

CSR Projects for FY 2021-22

1. Working towards building skills and self- belief in young adults

The contribution by your Company has been deployed at Alohomora Education Foundation which works with adolescent children from low-income families to identify and enable them to work towards their respective strengths and aptitude-aligned career paths.

The proposed project- "Careershala"- is a structured intervention for around four hundred students of grade 9th to 12th studying at government schools in Delhi NCR to help them develop exposure, foundational skills and socio-emotional skills to enter a career of their choice. Students will be enabled to select a career path and then mapped to professionals from the field who will help them build skills for that field and undertake live projects.

2. Youth Entrepreneurship for the underprivileged

The Company utilized the CSR Funds in deployment at Bhartiya Yuva Shakti Trust (BYST) having an objective to empower young aspiring entrepreneurs, who are disadvantaged, with an aim to integrate them into the economic mainstream. BYST fosters the entrepreneurial dreams of underprivileged youth between the ages of 18-35 years in India, thereby, turning job seekers into job creators. It provides total assistance to disadvantaged youths who have no alternative means of funding or assistance by providing a package of complete assistance including counselling, training, financial assistance and other business-related services which help in the sustainability of their businesses. A unique feature of the BYST programme is that each entrepreneur is assigned a mentor, drawn from the industry, who gives voluntary personalized advice and support.

The objective of the project is to reach youth in rural and peri-urban areas of NCR at a large scale to raise awareness and train them for entrepreneurship to create a sustainable model of youth entrepreneurship for the underprivileged including to fund and mentor youth businesses and to ensure creation of wealth and employment.

3. Art-based learning to children from disadvantaged communities

The contribution by your Company has been deployed at Foundation of Arts for Social Change in India (Slam Out Loud). Slam Out Loud uses performance and visual arts to enable children from disadvantaged communities to find their voice through creative expression. It works with professional artists and e-learning resources to help children build the creative confidence needed for them to dream bigger and create their future. By providing access to space for art-based learning that is traditionally inaccessible to individuals in at-risk communities, it builds in them 21st century skills of critical thinking, communication, collaboration and creativity, fostering leadership that can drive universal change. The diverse group of children, youth and artists that Slam Out Loud works with in these communities discover their voices through the transformational power of the arts enabling them to become creative thinkers who dream bigger, achieve more and create the future.

4. Campus Development at Ashoka University

Your Company has carried on the CSR contribution to International Foundation for Research and Education towards capital expenditure for construction and development of the North Campus of Ashoka University including the residence halls. The objective of setting up the new campus is to increase student capacity, residence needs for faculty and leadership teams and furthering the vision to become a prominent sciences and research institute in India. The larger vision of Ashoka is to help students become well-rounded individuals who can think critically about issues from multiple perspectives, communicate effectively and become leaders with a commitment to public service. At Ashoka University, education carries a strong emphasis on foundational knowledge, thorough academic research based on rigorous pedagogy, and hands-on experience with real-world challenges.

5. Support to the Education-cum Protection Centre for children by the name of “Mera Sahara”

Your Company continued its support to Joint Women’s Programme (JWP), a registered society, for meeting a range of operational expenses and contributed for running the Education-cum-Protection Centre for children by the name of “Mera Sahara” where around 110 children, between the ages of 1-12 years, are educated, protected and made eligible for mainstream schools. Children who qualify to go to mainstream schools are admitted to the nearby Government Schools.

JWP is also engaged in lobbying and advocating for the rights of the deprived and marginalized women and children, in conducting adult education, legal and health education classes for mothers and school dropouts in urban slums and rural areas and in providing training in tailoring and embroidery, durrie making and computer classes. Mera Sahara facilitates taking up National Institute of Open Schooling (NIOS) exam for students in class 5th so that they may take admission to other private schools to continue education.

6. Strong language and literacy development

The contribution by your Company has been deployed at Language and Learning Foundation (LLF) working towards developing an effective and grounded understanding of early language and literacy scenario in India. LLF aims at improving the quality of teaching-learning of language and literacy in primary government schools through continuous professional development of teachers and teacher educators. LLF also intends to provide technical support to State and Districts Resource Groups and field based programs; and to build an evidence-based knowledge resources for addressing the early literacy situation at all levels.

The objective of the project is to build and strengthen capacity of government system through training block level resource persons, teacher trainers and teachers to ensure foundational literacy and numeracy for children. LLF is supporting the Government of Haryana in delivering Foundational Literacy and Numeracy (FLN) project under NIPUN Bharat wherein LLF provides facilitation and content support.

