



Confederation of Indian Industry

SAMVRIDDHI

CSR Best Practices Experiences of Industry in Andhra Pradesh-2010



Business Practice towards
**Balanced & Sustainable
Development**

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Disclaimer

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Chairman's Message

Corporate Social Responsibility has undergone great transformation in the last decade. Businesses are being more conscious of their social, developmental and environmental areas and have begun contributing to the society & environment in which it operates. They have also realized the importance of steering their business agenda towards the developmental landscape of the country.

CSR is no longer merely a fashionable term but an essential component in delivering improved performance; it demands committed leaders to put CSR as an integral part of business. Hence, the policy makers need to further action, most notably strengthening the existing provisions so that CSR becomes a boon for the industry and society. With increasing and widespread commitment of corporate resources to CSR, attention is now shifting to the strategic formulation, implementation, and measurement of the market returns to CSR initiatives. This emphasizes the need for better "Models for CSR Engagement" that captures and estimates clearly, the effects of a company's CSR actions on its stakeholders as well as the nations in which they are operating.

Over the past years, CII has initiated various projects focused on inclusiveness and sustainability. I am happy to note that the CSR Panel of CII Andhra Pradesh under the guidance of Ms. Suchitra Ella has done remarkably well in supporting the AP Floods relief and rehabilitation initiatives, supporting the environment day celebrations of the member companies, in creating awareness on Swine Flu and many more.

Now I am pleased to announce the launch of the Samvridhhi, the CSR case studies document of the CII Andhra Pradesh. I hope this document will guide many more organizations to get involved in CSR initiatives more actively.

Y Harish Chandra Prasad
Chairman
CII, Andhra Pradesh

Journey Towards Sustainable Development



Corporate Social Responsibility arena has made rapid strides in recent times and has now been well taken in the corporate sector. Many companies have successfully integrated CSR into the business strategy in India. With a focused strategy on corporate social responsibility, there can be tremendous impact on the triple bottom line which translates into an enduring and stable business. With CEOs and the top management continually driving the corporate social responsibility strategies, we can expect a systemic approach to tackle social and other developmental issues, however, to integrate sustainability into the business thinking is a key challenge.

As the Convenor of CSR panel, I urge corporate members to encompass the issue of sustainability into their gamut of CSR activities, in order to accomplish their business objectives successfully. "Samvridhhi" is launched to offer space for our member companies to exhibit their CSR activities, which help companies to share and learn best practices from each other. We would like to present case studies of our member companies who are contributing enormously for sustainable development.

I am positive that this document will not only create a sense of awareness and responsibility among individuals but will also foster active participation and involvement of the many young minds and the citizens of the country.

We cannot aim for higher growth rate of GDP by leaving behind the social sector and it is not only government's responsibility, but also industry and the civic society. Thus, corporate leaders like you and me should view CSR as an investment which would bring high dividend in the future, thereby helping businesses to sustain and the society to develop.

Ms. Suchitra Ella
Convenor
Corporate Social Responsibility Panel
CII Andhra Pradesh



Mr. Jay Galla
Managing Director
Amararaja Batteries Ltd

Amararaja Group

With annual gross turnover of more than Rs.2000 crores and over 6500 employees, We at Amararaja Group believe in influencing and improving the quality of life by building institutions that provide better access to better opportunities, goods and services to people all the time. We believe in taking responsibility for whatever we do; within and beyond the company. Our vision is to create communities that are economically and socially vibrant to stimulate growth and self-reliance. In keeping with this commitment, we've dedicated ourselves to achieve Complete Village Transformation through social activities in the areas such as Education, Employability, Rural Infrastructure, Community Development, women empowerment and Environment care.

Promoted by the Galla family in 1983, the Amara Raja Group has all its state of art manufacturing facilities located in remote villages in Chittoor District of Andhra Pradesh. The Group's flagship company Amara Raja Batteries Limited has the leadership position in both Industrial and Automotive Batteries. Its member companies have their presence in Power Electronics (Amara Raja Power Systems), Precision Products, fabrication and Plastics (Mangal Precision Products) Electronics & Home appliances (Amara Raja Electronics), Infra (Amara Raja Infra), Services (Amara Raja Industrial Services) and Processed foods, Pulp & Beverages (Galla Foods).

