**CLT India**

CLT is one of India’s leading not for profits working to improve STEM education in the country. Their main offering e-Patashale, targets the two main stakeholder groups, students and teachers.

For students CLT has designed low cost digital STEM content for school curriculum to enhance the classroom environment and improve learning outcomes. Currently, this education content is designed for Science, Math and English for Grades V to X and is used for teacher mediation through media like televisions, projectors, tablets and even phones. The content is currently available in English, Hindi and Kannada, and is aligned to the NCERT curriculum, which closely matches all state board curricula.

For teachers the organisation provides training for technology mediation to access relevant pedagogy for Science and Maths. The training content provided, is aimed at supporting them by seamlessly integrating with their black board teaching. The material is aligned with the curricular and is in audio visual format there by increasing levels of understanding and interest. The program has been rolled out across 24 districts in rural Karnataka and has impacted over 3 Lakh students till date.

**Headquarters**
Hyderabad, Telangana

**Geographies**
Andhra Pradesh, Hyderabad and Jharkhand

**Website URL**
www.cfbtes.com
Dream a Dream

Dream a Dream is a registered, charitable trust empowering children and young people from vulnerable backgrounds to overcome adversity using a creative life skills approach. They have been working with young people from vulnerable backgrounds since 1999. Their different programmes are

- The After School Life Skills Programme (ASLSP) uses the medium of Sports and Arts to engage and develop critical life skills.
- The Career Connect Programme: which equips 14-19 year olds with information, skills and access to opportunities to make a healthy transition to adulthood.
- The Teacher Development Programme: which engages adults to deepen impact on and unlock potential of young people.

In a very short time, the organization has accomplished 25,000 pro bono hours by over 3,000 volunteers, excellent life skill workshops and experiential learning,
Educational Initiatives

Established in 2001, Educational Initiatives believes in making a difference in education through personalised learning and ensuring that students learn with understanding.

Educational Initiatives (EI), carries out custom ‘Student Assessments’, ‘Teacher Needs Assessment’ and ‘Impact Evaluation’ studies to deliver analytics that drives large scale transformation in education. EI also runs ‘Mindspark centres’ for lower and middle income class students.

Mindspark is a technology based solution in Language (Hindi, Gujarati and English) and Mathematics which helps students bridge achievement gaps. This learning model uses personalised instruction for every child through regular assessments, NCF compliant curriculum, instant feedback, remedial plans and emotional support. Recent evaluation study shows that children are able to cover about 2 years of syllabus in 1 year with 80% usage.

Headquarters: Ahmedabad, Gujarat.
Geographies: Pan India
Website URL: http://www.ei-india.com/

eVidyaloka Trust

eVidyaloka is a not for profit organization focusing on transforming the education landscape in the rural and remote regions of the India. They strive to introduce the concept of a digital classrooms to remote locations and encourage the involvement of the local communities to own them. They also work at inspiring and empowering their volunteers to contribute back, from wherever they are, and by providing standardized lesson plans and teaching aids for a consistent learning experience to the children.

The organisations primary activity is setting up digital classrooms in Government Schools and connecting high quality teachers from across the world to hold live interactive online classes. The classes mainly cater to students from 6th, 7th and 8th grade covering subjects Maths, Science, English and Digital Literacy.

Teachers can be any interested individuals looking to volunteer their time and are
who are passionate about education. They must fulfill the basic criteria of being able to Read/write one of the native languages of India. The interested people sign up with eVidyaloka and taken through a screening and on boarding process, before they are allocated with appropriate volunteering role. The typical volunteering role includes – Teaching, Content Development, Class Administration, IT Development, Back end management etc.

Till date the organisation has been able to impact 533 teachers and over 4,000 students with over 9,000 online classes conducted.

Headquarters
Bangalore, Karnataka

Geographies
For students, 25 Centres in 20 Villages across 3 States Jharkhand, Tamil Nadu, Andhra Pradesh. Teachers spread across 76 Cities in 13 Countries

Website URL
http://www.evidyaloka.org/

India Literacy Projects

India Literacy Project (ILP) founded in the 1990 has a mission to catalyse a 100% literacy in India. LP’s main role is to enable and support the implementing partner (NGO) in its processes of strengthening the community, to identify and address the gaps in the delivery of education services, and to bring about systemic changes through advocacy. To this end ILP runs a host of programs aimed at increasing literacy for both children and adults.

The main point of intervention is at the level of primary and secondary education.

To this end ILP has developed a Knowledge Hub, a digital repository of processes, tools and resources to facilitate the efficient execution of education projects across
India. It helps users to also connect with other resource experts in an effort for good project implementation.

In regards to direct school level interventions, ILP has initiated the Multi-Dimensional Learning Space (MDLS) program. MDLS is a during school and afterschool program that improves learning competencies, and equips students with academic and life skills. MDLS also provides students exposure to a wide variety of areas beyond the school curriculum. MDLS is enabled by an online digital platform that provides both students and teachers access to an experiential classroom.

ILP also runs the Counselling, Scholarship and Mentoring (CSM) program that encourages students to continue their education in high school and beyond.

The organisation has impacted over 65,000 children directly and indirectly impacted Lakhs more beneficiaries such as rural communities, parents and teachers.

**Headstreams**

Headstreams is a non-profit in Bangalore, working for over 7 years to bring positive change using ‘play’ to promote social, psychological and emotional well-being. Their various programs cater mainly to youth and children in their formative years.

The organisations flagship program is the Arivu-Disha program. The program has two main components, Arivu and Disha. The Arivu component focuses on enabling skills of English Reading and Comprehension and Digital Literacy through engaging and creative content. Concepts and material are delivered in the form of comics or dial in missed call services where children can listen to songs or stories taught in class. As part of this program Headstreams has developed a tablet application with gamified bilingual English learning content. The program is being conducted for students from 6th and 7th standard in 30 Government Schools in and around Bangalore.
The second component, is the ‘Disha’. Disha aims at improving learning outcomes and career prospects for students of 9th and 10th standard. The features of this programme leverages self-learning, experiential learning and peer learning. The purpose of the programme is to provide tools for the students for making informed decisions in career choices and life decisions. The entire Airvu-Disha program is run in partnership with Mphasis F1 Foundation.

The organisation also runs an initiative to promote creative learning amongst underprivileged youth, called Tackle. As part of the Tackle Initiative Headstream runs Tackle Caravan a travelling classroom of sorts, Travel Summer Camp and Tackle Fest which promotes underprivileged students to further undergraduate studies.

Through the Airvu Disha program the organisation has impacted over 3,500 students across Government schools in Bangalore.

Humana People to People India (HHPI) is a not for profit working to improve the access too and quality of education to underprivileged youth across the globe.

To this end HPPI runs two flagship programmes. The first is aimed at providing training to primary school teachers where they are taught methods to enhance the leaning process of students through adopting a child centric approach. As part of the programme HPPI uses an interactive training pedagogy and course curriculum which
they have developed in partnership with along with the private sector and government. that assists and tracks teacher progress over the course of the training.

The second programme is aimed at providing remedial primary education to children. The program aims at bridging the learning deficit in children who are out of school and helping them enter school with a better chance of continuing their learning effectively. Started in 2006, these programmes are now implemented in 6 locations, providing strong learning foundations to over 3,000 children from socially and economically marginalized families free of cost.

Till date both programs have impacted over 4,000 teachers and over 13,000 children.

i-Sakasham is a Delhi based Not for Profit with a vision to provide quality elementary education to 5 million poor children, skill 50,000 youths to be community tutors, and create 5 lakh skilled youth in various vocational trades by 2025.

Its main activities include training local youth to become tutors cum entrepreneurs called ‘Saksham Mitras’. i-Sakasham identifies motivated youth, trains them in details of pedagogy, digital tools and English and guides them to deliver quality learning to children in their village. They also charge a small fee for their services (Rs 50-100) so that they earn a sustained form of livelihood from this.

i-Sakasham also uses works to improve the learning process and outcomes for rural children. As a first step, all children introduced into the i-Sakasham learning program child goes through a baseline tests through which the learning status of the child is arrived at and the child is assigned to a grade/group. Through a mix of tablet based and paper based tests, individual's learning improvement is evaluated. Feedback is given to the tutor about the learning gaps and corresponding action plan. Further, subject matter experts are invited to hold workshops to bring best of learning methodologies to children through the community tutors.
At present is working in 3 districts in Bihar and has reached over 3,000 children and trained 100 Saksham Mitras. Over time, they plan to expand i-Saksham is a Delhi based Not for Profit with a vision to provide quality elementary education to 5 million poor children, skill 50,000 youths to be community tutors, and create 5 lakh skilled youth in various vocational trades by 2025.

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- Headquarters: New Delhi
- Geographies: Bihar
- Website URL: i-saksham.org
Mentor Together

Mentor Together is a Trust that aims to match urban poor children, enrolled in formal education programs, to professionals, who will serve as their mentors, based on shared academic, career and personal interests.

Founded in November, 2009 Mentor Together is India’s first and largest youth mentoring organisation empowering one-to-one mentoring relationships that help young people from disadvantaged backgrounds break the inequality of opportunity.

MT runs in-person mentorship programs across 5 major cities in collaboration with over 15 corporates and 20 NGO partners, helping young adults develop life-skills / work related soft skills. It has also launched it distance mentoring program called MentorToGo, allowing mentees to engage with mentors using smartphone app.

NAZ India

Through Project GOAL, NAZ India aims for girls empowerment programme using Netball and life skills education, transforming lives of adolescent girls throughout India.

Goal uses the sport of netball and life skills education to transform the lives of adolescent underprivileged girls in India, on and off the court. The curriculum focusses on educating the young women on topics including health, rights, communication, financial literacy & teamwork.

Goal’s approach greatly reduces dropout rate seen in programs of other traditional NGO’s that educate about these topics in a classroom style. The Goal programme is being implemented in Delhi, Mumbai and Chennai and since inception the program has reached out to 16,543 girls.
Pratham Books

Pratham Books is an Indian not for profit publisher of children’s books. Their vision is to provide low cost storybooks in multiple Indian languages to the underprivileged youth of the country.