7. Gyantantra Udbhav (Digital Dost) (“GDD”)- Education Innovation for a strong foundation

The contribution by your Company has been deployed at Literacy India (LI), a non-profit organization with the objective of educating under privileged women and children and empowering them to become self-reliant and employable. It is working across states - Delhi-NCR, Haryana, Maharashtra, Chhattisgarh, West Bengal, Rajasthan, Uttar Pradesh, Uttaranchal, Jharkhand, J&K and Telangana. It has a number of centers across India with an outreach of thousands of beneficiaries annually. The objective of the Project is to ensure better learning outcomes and grade-level competency for government primary school students through deploying Gyantantra Digital Dost, which is a tech-based initiative of Literacy India.

GDD is an innovative computer and tablet-based, interactive learning tool which is addressing the learning gap widely prevalent in the early grade schools across India, in a cost effective and scalable manner. Targeted beneficiaries are around 400 students from low socio-economic backgrounds studying at Government Primary Schools at three villages in Noida- Sultanpur, Wazidpur and Chhalera.

8. Leadership development program through comprehensive life-skills based education

The contribution by your Company has been deployed at Milaan foundation, working towards empowering adolescent girls from remote and vulnerable communities from various districts falling within the State of Uttar Pradesh. The proposed project is a girl-led leadership development program which invests in collectivizing girls at the grassroots, delivering comprehensive life-skills based education and instigating collective social actions. The Girl Icons are adolescent girls (aged 12-18 years) from families with annual income less than INR 1 lac and each Icon trains a group of 21 other girls from within their respective communities.

The objective of the project is to empower girls and help them in completing secondary education, prevention of child marriage, gender-based discrimination and violence and improved health outcomes. The proposed project will reach to around 500 girls.

9. Research Centre Development at Plaksha University

Your Company has made contribution to Reimagining Higher Education Foundation towards capital expenditure for developing the campus and research centers of the Plaksha University, which is conceptualized to be India's largest philanthropic initiative to setup a technology university. It aims to re-imagine technology research and education for the 21st century.

Its vision is to create ethical problem solvers and fearless leaders who transform the world through advances in science and technology. By creating an environment where inter-disciplinary academic pursuits and cutting-edge research take place within a framework of humanistic values, Plaksha University seeks to emerge in coming years as an institution of choice for exceptional students and faculty.

10. Therapeutic aid to children facing developmental delays in formative years

The contribution by your Company has been deployed at Sarthak Education Trust which is working towards the mainstreaming and employment of People with Disabilities (PwDs). The guiding principle of Sarthak Education Trust are Inclusion, Empowerment and Mainstreaming of Persons

with Disabilities. Through its dedicated efforts in the areas of Early Intervention, Inclusive Education, Skill Building, Placement, Advocacy Generation, Accessible Event Management Support and Online Parents' Interaction Forum. Sarthak has trained and placed thousands of PwDs in addition to rehabilitation of enormous children with disability.

The Project aims to offer through the Early Intervention Centre therapeutic aid to children facing developmental delays in the formative years and will work for the overall development of children with neurological problems, birth defects, genetic disorders etc. and enhance their abilities to the full and endeavor to help them circumvent their disability. The Sarthak team is also developing an online resource repository on early intervention to eventually scale the project digitally.

11. Improve early learning outcomes of children

The contribution by your Company has been deployed at Shally Education Foundation (SEF) which focuses on transforming parents' engagement in their child's development. It works on the belief that effective parenting through involvement in the children's education can significantly enhance children's learning potential. SEF empowers parents across low-income communities to provide an environment of excellent early learning and care for their children at home. They provide learning resources and parent coaching through an innovative blend of online and offline components.

As part of the Project named as Women Tuitionpreneurs, SEF enables women in the community to set up tuition centers at their home. These centers are financially sustainable and create long-term impact in the community. SEF has onboarded a number of Relationship Managers (RMs) from the community who have been trained to directly reach out to the mothers and children in the community. SEF will also provide assessment & monitoring support by creating a room in each woman RM's house into a tuition center to provide traditional teaching & learning while also supporting the tuitionpreneurs financially.

12. Creating Center of Excellence at Government Primary School

The contribution by your Company has been deployed at Simple Education Foundation (SEF), a non-profit organization with the objective to give the power of making a positive impact back in the hands of those stakeholders, who directly influence the quality of teaching & learning inside classrooms – teachers, students and school principals.

The objective of the project is embedded in building leadership skills that push for a transformation in school culture and build a holistic learning environment for the students and to build on the ownership of stakeholders to actively take charge of the process of transformation within the schools and classrooms. In the long term, the goal is to build robust models that can be easily adapted within the public education system and implemented by the government. SEF is working with a mission to build pathways that offer every child the access to quality education, regardless of their social and economic backgrounds by transforming the teaching and learning practices with government schools.

13. Imparting Quality Education through Computer and Learning Development

The contribution by your Company has been deployed at the Swami Sivananda Memorial Institute (SSMI) which is working to improve the quality of life of the under-privileged women, youth and children through research, promotion, provisioning of services and skill development in the fields of education, health, nutrition, environment and livelihood.