This report covers the CSR activities of the Amara Raja Group in Chittoor district, where the primary manufacturing facilities of the Group exist. Rajanna Trust is termed as the Organic link of Amara Raja Group's Corporate Social Responsibility activities. The Projects and Programs of Rajanna Trust are proven as successful methods to create development, advancement and empowerment among the rural people, which are the basic objectives of the Trust. Rajanna Trust strives to ensure fair and equitable participation of rural households in National Development.

The CSR initiatives of Amararaja Group are carried out through Rajanna Trust established in 1999, is working in Chittoor district of Andhra Pradesh. The trust is poised to add few additional areas in districts covered under the business operations of the group:

The main objective of the Trust is to promote the Integrated Rural Development resulting in inclusive growth of the region. The projects & programs undertaken by the trust aim at the welfare of Farming community through Research and Development in Agriculture (Process & Product), to create awareness on health & sanitation among rural masses, promote education and skill development in children & youth, promote sports as career & profession among youth,

provide alternate livelihood to rural destitute women & needy, safeguard & promote traditional local arts & culture and ensure Environment protection.

In line with its objectives, Rajanna Trust has completed various community projects influencing the local people and benefitting them at large.

Empowering the society

The Trust has initiated & invested in various programs to uplift the living conditions of the people in Chittoor District. It has identified the following key areas for its social contributions –

Education

Two schools, one in Karakambadi meant for children of Amara Raja employees and one in Petamitta meant for village children as well. The Petamitta school will be upgraded to 10th standard by 2011. It has plans to start ITI, Junior College and Polytechnic in the coming years in Petamitta. Its Plan to open an ITI in the village is to create employment opportunity for the people in and around the villages of the institute by imparting Technical Education for skill development and thereby capacity building, resulting in increase of local employability. The land about 80 acres has already been acquired and work started on this ambitious project. Rajanna Trust supported Govt. school at Pakala & Chandragiri with furniture and construction of Toilet blocks for Govt. Savitramma Degree College at Chittoor.

Health

The Trust coordinated the opening of two hospitals, one veterinary and one PHC in Petamitta. In fact the sanctioning of PHC to Talapulanenivaripalle (Petamitta) with 3 sub-centers attached to it was the result of Rajanna Trust's special efforts. Amara Raja Group provided the necessary infrastructure for these Medical Centers. The veterinary hospital is operating

with one live stock assistant and one attendant and the PHC hospital is operating with one doctor and one nurse at present. This year the Trust intends to upgrade the PHC with inpatient facilities and specialist doctors by adopting the PHC under Public Private Partnership (PPP).

The trust is working hand in hand with the Company's Occupational Health Centre in spreading health consciousness among local communities by organizing regular Medical Awareness camps and Health check up camps. Recently such programs were organized on Dec 1 (world AIDS day) and Kisan Divas (Dec 23) involving large numbers of locals, school children and Farmers.

Employee Volunteering

Voluntary Blood Donation programs and scholarship programs are currently being practiced by the employees of the Group Companies under the guidance & facilitation of Rajanna Trust

Drinking Water

Drinking water supply to Both Diguamagham and Petamitta Villages is now being through Overhead tanks because of the efforts of the Trust in collaboration with the Government efforts. The trust is now spearheading the project of supplying purified drinking water in both these villages. The trust is working closely with M/s Swiss Technologies, Hyderabad, the agency awarded with the RO plant contract for the District of Chittoor by the Government of AP. The first plant is expected to be functional during the last week of Mar – 2010.

Infrastructure

Rajanna Trust constructed buildings for bank and Telephone exchange in Diguamagham and Petamitta. Apart from these activities, the trust have also constructed bus shelters, toilet blocks and visitor's room in Puthalapattu police station in addition to creating such other community facilities for the use of general public, like laying of roads, construction of a Marriage Hall, Rice Mill etc.

Village development

Rajanna Trust has undertaken major initiatives representing the Amara Raja Group for the development of the surrounding villages that include construction of roads, rainwater storage tanks, and supply channels among many others. The trust was active partner in the company sponsored CSR initiatives that encapsulated all these initiatives under the program named "Grameena Vikasam" by adopting villages under Amara Raja project. The villages are equipped with access to internet and related communication systems whereby they will be able to be in touch with the world matters.

Agriculture

Every year Chittoor district, where the Group company's main business thrives, receives erratic rainfall. To help the farmers of the region, on better cultivation, Rajanna Trust has constructed around 22

check dams and deepened 6 existing Lakes, Ponds and other water sources. This helped to enhance the ground water level in that area leading to an increased availability of water for irrigation. Thousands of Acres were brought under irrigation and farmers across 15 villages of Chittoor district benefited by this program.