Pratham creates a range of stories created to excite children with different likes and tastes, the books are illustrated by some of the most enthusiastic and talented illustrators. Their aim is to have something good for every child, in every part of the country, and in the process spread the joy of reading far and wide. Pratham Books has published 330 original titles in 18 languages, distributed over 15 million books and 13 million story cards (mini storybooks), which have been read over 50 million times. Their books include early readers, fiction, non-fiction, and storybooks on science, history, mathematics and nature, and have won several awards.

In an effort to further their vision they have developed two digital platforms. The first is Donate-a-Book- a simple crowd-funding platform. The platform allows any relevant organisation or stakeholder group to put in a request for books, and using the power of crowd funding and social media they are able to raise funds to purchase them. Launched in 2015, Donate-a-Book has raised funds to distribute over 68,000 books through 192 campaigns benefitting over 100,000 children.

The second platform, StoryWeaver, funded by Google, is an online repository of multilingual stories. Users can read, download and print all the stories on StoryWeaver, and they can also use the tools embedded on the platform to repurpose the content into more languages and versions. The goal is to bring together content users and content creators and create a participatory culture that will catalyse the creation of more content. Starting with 800 stories in 24 languages, StoryWeaver has, in one year, grown to over 2000 stories in 52 languages, and is used in 180 countries across the world.
Room To Read

Room to Read seeks to transform the lives of millions of children in developing countries by focusing on literacy and gender equality in education. Working in collaboration with local communities, partner organizations and governments, we develop literacy skills and a habit of reading among primary school children, and support girls to complete secondary school with the relevant life skills to succeed in school and beyond.

Their students can read more than three times as many words by the end of grade 2 than peers in non-Room to Read program government schools. Impressed with this achievement, the state governments of Uttarakhand and Chhattisgarh have invited them to implement their early grade program at scale in their states for five academic years. Began with a pilot partnership in 360 schools across the two states in 2015 and began scaling the model across 1,000 schools in the two states in 2016. Part of THEIR work will enable these governments to implement literacy interventions statewide, benefiting close to 4 million children in the long run.

Saajha

Saajha aims to build a national level peer engagement platform of 100,000 School Management Committees (SMCs) across the country. This national level network would span 8 states and 200 districts, and would benefit more than 150 million children studying in public primary schools in the country. Saajha believes that by empowering the SMC’s and bringing about collaboration between relevant stakeholders, the learning outcomes and educational experience of children can be vastly improved upon.

To this end Saajha runs a number of different activities targeted an engaging and energising SMC’s. The organisation runs training and workshops towards enhancing paternal and community engagement working with SMC’s to build their leadership capabilities. They also encourage SMC’s from different zones to come together and share their learnings.
Together with Mindtree, Saajha has developed a mobile based application which enables SMC members to capture school level data and transmit it to relevant Government Bodies that can use it as an aggregation and decision making tool. An app such as this, allows for communication and engagement of all relevant stakeholders, enabling quick decision making and therefore impacting long term change within the system.

Currently Saajha is working with the Delhi Government to build the capabilities of SMC’s in 1207 schools around Delhi. The organisation has noted a drastic improvement in the capabilities of all these SMC’s.

Save the Children

Save the Children is a Mumbai based NGO that strives to enhance the quality and impact of primary education of children from marginalized communities. It does this through three flagship programs.

The not for profit has set up study centres across Pune and Thane where they deliver remedial learning to academically weak students, to select children who have been identified through a diagnostics test, from the classes of 2nd to 7th grade and bring them up to par of mainstream schools. The remedial program focuses on Mathematics and Language learning and uses the Multi Grade Multi Level pedagogy. The program has been able to reach over 6,800 students so far.

The Balwadi project is another popular program run by the organisation. The Goal of the Balwadi project is to facilitate pre-primary education to the less privileged children living in slums of Mumbai and on completion, place them in mainstream schooling. Through the program 4,000 plus less privileged students from around Mumbai have been placed in mainstream schools, with the program yielding a 98% success rate.
Finally Save the Children has also set up ‘Special Care Centres,’ which provide holistic education to children with hearing impairment and mental disabilities from less privileged backgrounds. The centre helps the pre-primary children develop strong speech and language skills whilst older students are trained in vocational trades.

Sol’s ARC

Sol’s Arc is a unique organisation that does innovative educational research to build inclusive pedagogy in both mainstream and special schools to ensure that every child can learn. Their approach is based on special education principles to ensure that pedagogy is inclusive and can address diverse educational needs across the classroom regardless of why the learning gap exists.

After years of research the organisation has developed Quality Education for Special Needs Training (QUEST). QUEST is first program in the country offering solutions to address a number of these issues and create standardization and accountability to ensure that children with disabilities receive the same opportunities as any other child does. As part of the program the organisation has adapted the national curriculum guidelines and developed a pedagogy, which not only consists of goals and objectives but also usable materials like books, worksheets, and teaching aids. QUEST also uses technology as a crucial component in teaching and uses presentations and videos to make learning more fun and achievable. Teacher training, evaluations and reporting are an important component that ensures that the program as well as the child’s progress is being continuously monitored.

As part of the QUEST program the organisation also offers Occupational Therapy to persons with special needs, focusing on developing their physical, social, emotional
and cognitive abilities so that they can run independent lives.

Another program run by the organisation is Pathways, that provides vocational training to youth with cognitive development and psychological needs. The initiative aims to work with industry experts to developed standardized course ware and training material in the IT, Food and Hospitality, Education, Production (Factory Assembly) sectors.

Still in their early stages the organisation has impacted over 5000 students through their QUEST program.

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**Headquarters**  
Mumbai, Maharashtra

**Geographies**  
Bhilwara Rajasthan and Mumbai

**Website URL**  
http://solsarc.org/  

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**Vidya and Child**

Vidya & Child works to bridge the gap for those children who have little or no access to education. It started in 1998 with the objective of providing a creative learning environment for underprivileged children. It caters to children from Nursery to Class XII & beyond. Most of the children are first generation learners and have parents who work as domestic servants, rickshaw pullers, industrial workers, plumbers & street vendors.

Key Features of its teacher training programme are its internally developed level-based curriculum, In-house Teachers Manuals, Worksheets and Assessment Sheets for all classes and subjects, Monthly Chapter-wise teachers’ trainings to ensure effective delivery.

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**Headquarters**  
Noida, Uttar Pradesh

**Geographies**  
Delhi NCR.

**Website URL**  
http://www.vidyaandchild.org/
Governance in Education Institutions

While the range of work in school governance building and maintenance is limited as compared to initiatives in infrastructure and pedagogic models, organizations have also displayed efforts in influencing the curriculum of schools, sponsoring need-based scholarships and engaging and educating parents along with the child. It is encouraging to see concerted efforts in targeting framework and dissemination of education.

Aseema Charitable Trust is a Mumbai based non-governmental organization with a mission to equip children from marginalized communities with high quality, value-based education enabling development of their limitless potential.

Parent and community engagement is an important aspect of Aseema’s management of the schools. As the students at Aseema schools are from the urban marginalized community, understanding the daily challenges students and their families face, provides teachers and the social workers with the necessary insight to condition their response to the students in class and help them cope appropriately with the requirements of education. Aseema’s multi-fold engagement with parents has helped them to be very participative in the School Management Committees (SMCs). Parent representatives in the SMC address common grievances like poor quality of midday meals, lack of sufficient school articles, etc and take these up with the Head of the
FFE's mission is to help exceptionally talented but poor students in India become doctors, engineers, and computer scientists. FFE awards scholarships to recent high school students who have overcome the adversity of their family’s circumstances to be among the top rankers in national/state level common entrance tests.

The Scholarship Program provides financial and other assistance to students for their higher education in India. Assistance is available to any qualified student, irrespective of the applicant’s caste, community, gender or religion. To qualify for a scholarship, an applicant must be studying in a course approved by the Foundation and meet specified eligibility criteria.
Started in 1988, Katha works tirelessly towards building an innovative integrated educational system to develop a social, artistic and culturally rich awareness in children who live in urban slums and streets or in our tribal villages. They also work at connecting grassroots work in education and urban resurgence. The main medium to which they do this is reading and storytelling.

Katha is one of the best known publishers of children's stories. They have published 200 beautifully illustrated children's stories in Hindi and English and 106 adult titles. CBSE and NCERT have together recommended 124 of their children's titles and Katha's children's books have thrice been nominated for the Astrid Lindgren Memorial Award, one of the most coveted awards in children’s literature.

Katha also runs - Katha Lab School, an incubator for its innovative approach to teaching and learning. Their unique education methodology involves active story based learning, theme based curriculum and integrated subject teaching. This methodology has been rolled out as part of a school transformation program, across 400 MCD schools along with the Delhi Government. Katha Lab School, provides integrated learning to children in poverty, from crèche to grade 12.

The organisation is also involved in teacher training. The training also enables teachers to develop learning materials that link classroom concepts to their student's lives to ensure that learning is relevant and holistic. To make Katha’s teaching material and activity modules easily available, Katha launched www.padhopyarse.net, the first ever Hindi language teacher resource website. Children are also benefitted from the website as e-story books are available to them.

Over the last 22 years, through its various programmes Katha has reached 5,000 teachers and 80,00,000 of children both directly and indirectly, with the potential to reach millions more.

Katha

New Delhi, India

NCR Region, Uttar Pradesh, Bihar, Jharkhand, Haryana.

http://www.katha.org/
Parikrama Humanity Foundation

Parikrama is committed not only to changing the lives of the children, but also to influencing the broader landscape of education in the country – how we teach our children and how we think about and approach education. Since they began in 2004, they have managed to create sensitive schools where application of life skills has made learning more tangible, viable and engaging.

Through the Education Transformation Centre (ETC), launched in July 2014, Parikrama creates and offers teacher training modules to teachers, other NGO workers, school administrators and social entrepreneurs, fostering excellence in the teaching and learning process. The ETC is committed to impact in key areas such as teacher sensitivity, English skill, more effective teaching and leadership, increased student achievement, teacher-student interaction, teaching-learning methodology, teachers’ reflection and feedback sessions.

Headquarters: Bangalore, Karnataka
Geographies: NCR Region, Uttar Pradesh, Bihar, Jharkhand, Haryana.
Website URL: http://parikrmahumanityfoundation.org/
Leveraging Technology For Good: Where Does The Industry Stand?
ICT has emerged as a big enabler of change in the past two decades impacting individuals, businesses, communities and governments. In recent years, people have realised the huge potential that ICT holds to bring about sustainable positive change in the lives of the community. Due to its ease of scalability and affordability in the long run, numerous initiatives have been taken up by governments, implementation agencies (NGOs), businesses and think tanks to develop ICT-driven products and solutions to solve socio-economic problems affecting the lives of millions of men, women and children.