SSMI runs a 'Digital Education Project' to build a scalable learning solution using technology to complement classroom based learning for children. Gyantatra curriculum is synced with the classroom lesson plan which supplements children's learning and helps underperforming students cope with learning process and achieve grade-level competency. Special English language and life-skill classes are also a part of the project to enable holistic development of the students.

14. Imparting special education support to formal school children

Your Company further made a contribution at the Swami Sivananda Memorial Institute (SSMI) for a project to identify and support children with learning difficulties (slow learners, dyslexia, autism etc.) and provide remedial teaching by building capacity of teachers, special educators and parents to understand special needs of the students. Students thus identified are provided remedial one-on-one after school classes to pace up the process of mainstreaming them with rest of their classmates and peers.

15. Supporting education for girls from vulnerable communities

Your company has made contribution to SwaTaleem Foundation towards developing socio-emotional skills and better teaching and learning practices at Kasturba Gandhi Balika Vidyalayas (KGBVs). SwaTaleem works with historically marginalized rural adolescent girls in Kasturba Gandhi Balika Vidyalayas which are government-run residential schools under Samagra Shiksha Abhiyan specifically for girls hailing from Dalit, Tribal and Minority communities across India. SwaTaleem focuses on creating thriving school communities to increase decision-making, capacity building, and foundational skills of the girls by using a systems approach. This includes working with teachers, parents and families, and young women leaders from the community

16. Supporting Teach For India fellows

The contribution by your company has been deployed at Teach to Lead which is a part of the global Teach for All network and aims to transform education for the underprivileged in the country. The objective of the programme is to support the two-year leadership and fellowship journey for three Teach For India fellows who serve as full-time teachers to children from low-income communities in some of nation's most under-resourced classrooms. They also work closely with the communities the students in their respective classrooms hail from in order to support their learning further.

17. Infrastructure for education for children with & without disability

The contribution by your Company has been deployed at Amar Jyoti Research & Rehabilitation Centre. Amar Jyoti is a voluntary organization rendering rehabilitation services to Persons with Disabilities through a holistic approach of inclusive education, medical care, vocational training, child guidance and self-employment.

The project entails setting up of smart classes for students with cross disabilities. Smart learning education system attempts at developing quick learning skills where teachers participate with students via learning tools and techniques.

18. Creative Learning Environment for the Underprivileged Children

The contribution by your Company has been deployed at Jayaprakash Narayan Memorial Trust, working with the objective of providing a creative learning environment for the underprivileged children. It works to bridge the gap for those children who have little or no access to education. 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. Vidya & Child offers a holistic approach through intensive life skills and arts & performing arts along with academic, financial & mentoring support. It helps each child to explore and identify their uniqueness within.

The objective of the project is to support the education of 100 children at their school called 'Vatika School' located at Shahpur village, Sector-128, Noida, where around 330 students study up to class 8. The center provides NIOS examination facility to children after passing out of class 3rd, 5th and 8th. The children hail from families of low income communities/migrant workers in and around the center location.

19. SaveLife Foundation

The contribution by your company has been deployed at SaveLife Foundation towards addressing the acute shortage of oxygen and critical care infrastructure during the second wave of Covid-19 pandemic. In order to increase the supply of oxygen and related infrastructure, SaveLife actively supported the Government of Delhi in addressing this crucial need. Under project "Delhi fights COVID-19", the contribution made to SaveLife Foundation was utilized in urgent procurement of fifteen invasive ventilators in addition to ICU monitors which were provided to GTB hospital located at Shahdara, Delhi to address this acute shortage.

20. Support to the Post Primary School Programme

Your Company continued its support to Social Outreach Foundation (SOF) for the project "Support to the Post Primary School Programme" and contributed towards school fees, books and stationery including educational material and school uniform for eighty economically underprivileged children.

The objective of the proposed programme is to provide quality education for all children from the marginalized sections of the society to help them eradicate the curse of poverty and to remove the day to day financial uncertainties and ensure a long time commitment of education to the children.

21. Employment enhancing vocational skills for Persons with Disabilities

The contribution by your company has been deployed at the Trust for Retailers & Retail Associates of India (TRRAIN) with an aim to train persons with hearing impairment and speech disabilities and provide them employment opportunities in the retail industry.

TRRAIN is a public charitable trust formed which runs an initiative called “PANKH–Wings of Destiny”. The initiative aims to train People with Disabilities (PwDs) and provide them employment opportunities in retail industry & thus create sustainable livelihoods for PwDs. The objective of this project by your Company is to train and employ 175 persons with speech & hearing disability. Around 90% of the youths trained under the program come from a rural background with low income & such employment of PwDs will, in addition to giving them a high level of confidence and social and financial independence, create a positive impact on lives of their families.