As part of the company's CSR programs regular training programs and awareness programs are provided to the farmers in the neighboring villages of Galla Foods Limited through Rajanna Trust. These include the introduction of modern farming technologies, use of fertilizers and pesticides, harvesting techniques, transport and storage of agricultural produce.

Environment

Green Cover: Collector Chittoor district allotted 222 acres of barren hillock at Pemmugutta, spread over 3 villages near Petamitta, to Rajanna Trust & District Forest Officer (Social Forestry) to take up Social Forestry Program so as to develop a model project of Soil Conservation and Vegetative regeneration. Under this program the Trust plans to plant 50000 plants over a period of 5 years and last year around 9000 plants of various species were planted. This forest cover would also provide for shelter to Tribal families who would make their living from Forest produce. 40 families have already moved and have been rehabilitated with the help of the Government scheme.

In addition to this, the trust is coordinating the company's Blue Sky CSR initiative where in over 1000 plants would be planted involving the local communities and school children near Petamitta village. Under this program the local communities and the school children would be given education and be made responsible for the nurturing of the plants as their contribution towards the environment.

Irrigation

Rajanna Trust has constructed 22 check dams and supply channels including deepening of existing check dams in the rain starved Chittoor district, which enhanced ground water levels benefitting the farmers of 15 to 20 villages in 3 mandals of Chittoor district. The benefit has reached to the farmers in 5 mandals in Chittoor, 70 villages and approximately 5600 acres with an expenditure of Rs. 4.91 crores.

ARTS: Amara Raja Training Scheme

Amara Raja's success is mainly attributed to its Human Resource Management practices. "Human Development" to us is putting people at the centre of development. Keeping in perspective that 54% of our population is youth, the group has invested in providing employable skills with value based education and on the job training.

Amara Raja Training Scheme (ARTS) aims to train the youth with employable education and practical skills training, so as to make them stand on their own feet and be employable. This training aims to help the youth

in the neighborhood community acquire technical/ industrial skills or enriching their technical/industrial skills so as to enable them earn their livelihood through employment in appropriate industry.

The scheme was commenced in the group companies on 1st February, 2007, with an objective of imparting training to individuals with or without technical qualification, both in technical and non-technical fields in order to enable them to acquire the necessary skills to enhance their career opportunities/employability.

Under the ARTS program, the 24 month training comprises of two phases:

- a) On the Job Training
- b) Class Room Training

On the Job Training : The trainee is placed at shop floor for learning/acquiring the skills under the able guidance of senior operator/Engineer.

Class Room Training : The related skill information/ knowledge in the form of different modules, categorized sector-wise is taught by expertise internal/external technical faculty.

ARTS training scheme encompasses the following for all the trainees:

1. Basic training in a) Mechanical, b) Electrical, c) Electronic and d) Plastic sectors.
2. The On the Job Training is provided on a) Safety, b) Operation (machinery & equipment), c) Product Process, d) Quality Checks, e) exposure towards work environment.
3. Under Advanced Training the scheme allows a) Refresher Training, b) Training on updated skills.



4. Class room training has the Modular Training structure.

At the end of the training, trainees are subjected to appear for Final Module Exams and a % of mark is set to them for a pass as part of their learning evaluation. In the process, the trainees are assessed for their aptitude, general attitude and ability after the training. A course completion certificate is issued to all the trainees who pass in the final module exams. Trainees who do not acquire the skills and knowledge completely by the end of the training, may, at the sole discretion of the company, be continued with further training on the willingness of the trainees to undergo such further training.

This CSR initiative is purely focuses on youth empowerment by imparting employable skills within. This scheme does not enforce either on the company or on the trainees any obligation to provide / take up employment with the company up on completion of the training period or thereafter. Employment with the company is at the individual discretion or continues to be as per the company's recruitment norms.

The Skill Development Center, part of the company's HR system, imparts continuous learning in Technical and soft skills for employees & workmen of the group at various levels.

The ARTS was commenced on 1st Feb'2007 and till 2009, total 1159 young persons were trained under this scheme. Total 9 batches have passed out and the 10 batch is under session. 1050 out of 1159 trainees have passed the final module putting the percentage of passouts at 90.60%. The group has pride in stating that all this 1050 young talent has found employment in the Group rolls based on vacancies available.





Dr Krishna Ella
Chairman
Bharat Biotech International Ltd.

Bharat Biotech International Ltd.