The products and solutions range from an app on the mobile phone to internet access in marginalized areas to setting up of innovative automated factories, to creating employment opportunities in impoverished communities. However, these solutions come with their own set of challenges of accessibility (physical and cognitive), connectivity, relevance, cost-effectiveness and expertise. Lack of education and resistance to change are the two common socio-cultural barriers that exist in a society facing digital divide. Thus, it is necessary that deployment of technology-based products and/or services be accompanied by government support as well as measures for educating the masses and spreading awareness to ensure long-term impact.

ICT based products and services are becoming predominant in tackling numerous social issues be it gender-based violence (Case In Point: Accenture Labs mobile based solution for gender advocacy, G-Power) or poor healthcare facilities (HP’s e-Health centres). When undertaking a development
project, one of the primary objectives is to ensure sustainability of the new techniques or product usage to achieve long-term impact. Making the monitoring & evaluation and impact assessment processes data-driven and transparent goes a long way in ensuring sustainability of the projects.

Focus on ‘Technology for Social Good’ is significant because it is only through ICT that businesses and NGOs can provide high-quality yet affordable solutions to the underprivileged and weaker sections of the society. If harnessed correctly, technology can go a long way in revolutionising the way we approach development issues, for every component of the value chain. There is huge potential yet to be unlocked whether through the direct deployment of internet access, mobile phone, tech-based products or through making the processes data-driven and more efficient.

Technological intervention, is a big supplement in pursuing CSR initiatives for social impact. Companies have been deploying in-house technological creations or advising and handholding NGOs to scale the technological application for addressing social problems. Technology has become a big component of impact enablers as part of CSR endeavours. Featured in this section are examples and initiatives of IT companies utilising technology for accelerating social good either in process management of a social programme or direct social impact.
However, in the recent years, IT companies in India have taken up the course of leveraging technology for philanthropy for disruptive and systemic changes. This ranges from deploying technology for efficient process management, to creating easy, cost-effective and scalable technological solutions to social and environmental problems. Solutions are created by engaging employees who are technical experts as part of volunteering and also assisting implementing partner NGOs in being technologically astute for their capacity building. This sections presents collected commendable projects taken up by the IT sector, wherein technology has been leveraged for meaningful and maximum social impact.

Historically, MNCs have focused development projects in sectors directly related to their business objectives with companies operating in core technology areas of hardware and software have been the frontrunners in initiatives designed for bridging the ‘digital divide’.

**Case Studies of Tech for Good in Process Management**

**A large number of IT companies have been engaged in technology driven sustainability and CSR practices in India since the last five years.**

**IT companies in India have taken up the course of leveraging technology for philanthropy for disruptive and systemic changes.**
India accounts for a significant share of the global burden of disease. Chronic disease results in death in 36% of cases in India, while 36% of deaths are caused by communicable diseases, maternal and prenatal complications and nutritional deficiencies. One fifth of pregnancy-related deaths and one quarter of child deaths in the world happen in India (WHO 2009). The private healthcare sector is responsible for the majority of healthcare in India and healthcare expenses are paid out of pocket by patients and their families, rather than through insurance. This has led many households to incur Catastrophic Health Expenditure (CHE) which threatens a household’s capacity to maintain its standard of living during a family member’s illness and can push them into poverty.

To provide access to basic healthcare in the communities surrounding its project sites Ericsson India Global Services Private Limited supports the Smile on Wheels Programmes in six cities in India. Implemented in Chennai, Kolkata, Mumbai, Noida, Bangalore and Gurgaon, this project has been developed to meet the primary healthcare needs of the underprivileged through Mobile Medical Units (vans). The project has been implemented in urban slums where the local population lacks reliable sanitation services, supply of clean water, electricity and other basic services which lead to poor health outcomes.

The programme has a special focus on women and children and provides a wide range of curative, preventive and promotive health services to the underprivileged. Equipped with both the necessary tools and personnel such as Doctors, Nurses, Pharmacists and Lab Technicians, the medical unit travels to around 10 slums in each of these locations bringing healthcare to their doorstep.

The Smile on Wheels vans have already reached 1,22,350 (2016) people in these locations and their flexibility means that they have also been able to respond to particular events. During the floods in Chennai in November 2015, the Smile on Wheels mobile medical unit suspended normal operations and travelled to locations where an immediate need for assistance was perceived. During this period the Van was able to reach out to 5330 beneficiaries, 3000 more than its usual average of 2200 per month!

Dissemination of Information, Education and Communication (IEC) is also a critical area of the Smile on Wheels program. IEC programmes are aimed to encourage behaviour change in the community and to sensitise the community about the healthcare issues. The Smile on Wheels team has conducted various awareness sessions on Dengue and Malaria in the community. These activities are undertaken at the ground level with the support of the Medical officer and other team members. IEC activities are also done on a daily basis by the community mobilizing representative who makes regular home visits and conducts follow up on the treatment given.
Enhancing transparency in CSR projects through deployment of monitoring & evaluation technology platform: Tata Communications

At Tata Communications Ltd. (TCL), measuring the success of CSR programs is heavily dependent on data collated by implementing partners. This data is analysed and studied for an informed decision making process. Tata Communications works with over 12 organisations for implementing their CSR programs. These organisations vary largely in data collection, analysis and reporting capabilities. Some of these organisations have been using the behindhand paper and pencil method of data collection and data storage. This method is not reliable as it leads to a lot of incorrect and missing data from which valuable insights cannot be derived.

Tata Communications deployed NextGen’s p3 monitoring and evaluation technology platform across all its development projects. These projects span across education, sustainable livelihoods, and healthcare sectors and have implementing partners across the country from Bangalore, Pune and Mumbai to Delhi, Orissa and Jharkhand. The app allows NGOs to record real time data, upload big data, geotag point of data collection and upload real time pictures, thus reflecting the progress and impact of their projects. Such data capture features. The p3 dashboards allow the company to view data specific for leadership reviews, track employee volunteering, track finances, as well as data specific to the affirmative action policy. Thus, the entire monitoring & evaluation process assists in providing transparency in all administrative, operational and financial level details of the program. This has ensured a high level of accountability from the implementing agencies while assisting in definitive decision making and changes in the project intervention strategy.

Given that the program reaches out to a high volume of beneficiaries in 6 Cities in India, the program has put in place an online monitoring system that helps to capture the beneficiary health records in real time. The analytics provided by this allows to understand the disease pattern in each of the cities and assist in planning appropriate health care activities.

The implementation of the Smile on Wheels project on p3 was intended to provide Ericsson information on frequency and confirmation of completion of the Smile on Wheels roster of visits. In addition, the Ericsson team required information on the total population impacted and demographics of beneficiaries utilising the services. On the other hand, the Smile Foundation team was interested in collating accurate data regarding the disease profile for analytics and appropriate IEC activities. The NextGen team noted that the data being recorded through the Smile Foundation MIS was not standardised and could not support meaningful analytics.

NextGen assisted the Smile on Wheels team in standardizing the city wise location roster and maintaining attendance of Vans on a daily basis through the p3 platform. In consultation with Smile Foundation a standardized list of diseases was deployed and these are now used across all Smile on Wheels taking part in the programme. All Smile on Wheels program activities are updated on p3 on a real-time basis and the Smile on Wheels has been given tablets for data entry from project locations. After observing the success of the programme through its first year, Ericsson extended the Smile on Wheels project to an additional Van located in Mumbai that started operations in April 2016.
The disruptive power of technology in creating sustainable solutions are many. Recently, IT companies have been harnessing this disruptive nature of technology in developing sustainable solutions for social problems. Using technology for good is no more futuristic, but a reality in the Indian ecosystem. Addressing challenges in education, healthcare, environment, natural disasters and others through technological innovation and aid, has become a common component of CSR initiatives of companies. Especially for the IT sector, deploying technology for good, brings about a direct transmission of its expertise for social value creation. The examples of effective and replicable impact models using technology are many. Presented in this section are few of the best interventions of technology for social good.
Impacting Lives through technology by Sonata Software

With three decades of demonstrated technology expertise, Sonata believes that the best way for it to be a good corporate citizen is to use technology to impact social outcomes (Tech for good.). This novel approach also enables its people to directly contribute their skills and experience to the company’s CSR efforts.

Sonata’s efforts are concentrated in the areas of Traditional Arts and Handicrafts, Technology Incubation, Education and Heritage & Culture.

Transform Lives of Artisans and Craftspeople through Technology

Industree Crafts Foundation (Industree) is a non-profit that aims to sustain livelihoods for craftspeople within a creative manufacturing ecosystem of small producer-owned businesses.

Sonata has developed an e-commerce platform for Industree to enhance the marketing and distribution reach and by extension, the livelihoods of creative manufacturers. The focus is on strengthening market linkages and empowering these communities through technology.

This end-to-end e-commerce platform offers customer facing e-shopping features as well as back-end facilitation features such as order fulfillment, inventory management and third party integration for invoicing and delivery fulfillment. Manufacturers can also access critical back end data related to inventory levels, receivables, shipping and accounting.

“The B2B platform that Sonata is helping Creative Million build out to enable producer-owned producer enterprises to showcase their work is the first of its kind in India. It will have a huge impact on revenues earned by producers because they will not have to operate through intermediaries, who would keep a large portion of the price that the customer pays. This, a platform built through philanthropic funds, will be 100 per cent owned by producers, and so any profits that sales yield will be shared amongst the producers themselves. This will facilitate great strides in economic empowerment.”-

Neelam Chhiber, co-founder and Managing Trustee Industree Crafts Foundation
Technology-enabled Storefront and Virtual Classroom for Handloom Students

The Handloom School (THS), Maheshwar in a first of its kind effort, guides and mentors young weavers through a rigorous training program to prepare them for a 21st century business environment.

Sonata is supporting THS’ pioneering efforts by creating a multipurpose technology platform that allows weavers to showcase their design collections to a wider and global customer base and receive customized orders. The platform will also provide an online content repository of tools, techniques, designs, weaves and other rich handloom traditions which can be accessed by students, researchers, academicians and handloom patrons. A virtual classroom that provides a networked platform and resource center for continuous learning and skill upgradation is also on the anvil.

“There are many ‘firsts’ that happened at The Handloom School. First time I used khadi and wool for Stole, first time I saw use of Double Shuttle Box, First time I got a chance to see weaving techniques from so many regions of the country”-
Mustafa, THS student

Technology Incubation to Encourage Entrepreneurship

Centre for Entrepreneurship Development and Incubation (CEDI), was set up by the Ministry of Communication & Information Technology to promote innovation and entrepreneurship in the areas of science and technology, and help translate ideas into commercially viable products, processes and services. CEDI has set up a Business Incubator at the National Institute of Technology, Tiruchirappalli (NITT) to implement its goal.

Sonata has committed grants totaling INR 120 lakhs over a period of three years to encourage entrepreneurial skills in startup enthusiasts and transform high-potential business ideas to fruition.

This flagship CSR program deploys a rigorous screening exercise to identify students, professionals and R&D specialists keen to start a venture. The selected candidates are provided seed funding as well as mentoring, technology, marketing and managerial support from NIT Trichy and Sonata.
“The best incubation program backed by an industry leader and executed by one of the premier institutes of the country.”- Adarsh, incubate at NIT Trichy

“The partnership with Sonata has been of great value to CEDI in terms of Grants available for seed funds, identification of incubates, mentoring support, industry connect and best practices, & also bringing focus in driving the program... We appreciate Team Sonata for their commitment to the engagement.”- Dr. Ganesan Kannabiran, Director-CEDI

Amazon’s Digitalization of Education in Rural India

Problem

A common problem identified in the villages of the Thane district in Maharashtra was the high incidence of students dropping out and migrating for work. Moreover, skewed male to female employment ratio in schools, sub-par knowledge and skills of teachers and poor literacy levels were also observed. A needs assessment in the area indicated a four-fold crisis of access, availability, affordability and adaptability to resources and facilities. Also, pre-primary/nursery schools did not focus on building a strong learning foundation for students. The ongoing interventions either via the government or through other bodies focused only on providing nutritional support and not on motivating children to learn or improve their knowledge.
Solution with Technology

Amazon India aimed to provide quality education and improved learning pedagogy facilitating all-round development of students across all age groups through the use of digital literacy tools. The project involved distribution of E-Prashala kits to government-run schools. It is a unique multi-media tool that utilizes interactive teaching methodology, colourful and interesting subject matter to engage students in classroom lessons in a more profound manner. Along with this, digital libraries have been established in selected educational institutions and anganwadis to provide students with improved access to learning materials. These libraries have been equipped with laptops and kindles to provide students with exposure to the world of web. The project has also established smart science lab programs in schools, focusing on basic concepts to enhance learning ability. The project also lays specific emphasis on pre-primary education and detailed programs were designed for training of Anganwadi teachers. Learning through digital kits and interactive teaching methods has led to an upliftment in the knowledge base and understanding of the students. Teacher training ensured that the program can now be conducted regularly without direct intervention by on-ground partner. Overall, the program has impacted 17 schools and 12 anganwadis with a total of up to 1000 children reached and 65 teachers trained, in Thane and Bhiwandi districts.

Cisco’s Transformation of Rural Medical Facilities

Problem

Unavailability of advanced medical healthcare facilities in remote areas of India owing to financial, geographical and human resource constraints.

Solution

Giving back has always been at the core of Cisco’s DNA. As part of their 2% India CSR portfolio, they invest in scalable and self-sustaining programs that use technology to meet some of society’s biggest challenges. Their focus areas...
include Critical Human Needs, Education & Research and Economic Empowerment & Employment. As part of Critical Human Needs, Healthcare is an important focus area and one of their key projects that leverages technology is in this space.

Through the ongoing partnership with Narayana Hrudayalaya Foundation, they are able to provide patients in remote locations access to the best specialists at Narayana Healthcare hospitals. This healthcare solution uses Cisco Collaboration framework integrated with a medical devices controller framework and prebuilt customizable workflows to create an integrated experience. Applications such as Unified Communications, EMR, Consultation and Scheduler are integrated seamlessly connecting locations from clinics to hospitals to homes, and also to personal medical devices.

What this means is that families in remote villages are able to seek specialist consultations for example Neurology, Nephrology, Oncology and Cardiology without having to travel to cities and sacrificing their daily wages. Cisco also implements modifications to hospital infrastructure enabling healthcare delivery at district centres and multi-speciality hospitals of Narayana Health Group across the country, creating a truly mobile and digital hospital experience.

Through video enabled collaboration and screen sharing facilities the interface can check for doctor and specialist availability, capture and store vitals such as pulse, SpO2, BP, ECG and maintain detailed patient and records, thus saving plenty of manual input hours. The results of the report demonstrate that as information, technology, bandwidth, and integration of the network become the centre of the “new world,” both human and digital aspects are key parts to the overall patient experience. These components lead to more real-time, meaningful patient and doctor interactions. Currently this technology has connected healthcare centers in Karnataka and Kolkata to respective Narayana Healthcare Multispecialty Hospitals. The program has seen over 500 consultations to date.

Cognizant on Expanding Vision Care Treatment

Problem

Paucity of diagnostic tools for automated detection of Diabetic Retinopathy

Solution with Technology

Cognizant Foundation’s endeavour to constantly look out for and identify the latest technology or technological innovation for use among the beneficiaries, particularly the economically disadvantaged. They have undertaken path breaking efforts in the advancement of the ophthalmic treatment in the country.

Web application for identifying and grading diabetic retinopathy:

During interactions with Vittala International Institute of Ophthalmology (VIIO), Bengaluru, the Cognizant Foundation team came to know that the hospital was faced with a huge challenge in diagnosing diabetic retinopathy (DR). DR is an eye disease that leads to blindness affecting patients with diabetes. VIIO sought Cognizant’s help in developing a unique diagnostic tool that can help doctors identify and grade DR. Automating the screening which is currently done manually was also expected to make the diagnosis more accurate, quicker and cost-effective.
Currently, the team has developed an automated web application that identifies DR with even low resolution eye images of patients at speeds about 20 times faster than the manual method with over 90% accuracy. The team is working on the second leg of the project to grade the 4 levels of DR, so that patients can be administered treatment at the earliest, according to the level of the disease. With this application, the screening time of 4 hours per patient has come down to 45 minutes, with over 90% accuracy, allowing for more number of patients to be screened.

The Cognizant team has come up with a Deep Learning model, which combines Artificial Intelligence-based neural network architectures with massive computer vision processing to allow software programmes to ‘learn’ disease patterns from patient fundus images data (eye photos).

**Innovative ophthalmic equipment for rural population: 3nethra:**

Cognizant Foundation has also identified and short-listed 3nethra, a recent innovation by Forus, a Bengaluru-based innovation driven technology enterprise which is a single, portable, intelligent, non-invasive, non-mydriatic eye pre-screening device that can detect 5 major ophthalmic ailments. It provides an automated ‘Normal’ or ‘Need to see Doctor’ report.

Cognizant Foundation has joined hands with Sri Ramakrishna Sevashrama, Pavagada, Karnataka for a mobile eye care programme that screens patients for major ophthalmic ailments, right at their door step and only those patients requiring treatment are brought to the base hospital. The mobile eye care programme consists of a van, customized and fabricated, and a 3nethra device to provide comprehensive eye care services in the villages.

Cognizant Foundation has also supported Community Eye Care Foundation (CECF), Pune, a registered charitable trust, towards purchase of 3nethra equipment for screening the underprivileged patients for eye related ailments. With the support of this innovative equipment, CECF screens both diabetic patients as well as general population from urban slums and rural areas.
In our mobile, hyper-connected society, it’s easy to lose sight of the ease and convenience at which we access a world of information. In simply writing this story, for example, we instantly found online reports, maps, infographics, stories, videos, and websites providing stats and information about education and the digital divide. A report from The Brookings Institute, for example, states that 43 percent of children in India drop out before completing upper primary school, putting India among the top five nations for out-of-school primary-age

focus and sets the trajectory for how social and environmental sustainability will become an accelerator for successful and sustainable customer and societal outcomes for years to come. The Dell Youth Learning Program is a global initiative to help close the learning gap for the millions of young people who lack access to quality education programs, tools and technology. In India, the goal is to enable underserved youth to reach their full potential with better learning outcomes and teaching methods in government and marginalized schools while also imparting the 21st century skills (ICT, collaboration, creativity and communications) necessary to compete in a knowledge-driven economy. In partnership with non-profits around the country Dell India has provided Dell technologies to over 400 government and marginalized schools and learning centers. This includes laptops/desktops/thin client systems, projectors, smartboards and tablets as well as support for development of multi-media, interactive learning content. The setups vary from a laptop and projector used by the teacher to teach curriculum to thin client systems for collaborative learning of digital literacy skills to full-fledged computer labs accessing learning content on a cloud based server. Currently there is an ongoing pilot to scale the program through the use of broadcast technologies such as Edusat infrastructure to provide high quality content to students and teachers in thousands of government schools concurrently.

HP Inc. India’s Efforts In Bridging The Digital Divide

Problem

Insufficient availability of access to digital world

Solution with Technology

In our mobile, hyper-connected society, it’s easy to lose sight of the ease and convenience at which we access a world of information. In simply writing this story, for example, we instantly found online reports, maps, infographics, stories, videos, and websites providing stats and information about education and the digital divide. A report from The Brookings Institute, for example, states that 43 percent of children in India drop out before completing upper primary school, putting India among the top five nations for out-of-school primary-age
children. Yet this report from the worldbank shows that more than half the global population, 4.2 billion people, remain offline, with more than a quarter of them in India alone.

Never mind the missed social connections through communities like Snapchat, Slack, and Twitter, these people are excluded from access to education, financing, employment opportunities, health and human services, government programs, and so much more.

HP Inc is working to change this dynamic for millions of people in rural India. Building on its focus to empower people, wherever they are, to build a more prosperous life, HP committed to develop 48 self-contained, IT-enabled digital inclusion and learning labs, called HP World on Wheels (HP wow) to reach these underserved populations. Each 20-seat, IT-enabled HP wow vehicle is equipped with HP computing and printing equipment, such as HP Thin Clients, an HP Workstation, and an HP officejet all-in-one printer, as well as software suites, cloud integration and e-learning tools, like HP Classroom Manager, HP videobook & HP Life.