Bharat Biotech International Limited is a multidimensional biotechnology company specializing in product-oriented research, development and manufacturing of vaccines and biotherapeutics. Bharat Biotech was established in the year 1996 by Dr. Krishna M. Ella & Mrs. Suchitra K. Ella, and is one of the largest manufacturers of INDIRAB® (anti rabies vaccine) in India. Bharat Biotech is a WHO pre-qualified manufacturer of REVAC-B® (Hepatitis-B vaccine) for supply to UNICEF and the only vaccine company in India to manufacture and supply a preservative (Thiomersol) free vaccine, REVAC-Bmcf®.

Our organization Bharat Biotech International Ltd. situated in Genome Valley which is central hub for Biotechnology development and manufactures of Human vaccines and biotherapeutics products with innovative technology. In and around of Genome Valley there are 60 tiny villages. In these villages there are people who are illiterates and with marginal studies. In our Organization everyday we are providing employment approximately for 150 people to earn their bread and butter. These people were categorized as unskilled, semi skilled and skilled. These daily wage employees will be provided with benefits like PF, ESI, medical etc. apart from considerable good wages.

To these daily wage employees company is providing on job training both technical and non technical after their expertise based on caliber and continuity in service company will provide them regular employment. Apart from need based medical treatment company is arranging for regular medical check up to all these daily wage employees. To motivate and create recreational activities company has provided cricket kit worth of Rs.1.00 Lakh to the Youth Association.

While following the cGMP and cGLP regulatory compliance we also take care of Safety and Environment and Health of all our employees including Daily Wage employees. Every year Bharat Biotech identifies with the help of village Heads 2 meritorious students in Class 10 and provides them scholarship and

sponsor their free transportation. On the request of the neighboring villages Bharat Biotech sponsors for free vaccination camps to take care of the Infant babies. Our company has adopted 5 children for medical treatment with Dr Pindsey in Nagpur (Maharashtra) and we are contributing regularly for the treatment of juvenile diabetics. Now all 5 children are going to school and keeping good health. Bharat Biotech has adopted one poor student and taking care of educational expenses from his Class X. Now the boy is in 3rd year Engineering. Bharat Biotech has offered him further higher education if he is capable and willing to or if he opts for job Bharat Biotech will provide him the job.

We are organizing blood donation camp every year in our campus on an average of 150 people to help the children affected by Thalassaemia with the help of Red Cross Society and Chiranjeevi Blood Bank. The donated blood being used exclusively for Children affected by Thalassaemia. Thalassaemia is a genetic blood disorder that affects a person's ability to produce hemoglobin. Thalassaemia major is a serious disease which requires regular blood transfusion. The disease can cause severe anaemia and jaundice, with untreated children most likely to die. There are more than 100 children registered with the Thalassaemia and Sickle Cell Society a body formed by parents of children affected with the disorder. Out of the 100 children the parents of only 10 are in a position to pay for blood transfusion.



Mr. K. Bhasker Reddy
Managing Director
Creamline Dairy Products Ltd

Creamline Dairy Products Limited

At Creamline Dairy Products Ltd (CDPL) Corporate Social responsibility (CSR) has been the corner stone of success right from inception. The Organization's objective in this key performance area of social responsibility is enriched in its Value Statement "We act with sense of pride adopting ethical practices and compassionate approach"

We at Jersey have defined a set of core values like Business Excellence, Customer Delight, Innovation and compassion – to guide us in all we do. We take pride in being able to claim our entire countryman as our Customers. Our organization respects human rights, values its employees, and invests in innovative technologies and solutions for sustainable economic growth. We are aware of the need to work beyond financial considerations and put in the little extra to ensure that we are not aiming just to be market leaders, but to create good to the society and for improving the quality of life of the communities/customers we serve.

As a constructive partner, in the areas we operate in procuring milk, we encourage developing self-help groups (SHGs), which would definitely empower the weaker section of woman in society. CDPL also conducts regular veterinary camps in various villages creating awareness to farmers regarding animal health and animal feeding habits. CDPL offers subsidies to farmers on supply of feed, fodder, medicines and vaccinations which will have immense impact on production and quality of milk and improving the life standard of framers involved in the milk production. CDPL has gained the confidence of many people by providing healthy dairy products.

Our organization is a part of Rotary Club of Hyderabad East, the purpose of the club is to bring together business and professional leaders to provide humanitarian service, encourage high ethical standards in all vocations, and help goodwill and peace in the world. CDPL is associated with Andhra Pradesh Association of Deaf and Dumb Since 1988 and its contribution brings smiles in the lives of physically challenged people.