HP WoW opens doors to digital literacy, education resources, IT skills development, access to common public services, and entrepreneurship training to citizens in the remotest part of the country. Over weekends, HP WoW also acts as a mobile Common Services Center, where people can access social services such as applying for an Aadhaar identification card, opening an online bank account, paying bills online, applying for licenses, obtaining records, and participating in e-commerce. The lab can further be used for audio and video conferencing services, such as maternal and child health sessions for expectant and new moms, agricultural training for farmers, career counselling for students and youth, and remote volunteering opportunities like mentoring and skill sharing.

On the environment part, the vehicles are designed with leading technology to reduce emissions and maximize energy efficiency. Each mobile lab is powered by 10 high-efficiency solar panels and battery packs, generating and storing enough power to sustain the lab’s daily energy requirements even during cloudy/rainy days. As a secondary power source, the vehicle also has a silent generator installed below the deck. Needless to mention, entire vehicle could be connected to direct AC supply wherever available.

The program is expected to serve about 6,400 Indian villages, impacting more than 15 million people in the next six years. The project is part of HP’s global initiative to create opportunities in underserved communities and empower people everywhere to build a better, more prosperous life.
HSBC for Environment Sensitisation

Problem

Uninformed environmentally detrimental steps by citizens.

Solution with Technology

HSBC has globally collaborated with Earthwatch Institute to make employees conscious of freshwater conservation. Participants become citizen scientists and take an active role in scientific data-gathering, supervised by experts, joining a large global community working together to promote freshwater sustainability. FreshWater Watch was initiated under the HSBC Water Programme, a $100 million partnership with Earthwatch, WaterAid, and the World Wildlife Fund (WWF) - three of the world’s most respected NGOs.

The development and delivery of the Citizen Science Leader, an initiative designed to train HSBC employees about the water program, relies upon strategic partnerships with locally based organizations. Each of these organizations has local research questions that are dependent upon the local water challenges. We are using consistent methodology, strategy, and objectives to create a single, global database.²

Mobilisation of Citizens for Rural Development Among Citizens by Lister Technologies

Problem

Lack of mobilised resources for addressing rural problems

Solution with Technology

www.MyGaon.org is the flagship CSR initiative of Lister Foundation, the CSR arm Lister Technologies Pvt. Ltd.

The vision of MyGaon.org is to create a comprehensive, dynamic and interactive web platform of information on villages in India in order to facilitate impactful and accelerated social change. In pursuit of this, MyGaon.org creates opportunities for Indians anywhere in the world to connect with and contribute to their native villages. The long term goal of MyGaon.org is to create a rich online depository of all the information and stakeholders necessary for rural development in India.

MyGaon.org adopts a decentralized approach and focuses on four significant areas: (a) Virtually showcasing rich and visual information on India’s villages, (b) Engaging ‘Successful Village Migrants’ in the development of their native villages, (c) Identifying ‘Village Champions’ in each village, to act as local custodians of the development projects in each village, (d) Showcase proven and successful NGOs who can address specific challenges in each village

This decentralized approach of creating ‘Interest Groups’ for each village in India is designed to ensure sustained engagement and lasting change in villages. It provides Indians anywhere in the world with the option to physically or remotely participate in the development of their native villages or any village of their choice.

Lister Foundation has partnered with the prestigious IIT Madras Alumni Association and Christ University in order to widely encourage ‘Successful Village Migrants’ to begin engaging with their native villages. Partnerships with credible NGOs having expertise in themes such as Education, Healthcare, Community Development, Water and Sanitation have ensured a consistent increase in the number of villages being showcased on the platform. Vidyarambam Trust, Ekam Foundation, ASSCOD, Dhan Foundation, and Sikshana Foundation are some of our trusted NGO partners.

Rich and visual information from over 100 villages across 5 States and 18 Districts has been collated; these numbers will be increasing rapidly over the next 1 year.
Mindtree’s Digital Platform for Social Change

Problem

Unpredictable, Unstructured And Risk Driven Informal Indian Economy

Solution with Technology

78% of India is self-employed. Actually they are not. Employees are paid salary and do not take business risk. These 78% citizens of India take real business risk every day. They are the farmers, ragpickers, artisans, vegetable vendors, small kirana shops and the like. At Mindtree’s “I Got” platform initiative, they are referred to as “Independent Entrepreneurs” (IE). In a world with diminishing jobs to find, the role of IEs will be key – for IEs are job-creators, not job-seekers.

The concept of PIE or the “Power of Independent Entrepreneurs” is central to everything that Mindtree’s I Got platform works towards. The focus of this initiative to help build innovative micro-businesses and support ecosystems around them using cutting edge digital technology paradigms. The goal is to empower key stakeholders across various domains; be it a waste-picker in the case of “I Got Garbage”, or a farmer in the case of “I Got Crops”; or skilled labour through “I Got Skills”, to become entrepreneurs running sustainable business models creating more jobs while solving pressing social issues.

I Got Garbage: A Cloud based IT platform, that offer capabilities such as an ERP for ragpickers, Citizen Engagement Platform, Waste Management Services Marketplace, and a Ragpicker Benefits Tracker. Additionally, they work with social businesses towards process improvement as well as help build partner ecosystems; such that they can collectively help achieve the goals of “dignified livelihood for ragpickers” and “less landfills for all”. So far, it has created impact as much as being able to facilitate 20 million kgs of recycled waste, across 5 cities, aggregating over 8,000 ragpickers and bringing over 200,000 waste generators on the platform.

I Got Crops: Towards the end of the year 2015-16, Mindtree launched I Got Crops, a cloud-based platform for sustainable agriculture and agri-related microbusinesses across five states, targeting to benefit 120,000 farmers, with threefold increase in their income. The objectives are to become a digital national asset for 10 crore farmers in India, making it easy for them to adopt good agricultural practices, enable rural supply chains, access to finance and market linkages and leverage digital technology to improve efficiency and scale. So far, there is active engagement with 22.5K farmers in 2,000+ villages across 5 states.

I Got Skills has been developed to address the employability-employment gap, and creating a streamlined marketplace available for ready employment in a multi-stakeholder fashion.

All the above mentioned initiatives are path breaking endeavours to try address structural issues in the micro-business ecosystems of the informal economy, and though technology platforms, put control of their economic activities in the hands of the aforementioned 78% of India that are Independent Entrepreneurs.
The Patterns And Scope Of Employee Volunteering In CSR For The IT Industry.
Volunteering has taken centre-stage in the conversation on CSR and the new CSR law. While the law has not provided any provision to monetize volunteering hours to include in the 2% spend, companies who have traditionally linked ‘strategic giving’ with employee volunteering have continued, if not accelerated, employee engagements with communities. The accepted view in most cases is that employee enriches CSR programmes, leads to deeper impact, and often builds positive long-term stakeholder relationship. The positive public image coupled with proven employee satisfaction has led most MNCs and now many Indian companies to take employee volunteering. Globally, volunteering is institutionalized as an effective way of ‘giving back’, with clear evidences of higher employee preferences in companies with volunteering focus.

While volunteering is not new in India and many business houses in the past have carried out long term, sustainable employee volunteering and community development initiatives to effect the triple bottom line philosophy, MNCs have been the forbearers of new age volunteering in India, owing to their application of global model of volunteering for the local issues. IT Industry being the biggest sector that hosts MNCs, has shown innovative best practices in volunteering in the recent past. IT companies like SAP Labs, have initiated the concept of ‘Social Sabbaticals’ wherein employees are encouraged to take paid leaves and pursue social work. Vodafone India has also emphasized among its employees the need to reach out to the community and have their fellowship program with stringent application processes. Companies like IBM, Cognizant and Intel have a long history of skills volunteering that engage substantial number of employees to give volunteering hours to NGOs. Indian biggies like Wipro, Infosys, Tech Mahindra and HCL Technologies have recorded substantial volunteering hours that complement their CSR or social impact programs. Most IT companies focusing on education, seek in-house technical support in curriculum building and digital aids. Partner NGOs receive support: website development and marketing advices from the employees of corporate donors. Employee volunteering opportunities are also immense in online e-learning platforms that require continuous assessment of cognitive outcomes for children. The senior management of IT companies takes special interest in maintaining a strong link of the employees’ in giving back to the society. As opposed to general view, companies with socially conscious employees do not consider incentivizing for volunteering as they believe this needs to be choice-based and not obligation-based to bring about maximum impact.

The Many Definitions of Volunteering

Volunteering over the years has matured into several models where the individual employee and the company have definite roles linked to expectations and outcomes. In India these model are finding their way into the plans of HR and CSR departments, to result in systematic and structured process and interventions. In most cases employee volunteering is driven by the interest and passion of ‘champions’ or leaders in organizations who drive initiatives to support causes that are close their heart. Following are common definitions of current types of volunteering.

**Individual Volunteering**

Individuals choose their own volunteering opportunity and carry it out either in their own time or using their volunteering leave provided by their employer. The employer can provide support in a number of ways including paid time off, allowing employees to make reasonable use of a photocopier etc., small grants for employee nominated charities and enabling choice and inspiration through volunteering programme events, ambassadors, communications etc. Employees may already have a personal commitment to particular causes and can be more motivated to volunteer and fundraise successfully. Employees typically require fewer resources to support their volunteering but are able to take part in the Programme through awards etc.  

**Virtual Volunteering / E-Volunteering**

Virtual volunteering describes activities carried out by a volunteer at their desk and can include online mentoring, web research, web development etc. This type of activity is attractive to volunteers with limited time and can be used to support activities anywhere in the world.

**Pro Bono**

Using professional skills such as technical, strategy, accounting and marketing expertise to support non-profit organizations is a way that many employers can provide valuable services and create impact. Many employees and retirees enjoy using their skills in a different and stimulating environment.

Skills-based volunteering: Skills development can take place in a wide range of scenarios including practical challenges, individual volunteering etc. The characteristic of this type of volunteering is that it meets an identified skills development need.
Objective

In the technology sector, many multinational companies as per their global frameworks, had already created volunteering programs for their employees drawing on the experience of their international counterparts. After the CSR Law came into effect more and more companies have started integrating volunteering into their mandated CSR spends.

The NASSCOM Foundation CSR Study explores the developments in the Employee Volunteering landscape after the introduction of the CSR Law. The study uses a combination of interview, survey and secondary research to create a snapshot of the volunteering practices and showcase unique approaches to volunteering.
Volunteering Findings

Hour based volunteering i.e. working on a social project with a time commitment still remains the most popular choice for volunteering. Followed very closely by a choice of both: skill based i.e. volunteering on a project that would require the technical expertise of the employee in a social cause of capacity building of NGOs as well as time commitment to a social cause. The growing popularity of social contribution with employee skills, is indicative of the influence of MNCs’ volunteering approach in the Indian context paving way for new age volunteering.

Diverse and Key Employees Involving Themselves in the Volunteering programmes:

The survey shows a very impressive distribution in the context of employees who are opting for volunteering. It is commendable to see a good number of companies’ having the involvement of senior management in the volunteering initiatives. The tectonic shift in the concept of volunteering is evident from a greater opting of technical team as volunteers as opposed to HR team.

Employee Volunteers mostly deployed in the Partner NGOs

The majority of companies choosing to volunteer in NGOs who are their partners for CSR undertakings, only goes on to show the growing intertwined nature between volunteering and CSR, and the supplementary nature of volunteering. Investing with human resources and technical experts in partner NGOs show the growing responsibility of donor corporates on the capacity building of partner NGOs and their interest in a strong and long-term relationship.

* The labels indicate the number of companies opting for the choices and not percentage.
The Verdict

Surveyed companies clearly mention an escalation of volunteering activities post the CSR mandate thus negating the argument of volunteering being negatively affected with the push for fund-driven CSR. Companies have fast accepted the fact that funds for social impact needs to be supplemented by employee engagement in the programme for an end-to-end ownership. Besides, volunteering activities have received a positive response from the employees’ side.

Involvement of the Board

After conversations with various companies, we found that the buy-in of the Board Members is a crucial component to the success of the Volunteering program. The Board must create the internal push for a volunteering program. Some of the benefits of involving the Board are:

1. Since most companies are spread across multiple cities there is a strong requirement for centralized coordination.

2. Centralized setting of the employee volunteering policy is crucial so that there is a clear number of hours and budget allocated to the volunteering initiatives. Some of the questions the Board should clarify through the volunteering policy are:
   a. Who can volunteer: employees, employees’ family members, which level etc. When companies allow employees to continue teaching and mentoring beneficiaries even after leaving their organization, results in greater enthusiasm from the employees for the volunteering initiative.
   b. How many hours can the employee volunteer in a year? Is it part of the work week?
   c. Is it mandatory for the employees to volunteer and what are the incentives for doing so?

3. There is no one size fits all policy and Board members need to take time to customize the answers to these questions to their company’s context.

4. Many companies have a CSR team and Head in charge of the CSR projects but employee volunteering comes under the HR Function. This tends to cause coordination problems between the two verticals. The board should clearly define the roles and responsibilities of each function.

5. Involvement of the board can help align the CSR program and volunteering program with the larger strategic goals of the company. Finally, the involvement of the Board is a strong signal to employees that the company is serious about its volunteering program.

Did Volunteering Activities Increase post CSR Law?

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Is volunteering work reported to the board?

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Leveraging Employee Skills

Companies are fast designing their volunteer programs to make maximum use of their employees’ skills with their CSR thrust areas. This translates broadly into the following categories:

1. Employees teach beneficiaries IT, Computer Science, basic digital literacy either in person or through internet.
2. Employees design the curriculum of the program or train the trainers in digital literacy.
3. Employees create the physical IT infrastructure for the beneficiaries.
4. Employees create a platform for the delivery of lessons, or specific purposes or for monitoring and evaluation for internal purposes or to build the capacity of the NGO.

Challenges Faced in Volunteering

The most commonly faced challenges in volunteering are-

**Identifying NGO partners**

Employee volunteering has had a very wafer thin definition and activity line up in the Indian context. Most volunteering efforts remain restricted to once in a while visits to charity institutions such as orphanages, government schools, hospitals, for brief interaction with children, patients, underprivileged sections, or tree planting. The partnering NGOs have also failed to utilize the valuable resources available to them in the form the employees. Some NGOs in fact find it a tedious process to host volunteers. Employee Volunteering programmes are often perceived by the voluntary sector as PR or HR activities and this often prevents them from getting involved, even though their involvement could make those programmes more meaningful. To improve the collaboration, both sectors should show mutual respect, understanding of each other’s goals and motives for volunteering.

Since companies are very particular about the quality of experience they give to the employees, they must find suitable NGOs which need to fulfil the following requirements:

1. The NGOs work should match the company’s volunteering focus areas.
2. The NGOs should be able to structure volunteering opportunities meeting the companies’ requirements.
3. The NGO has adequate capacity to absorb the volunteering hours that the company tries to achieve for its employees. This challenge can be mitigated by partnering with more than one NGO.

Companies usually partner with NGOs that are already part of their CSR programme for volunteering opportunities as well. Among some companies, it is a practice to include a requirement for volunteering when requesting CSR proposals. Interestingly some companies have reversed this trend by testing NGOs using volunteering opportunities. The feedback from employee volunteers is used by the company to decide on CSR investment in the NGO.
Maintaining records of different volunteering events and the participation of different employees becomes a challenge when multiple cities and large bodies of employees are involved. Some companies have developed their own internal software to track the employee volunteering hours while others use third party software platforms to great effect. These platforms are also used to register employees for events which the administrator can post on the portal.

The lack of research on Employee Volunteering and its impact is an important barrier to the establishment of these programmes. Organizations that are considering setting up these programmes need concrete data about the possible benefits of Employee Volunteering, not only in the employers, but also in the communities they operate in.

One of the main barriers in Employee Volunteering is that not all volunteer-involving organizations consider it as ‘real’ volunteering, due to the fact that it is organized by the companies and that people volunteer within their working hours. If this prejudice is not overcome, the value of Employee Volunteering decreases and a lot of potential that the companies have is lost and the people/volunteers are being discouraged.

While organizations on their own have devised of assessment standards for the volunteering programmes, there does not exist any uniform parameter of assessing real impact volunteering initiatives have brought about owing to the vastness of time duration and lack of standardisation.

Due to fewer human resources in SMEs it is very difficult for them to replace a volunteer within the working hours. Additionally, the lack of resources and the current market conditions, makes SMEs mostly focused on daily business. Moreover, as a consequence of this lack of resources, strategic planning is less common within SMEs and therefore they do not take into account long-term benefits of Employee Volunteering programmes.
Conclusion

Volunteering is no longer seen as a one-time activity like tree planting or painting a school. Increasingly, volunteering is perceived as an inward facing complement of CSR and an integral part of the business. Companies seek to engage their employees and impact the community they serve at the same time.

This is in keeping with the spirit of the law best explained by the circular Frequently Asked Questions (FAQs) on Section 135 (Ministry of Corporate Affairs, 2015)

"Contribution of employees will no doubt generate interest/ pride in CSR work and promote transformation from Corporate Social Responsibility as an obligation to Socially Responsible Corporate (SRC). Companies therefore should be encouraged to involve their employees in CSR Activities...". Answer to Question 23.

There are numerous advantages to introducing a well-defined CSR and employee volunteering program. A well-structured corporate volunteering program can create benefit for all stakeholders—the company, community and the customers. It has also been shown that time spent on volunteering does not adversely affect the employees’ regular duties and reduces the impact of dissatisfactory elements of jobs (Saxena, 2012).

Volunteerism, is not divorced from the CSR programmes of organizations and the two work in an intertwined way, with employees supplementing the programmes in a strategic manner as opposed to traditional ad hoc volunteering activities. While mobilization continues to be a big obstacle in fulfilling the volunteering ambitions, many companies have come up with non-monetary incentivisation for employee volunteering programmes, the paid leave for social work being one. There needs to be a tectonic change in the way volunteering is perceived in the county, and the possibility of bringing pro-bono services under the skill based volunteerism. The capacity building of NGOs require pro bono service devoted by employees in development of the organizations. Institutionalization of pro-bono services as part of a wider definition of volunteerism, will enable IT based employees, in strategically utilizing their skills for organizational development of NGOs. Summing up, innovative, inclusive and intrinsic are the three components of the new age corporate volunteerism in India.

Footnotes


Presented in this section, are few of the IT companies, with the widest range of volunteering initiatives in India. These companies have demonstrated corporate volunteering with unique approaches and some great success stories. Examples like them, will help corporate readership in formulating their own plan and encourage more employee participation for social good.
Allegis

Leveraging Employee
Strengths for Impact

Allegis Service India, have emerged enthusiastic with volunteering initiatives for social change. They believe in engaging employees directly and closely to the CSR initiatives. Instead of large scale employee volunteering day, they prefer leveraging their employees’ expertise in the CSR focus area.

Being a HR based organization, the employee engagement programmes also focus on building employability skills among the beneficiary communities by mentoring them and doing personality development programmes. The aim of Allegis is to utilize their recruitment expertise in building impressive resumes for the candidates focusing especially on what every employer wants. The workshops and engagement programmes take place on a monthly basis across cities of Pune, Delhi, Chennai, Hyderabad, Bangalore, i.e. wherever there is an Allegis presence. Each month there are at least four-five activities happening in each of the offices. On an average, 80 hours are clocked by at least 45+ Allegis employees on a monthly basis.

Allegis strongly believes that volunteering activities of employees is an integral part of a company’s CSR philosophy, and much more impactful than funding. However, the organization does not want to shadow the ‘volunteering’ aspect of workshops and hence it has not been mandated but always strongly encouraged right from the top-most managerial ranks.

Employee Volunteering Initiatives include:

1. Supporting Persons with Disability in Employability and Employment: One on one training for interview preparation for physically disabled candidates to help them understand standard interview questions, body language and etiquettes, resume building. Candidates from Enable India were given training in resume building for PwDs to help them be more job ready, by conducting mock interviews, communication/aptitude assessment, etc to help attend interviews at Deutsche Bank, GE and CBM etc. Communication assessment training have also been conducted to help PwD candidates with English speaking during interviews and presentations.