Despite price hike on milk by various competitors' last year, CDPL has taken a stand not to burden the consumer with high prices instead resolute to reduce the own manufacturing cost thereby increasing manufacturing efficiency, economic viability and adding value to the community.

CDPL has always been in the forefront in times of national emergencies. CDPL has distributed relief aid to recent flood victims in Kurnool and Krishna District. CDPL was moved by the plea of poor student of Adilabad District for financial assistance and donated fund for his future studies.

Besides focusing primarily on the welfare of economically and physically deprived sections of the society, CDPL aims at developing techno-economically viable and environment-friendly products and services for the benefit of millions of its customers, while at the same time ensuring the highest standards of safety and environment protection in its operations.



Jitendra Kalra
Chief Executive Officer
Dr. Reddy's Foundation

Dr. Reddy's Foundation

LABS has impacted 204,578 youth till date. Our programs have always kept up with the times. To cater to the everchanging requirements of the market, we have constantly revisited our training curricula by incorporating industry-relevant inputs from various corporate professionals. We have also developed new curricula to tap emerging opportunities in India's new economy. We held a series of capacity building programs, so that we could effectively address subtle shifts in the LABS process and handle the various challenges faced in implementing it in diverse geographies and demographics.

We are today at a juncture that is full of exciting possibilities. Our past success in creating over 200,000 livelihoods gives us the confidence and hope that we can do much more in the coming years for the betterment of the lives of marginalized sections of society. And, as always, it is our partners and co-stakeholders who are our biggest strength and support.

Dr. K Anji Reddy's brainchild – Dr. Reddy's Foundation was set up in the year 1996. DRF, A non-profit organization funded by Dr. Reddy's Laboratories has grown into one of the biggest Corporate Social Organizations in India today. It focuses on Poverty alleviation and has been successful to achieve sustainable living for the economically under-privileged youth. Dr. Reddy's Foundation is said to be the social arm of Dr. Reddy's Laboratories. DRF strives to create sustainable livelihoods by providing quality opportunities for learning for the marginalized youth through its innovative programs. Dr.Reddy said "The Foundation had become the laboratory for catalyzing reproducible, sustainable and innovative experiments for social change". DRF has set an example for the rest of corporate India to emulate working in partnership with all concerned in this endeavour.

The operating philosophy of DRF is encapsulated in the following words Dr K Anji Reddy:

"Everyone has a purpose in life and a unique talent to give to others. And when we blend this unique talent with service to others, we experience the ecstasy and exultation of our own spirit, which is the ultimate goal of all goals. The highest patriotism and philanthropy consists in helping and stimulating men and women to elevate and improve themselves by their own free and independent individual action."

The social interventions of DRF are primarily in the following sectors:

- Livelihoods Creation
- Education

The Livelihood Advancement Business School

The idea of providing sustainable livelihoods began on a modest note in 1996, with programs for guiding children at risk (including child labour) into mainstream education through bridge schools. As these programs adversely impacted the family income of these

children, DRF conceived the idea of providing vocational skills to their above-18 siblings. Under a program titled 'Urban Neighbourhood Sanitation Program', DRF trained a few young street dwellers in Hyderabad to become micro-entrepreneurs with responsibility for keeping individual colonies free of garbage. The municipality provided tricycles for garbage collection, while the colony dwellers paid the entrepreneurs for their services. The program was scaled up to 10 other cities/towns in Andhra Pradesh, in collaboration with UNICEF.

Buoyed by this success, DRF widened its skill development programs to include hospital health care workers, office assistants, domestic workers, home nurses and computer operators. In 1999, all these programs were brought under one umbrella, which was appropriately christened the Livelihoods Advancement Business School (LABS).

LABS addresses the needs of youth (18-35 years) who are constrained by low income levels, inadequate skills, irregular employment, absence of opportunities for training and development, indebtedness and little bargaining power at the economic/social level. To enable them to gain a foothold in the competitive job market, LABS gives them livelihood and soft skills in an environment of interactive learning and mentoring that develops their inherent capabilities. Operational in over 100 centres across India, this one-of-its-kind business school tells the collective success story of tens of thousands of economically disadvantaged youth, and of their journey to self-respect and financial independence.

Education

The same inclusive philosophy drives DRF's educational interventions as well. It fights child labour and strives to provide quality education to children who are deprived of it. Using schools as community learning resource centres, it develops local knowledge and leadership,



and implements innovative schooling strategies in association with the mainstream education system.