2. Others: Youth from an underprivileged background who are part of the Hope Foundation Vocational Centres were invited by Allegis for counselling sessions in building careers. Allegis has also engaged its employees in building capacity of partner NGO, Enable India, with team visiting to conduct job portal training for visually impaired candidates, it becomes a great story of how an entire team came together to mentor PwDs for boosting their chances in jobs. Allegis also started The Wish Tree Campaign across Allegis operations during the Joy Of Giving Week to benefit underprivileged children Hope Foundation and Make A Wish Foundation works with. A total sum of 1.76 lacs was collected for that cause. Time based Volunteering initiatives include employee groups visiting NGOs for a whole day workshop. One such visit was at Desire Society which takes care of children with HIV. The team along with hearing impaired candidates, painted murals for the children and whole day interaction.

Allegis organizations believes a robust employee volunteering programmes needs a top-down push for it to sustain, and keep the motivation of employees’ despite being a tough call.
Cognizant

Impactful Grassroot Volunteerism

Cognizant has had a very strong culture of volunteering for almost a decade now. Much before the CSR mandate came into effect, the Outreach program was launched at Cognizant sensing the keen interest of Cognizant associates in grassroots volunteerism. Over the years, its volunteering wing, ‘Outreach’ has witnessed a tremendous growth in the volunteer participation and consequently the number of volunteering hours clocked. Over 100,000 associates have volunteered since Cognizant Outreach began in 2007, contributing 1.75 million hours of volunteering and making the program one of the world’s largest corporate volunteer efforts. Nearly half a million of these volunteering hours came in 2016 alone, with 41,000 associates volunteering in 20 countries. This progress was made possible through concerted efforts to create wide ranging opportunities that met the varied interests of the associates. Initiatives such as 24 hour volunteering marathons, week and month long campaigns to promote volunteering, virtual and desktop volunteering opportunities among others, helped get new volunteers on-board and expand the volunteer base.

The typical types of volunteering most popular in the organization are:

1. Neighbourhood volunteering – supporting schools in the vicinity of its offices or in areas with high employee density, to enable regular volunteering
2. Virtual volunteering – pilot program where volunteers take classes over Skype to connect to students in rural areas
3. Desktop volunteering – translate teaching content available in English to regional languages, creating learning aids such as flash cards and so on.

Outreach follows a three-pronged approach in its partnership with schools:

1. Coaching and tutoring: Outreach volunteers conduct tutorials or coaching sessions in subjects such as Mathematics, Computer Science and English, and offer life skills and leadership training for students. Such sessions have significantly enhanced the understanding and proficiency of the students in these areas.
2. Identifying and nurturing talent: Outreach volunteers also conduct various competitions to identify talent in extra-curricular activities and sports in these schools. In many instances, this is the first time that children from such schools get an opportunity to showcase their talent, and therefore savour every moment of these events.
3. Creating or improving the infrastructure of schools: From setting up computer labs, to refurbishing classrooms and science labs, providing continuous drinking water supply to schools, and constructing toilets, Outreach volunteers constantly look for instances to improve infrastructure at these schools.

The goal of Outreach is never to mandate volunteerism but to provide an opportunity for any interested employee to do so with ease. This approach has helped increase the volunteer base as every volunteer who wishes to contribute is able to find an opportunity that is most suited to his/her skills and the time he/she can give. Outreach believes in the empowered culture of volunteering. Nearly 90% of the projects are planned and executed by volunteers.
Impact Index is the primary tool used to gauge the progress made by the several volunteering groups within Cognizant. The Index is published every month to the Outreach volunteering community and the executive management. Over the years, the Impact Index has helped engineer the behaviour of diverse volunteering groups towards a common vision. The Index constantly evolves to elevate the learning experience of thousands of children in Outreach supported schools.

In addition to this in-house exercise, the Outreach Program is audited by the Centre for Social Initiative and Management (CSIM) every three years.

The cornerstone of the Outreach program has been the might of Cognizant employees and their collective passion to serve. Outreach initiatives are all about the spirit of volunteerism, providing opportunities for employees to make a meaningful contribution to the society around them.

Genpact

An Unflinching Commitment to Volunteering

Each of Genpact’s major sites conducts CSR initiatives based on an adaptation of the above framework taking the local context into consideration. Each location or region has assigned CSR leaders/champions supported by a team of single point of contacts (SPOCs) who drive the agenda. Genpact’s CSR program engages employees across the organization, including the senior leadership, which they feel is key to the success of the CSR efforts. Leadership involvement provides a sense of organizational ownership of the CSR vision and acts as a great motivation tool for employees. The unflinching commitment of the volunteers in turn motivates the leaders. Genpact’s leadership is committed to investing in the CSR program, which is evident from the program’s expansion over the year. Among various such initiatives, one of the highlights in 2016 was the leadership visit to the MCD Primary School in Ayanagar, Delhi, that Genpact has been supporting for the last two years. 15 senior Genpact leaders, including President and CEO - NV "Tiger" Tyagarajan, spent a day with the girls at the school and had inspiring conversations with them.

Volunteering and payroll donations: As a company of more than 70,000 people, employee contributions are the foundation of Genpact’s CSR program. Employee volunteering and payroll are thus the backbone of most of the activities Genpact runs. Over the years, they have instilled these values within the cultural fabric and have ensured that they are maintained by focusing on volunteering and payroll contributions at the beginning of the employee life cycle in their orientation programs. Such exposure also allows new Genpacters to get a sense of the organizational culture and values. The highlights of the program includes 15,500+ unique volunteers (22% of our employee base), 75000+ volunteer hours, spanning 16 countries and a range of initiatives and projects. Our volunteers get involved in activities such as teaching and
mentoring children, planting trees, volunteering in orphanages and old age homes, cleanliness drives, etc.

Genpact partners with leading non-profit organizations (charities such as Give India, United Way, Dress for Success, American Cancer Society) to provide flexible and transparent platforms that enable employees to donate to credible local charities.

One of the ways Genpact encourages more people to become a part of CSR initiatives is through targeted and effective communication. The efforts include building a powerful internal communication engine through standard branding, adequate exposure on various activities, newsletters highlighting volunteers’ experiences and the impact of CSR activities, and recognition for ace volunteers in town halls and by Genpact leaders. The communication is not just meant to inform employees about how and where they can make their contribution but also to provide that extra nudge and motivation to more actively and consistently become part of such activities.

Genpact is also working with an NGO, I AM GURGAON to plant trees, native to the Aravalli range, to reclaim flora and fauna that is otherwise getting lost due to urbanization. 7000+ Genpact volunteers have planted 21000 trees over 5 years, which is 23% of the total tree cover in the park. This is the largest contribution by a single corporate.

Genpact always believed in a volunteering-driven programme, and does not see any particular impetus owing to the CSR mandate. For the year 2016 itself, 15,500 volunteers in Genpact participated and clocked 75,000+ man hours spanning 16 countries.

L&T Infotech

Inculcating Individual Social Responsibility Among Employees

L&T Infotech believes in a unique philosophy called individual social responsibility and promotes the cause of inclusive society with an encouragement to employees’ involvement in the programmes by leveraging their technological expertise. Their employee-volunteers volunteering programme includes teaching community students, visiting orphanages and old age homes; organizing medical camps and helping Non-Government Organizations (ngos) sell their products/artefacts. This volunteering is for seeking personal fulfillment and joy. It is all about giving back to the society. Moreover, as a by-product, it brings some cheer in the lives of the underprivileged. This initiative is named ‘1Step – creating fulfilling moments.’ It is due to this unique focus that they encourage an Individual Social Responsibility (ISR) and promotes sustainable community development with a commitment to promote the cause of creating a more inclusive society.

Through this vigour, they wish to ensure that their employees, who are an integral part of this initiative, grow as complete individuals, by bringing forth the leader in them who will drive change, rise above the situation and most
Mercer

Volunteering for A Difference

In the recent years there has been a strong volunteering culture created at Mercer. With more than 3000 employees, a central team known as the Mercer Cares India Chapter team has been carrying out a host of volunteering initiatives. Employees nominate themselves as per the initiatives calendar for the year to help coordinate and volunteer for these events using software that is adopted by the parent company (Marsh and McLennan Companies (MMC)) and is called “Volunteer Match”. The event is approved by MMC in USA, post which employees register them for the event. Once the required number of volunteers list is full, the remaining employees move to a waitlist. The hours invested by employees for each event are recorded and a scoreboard is maintained to recognize employees volunteering for the maximum number of hours in a year. Employees are then rewarded with monetary awards that can be donated to the Social Initiatives of their choice. The month of May each year is celebrated as Global Volunteering Month. Different offices across the globe come together to make a difference in moments that matter the most in fulfilling our commitment towards our society; compete for maximum hours/ employee participation on volunteering to win the Global Recognition Award.

importantly, develop a holistic perspective towards life.

Currently, from L&T Infotech, dedicated volunteers take time off from their busy project schedules to teach students from class 5th -7th, subjects like Mathematics, Science and English. Students also share their experience and feedback about how 1Step volunteers teach them and share educational resources material via video conferencing.

L&T Infotech volunteers teach for two hours each week, in schools around Bangalore, during weekdays. They also act as mentors to the students. Before volunteering they are carefully trained on the course curriculum and give a primer on teaching methodology. With the success of the programme, and the increasing interest of volunteers, the company set up digital infrastructure to expand the programme to more locations. Video sessions between employees and students have been very effective and impactful. Often 4G dongles and e-solar panels are used in places where connectivity and electricity were posed challenges. L&T Infotech, in keeping with its larger philosophy of individual ownership of programmes, has even allowed employees who shifted out of the company complete their volunteering work with the students, through a dedicated volunteer management platform. Families of employees are also encouraged to volunteer.
SAP

Nurturing Innovation

SAP’s corporate social responsibility (CSR) programs have two main focus areas: building the capacity of innovative social enterprises that put young people on the path to successful careers, and building a skilled workforce for the IT sector with skills, training or workforce development program. This focus has been used by SAP India to create its volunteering and education programme. SAP India employees are from STEM backgrounds and have good English skills. The education program is thus strongly focused towards STEM Digital Literacy to make youth more employable.

Volunteers participate in creating the curriculum and focus on digital literacy and vocational skills across 60 training centers under the National Digital Literacy Mission as well as other Digital Literacy initiatives under SAP CSR. The aim is to create structured and holistic program serving both focuses: creating IT skilled, employable youth and leverage the technical skills of the employees. Sometimes volunteers from SAP help set up technology infrastructure for the centers.

Under entrepreneurship development, SAP conducts mentorship bootcamps and product sprints for social enterprises, in which SAP Experts from Sales, Consulting, Product Development and R&D, mentors social enterprises in order to help identify risk inherent in businesses, help with GTM strategy, etc. The SAP experts adopts and implement Design Thinking methodology for business model canvassing and other topics, which help enterprises accelerate their businesses.

Wells Fargo

Volunteering for Youth Empowerment

Volunteering is the key part of all Wells Fargo’s education projects. A lot of team members are passionate about giving back and they believe education is a medium through which they can achieve it. Leveraging this interest at every stage of their involvement with their projects has benefited them greatly. Some of the projects have been initiated by their team members in their effort to fix certain issues in their neighbourhood.
Infrastructure support: Wells Fargo consciously involve their volunteers in all the infrastructure projects they undertake in schools. E.g.: Classroom painting, mural painting, shifting of the school. This helps the volunteers bond with the school and the beneficiaries reap the benefits.

Learning: Technology is their expertise; they try to leverage this by getting passionate volunteers to teach computers to the children in the adopted school. Digital literacy has become an important skill in the modern era and through regular teaching programs we are able to pass it on to our next generations. They have our volunteers also working on various platform to build applications or games that aids in learning.

Health and Nutrition: Volunteers conduct regular health checks in schools with the help of doctors. Breakfast serving, conducting general awareness session on hygiene, health on regular basis are some of the ongoing initiatives.

Exposure and Awareness: Exposure plays a key role in development of a child. Their volunteers are closely involved in taking the school children out on field trips or even inviting them to Wells Fargo campus and educating them about the organization. Volunteers also get trained by the NGOs to get into the communities and to create awareness on financial literacy, schemes offered by the government, right to education act, hygiene, etc.
About MyKartavya

NASSCOM Foundation’s MyKartavya programme connects the industry and her people to a wide range of volunteering opportunities, and also helps manage and evaluate their volunteering efforts. Digidhan is the latest running campaign of MyKartavya, which focuses on teaching at least one mode of digital cashless transaction to the people, to promote cashless transactions. The campaign runs on ‘Each one, Teach ten’ philosophy, where every volunteer teaches ten beneficiaries and the chain continues. The programme endeavours to remain relevant to the volunteering aspirations of the IT-BPM industry and facilitating online and offline relationships in an inter-organizational level.
Governments world over have now become acutely aware of the national advantages of having a responsible business community. The same realization has also brought an increasing concern among all stakeholders, who now expect businesses of all types and sizes to function responsibly. NASSCOM Foundation, the social development arm of NASSCOM, has been established with the vision to leverage Information and Communication Technologies (ICT) for empowering and transforming the lives of the underserved. The Foundation is engaged in a number of multifaceted initiatives which leverage the capacities and competencies of the IT-BPM industry in India.

We derive our strength from our experience, working with our partners and are constantly looking for ways to unite efforts to achieve maximum impact. Through the overlaps of four major stakeholders - NASSCOM member companies, NGOs, emerging social enterprises and government bodies - we are building platforms for ‘technology for good’. Our effort to collaborate with various stakeholders to form mutually beneficial partnerships is based on shared values and objectives; for National Digital Literacy Mission, we are the industry partner for The Government of India launching NDLM centres across the breadth of the county, in collaboration with close to twenty seven donors, Our Skills Initiative focuses on enhancing livelihood opportunities of youth amongst underserved communities in India through employment and micro-entrepreneurship. The Disability Initiative promotes and encourages inclusion of people with disabilities, in the IT-BPM industry by sensitizing the sector about the employment and accessibility. Indian Public Libraries Movement(IPLM), a BMGF initiative in association with NASSCOM Foundation is a movement to re-establish the importance that Public Libraries deserve in the present context: a repository and source of information and ideas, a place for learning and enquiry, and for the generation of thought and the creation of new knowledge. The NASSCOM Social Innovation Forum is a ‘Tech 4 Good’ platform that aims to address critical gaps in development, through technology-led social innovation and solutions, that can lead to sustained social impact and foster inclusive growth in India. We have recently initiated efforts in mitigating the hazardous effects of e-Waste through sensitisation workshops and recycling awareness in collaboration with Ministry of Electronic and IT.

We provide expertise and collaboration opportunities which companies could leverage for to maximise stakeholders benefits. The Foundation offers opportunities for companies to integrate their business models with social and environmental priorities in order to create shared value and social good.

We hope, through our study, we are able to widen the CSR ecosystem, inculcate innovative solutions, encourage information sharing across the IT and development sector and create an understanding of the sector that will lead to further advancement of inclusive business development and leadership practices.

We value your feedback and suggestions, and look forward to engaging with you on our Inclusive India agenda.
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## Surveyed Companies

1. Accenture  
2. Adobe  
3. ADP  
4. Allegis Group  
5. Amdocs  
6. ANZ  
7. Avaya India  
8. BBIT Consulting  
9. Brillio Technologies  
10. Butler America  
11. Cactus Communications Pvt. Ltd.  
12. Cisco  
13. CSS Corp  
14. Cyient Ltd.  
15. Dell Inc  
16. Dell India International Services Ltd.  
17. Enoah Isolution India Pvt Ltd  
18. EXL Services Pvt. Ltd.  
19. Facebook India Online Services Private Limited  
20. Genpact  
21. Geometric Limited  
22. HDFC Bank Ltd.  
23. Hexaware Technologies  
24. Hinduja Global Solutions Ltd.  
25. HP Inc  
26. HSBC Electronic Data Processing India Pvt Ltd  
27. Huawei Technologies India  
28. Hughes Systique Pvt Ltd  
29. Infosys Limited  
30. Intel  
31. Juniper Networks India Pvt. Ltd.  
32. Lister Technologies  
33. Mercer Consulting Pvt. Ltd.  
34. Microland  
35. Mindtree Foundation  
36. Morgan Stanley  
37. Mphasis Limited  
38. Newgen Software Technologies Ltd  
39. NTT DATA  
40. Oracle India  
41. OSC Services  
42. Realpage India Pvt Ltd  
43. RMS  
44. Robert Bosch Engineering And Business Solutions Pvt Ltd  
45. Rockwell Collins  
46. Rolta Foundation  
47. SAP Labs  
48. Sears IT And Management Services India Pvt Ltd  
49. Sonata Software Ltd  
50. Sopra Steria  
51. Sutherland Healthcare Solutions  
52. Symantec Corporation  
53. Synopsis Pvt. Ltd.  
54. Tata Business Support Services  
55. Tech Mahindra Foundation  
56. Tata Consultancy Services  
57. Tesco Ltd.  
58. Virtusa Polaris  
59. Wipro Ltd.  
60. Wns  
61. Yes Bank Pvt. Ltd.  
62. Zensar Foundation  
63. Zoho Corporation Private Limited  
64. Wells Fargo
About NASSCOM

NASSCOM Foundation is a leading non-profit organization driving technology for good. The Foundation’s work is just as expansive and evolutionary as the potential that technology and corporate India entail. Drawing strength from its parent body NASSCOM, the Foundation works closely with four major stakeholders: NASSCOM member companies, ngos, emerging social enterprises and Government to foster a strategic relationship between technology and development. NASSCOM Foundation’s core initiatives include working for Persons with Disabilities, fostering innovative solutions for social good, creating unique skilling models for underserved communities, and digital literacy where it is the industry partner to the Govt. Of India’s National Digital Literacy Mission (NDLM / disha)

About NextGen

NextGen is India’s leading technology based CSR Management company backed by Omidyar Network and Nexus Ventures; works with more than 120 corporates to manage USD 150 Million developmental capital annually.

NextGen’s first of its kind Technology Platform - p3, helps companies track, manage, monitor, and report their CSR and volunteering programs effectively, ensuring maximum value for the end beneficiary, while providing transparency and last mile line of sight in real time. Compatible with all reporting frameworks, p3 is assisting a host of clients to effectively analyze and report CSR spending. NextGen works with companies across the lifecycle right from strategy, project design, grants management, monitoring, evaluation and reporting, and employee engagement, all of which is powered by p3 platform.
About Hinduja Global Solutions Ltd. (HGS)

Hinduja Global Solutions (HGS), part of the multi-billion dollar conglomerate Hinduja Group, has been offering Business Process Management (BPM) solutions for more than four decades. A leader in customer experience management, HGS’ mission is to optimize the customer journey to make its clients more competitive.

HGS has built expertise focusing on Customer Experience Management, Back Office Processing, Contact Centers, Data Analytics, Digital and Interactive Solutions and HR Solutions. HGS caters to the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, and consumer packaged goods industries, as well as the public sector. Today, HGS partners with 185 of the world’s top brands for BPM services and 600+ payroll processing clients. It is the only outsourcing provider that takes a true “globally local” approach, with local leadership teams who understand the market. The global delivery network serves international customers both onshore and offshore to drive efficiencies and delivering customer delight. HGS operates on a global landscape with 44,000 employees in 66 worldwide locations delivering localized solutions. For the year ended 31st March 2016, HGS had revenues of US$ 507 million.
About Sonata Software

Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep industry domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services. Sonata's solutions bring together new digital technologies such as Omni Channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. The solutions are delivered through a unique model of Customer Specific Centers of Excellence that ensure alignment to the customer's strategic goals, enabling partnerships with sustained long term value to be achieved.

Sonata's solutions include proprietary industry and technology platforms such as Rezopia Travel Experience Platform, Brick & Click Omni Channel Retail Platform, Modern Distribution Platform and Halosys Enterprise Mobility Platform. The company has long standing alliances with technology leaders such as Microsoft and SAP, offering value added solutions on their technology platforms such as Dynamics 365 and SAP Hybris. The company is also a leading end to end partner for digital technology infrastructure solutions in India, with recognitions such as Microsoft Country Partner Award and SAP Pinnacle Award to its credit.

Sonata as a company is also committed to the role of IT as an enabler of social change. The company is invested into supporting organizations serving a social cause using IT – with education, culture and diversity themes being focus areas of involvement.

A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.