Education Resource Centre: DRF's in-house ERC conducts schooling-related research and capacity building, and enables sharing of best practices between government, civil agencies and sector specialists.

Yuva Youth Learning Centres: DRF's major involvement is with young adults who have had to drop out of the school system, and are left with few opportunities for further education. To equip them with skills relevant to their needs and aspirations, DRF has set up Yuva Centers in Hyderabad. The Centers serve as platforms for the youth to identify their capacities and enable them to become self-reliant and responsible citizens.

Transit Schools: To provide regular education to children of construction workers, DRF has partnered with construction companies in Hyderabad and RR Districts to set up over 100 'transit schools' in association with Sarva Siksha Abhiyan and AIF. Comprising crèches, bridge course centres and residential camps, the transit schools provide remedial education to bridge the gap between the children's learning levels and their age, and also to maintain the educational levels of fresh dropouts.

Residential Bridge Courses: DRF has set up two Residential Bridge Course (RBC) centres in RR District, in collaboration with Sarva Siksha Abhiyan. Children in the 9-14 years age group from DRF's transit schools are mobilized into these RBC centres, and put through a basic bridge course (in Math, English and Telugu), in addition to being engaged in some extra-curricular activities.

Pudami English Primaries: DRF runs 29 Pudami English Primaries in Hyderabad and RR Districts. Set up in neighborhoods containing large populations of urban poor, these primaries (KG to Class III) educate children in the 3-8 years age group. Nearly 5000 children are enrolled in these primaries.

Pudami Neighbourhood Schools: These are a novel initiative by DRF to bring quality education to all children in the neighbourhood. The schools address the rising demand for English-medium education from marginalized/lower-income communities. Four Pudami Neighborhood Schools were inaugurated in the Academic Year 2008-09 in Hyderabad.

Kallam Anji Reddy Vidyalaya: Located at Hyderabad, the Kallam Anji Reddy Vidyalaya has a current strength of over 1500 students ranging from Kindergarten to Class X. Instruction is offered in both English and Telugu media.

Kallam Anji Reddy Vocational Junior College: The Kallam Anji Reddy Vocational Junior College at Hyderabad offers the following government-recognized, 2-year vocational courses at the Intermediate level.

Altius: Located in the Kallam Anji Reddy Vidyalaya campus at Hyderabad, Altius is a skill advancement school that helps graduates, post-graduates and diploma holders access various placement / career advancement opportunities by providing them with employability skills. Over 200 people received training at Altius during the year 2008-2009.

The future is now

DRF with its innovative initiatives has altogether taken society to a new level and strives to impact more lives in the near future. Its success is truly noteworthy. DRF LABS Programs has attracted wide media attention, thus spreading the message of corporate social responsibility. It exemplified the change that could be brought in the lives of the underprivileged through corporate initiatives.

Dr. K Anji Reddy sets an ambitious target of creating one million livelihoods. With DRF showing the path and many other corporate joining the bandwagon for social change, corporate social responsibility seem to have found a new meaning in corporate India.





Dr. V Raghunathan
Chief Executive Officer
GMR Varalakshmi Foundation

GMR Varalakshmi Foundation

'Social Responsibility' is one of the seven core values adopted by the GMR Group. The GMR Varalakshmi Foundation, a Section 25 company, with its own board and professional staff, is the CSR vehicle for the Group. The mandate of the Foundation is to enhance quality of life as well as livelihoods of the under-served sections of the communities around all the Group's business assets. It works in the areas of Education; Health, hygiene and sanitation; Empowerment and livelihoods; and Community development. Currently the Foundation has a presence in about 20 locations in the country.

GMR Varalakshmi Foundation (GMRVF), is the Corporate Social Responsibility arm of the GMR Group. The Group has been undertaking CSR activities on a significant scale since 1991.

The Foundation's mandate is to work with deprived sections of society wherever the Group Companies take up projects. GMRVF works in four specific areas: Education: Health, Hygiene and Sanitation; Empowerment and Livelihoods; and Community-based programmes. Today, the Foundation's activities span the length and breadth of the country.

The Foundation is registered as a Section 25 (not-for-profit) Company staffed by professionals and with governed by its own Board which is chaired by the Group Chairman, GMR Group.

GMR Varalakshmi Foundation: Latest Numbers at a Glance

Locations of operation: 17 locations across 10 states. 2 Locations in Nepal (Altogether 19 locations)

Educational institutions run

- Engineering College: 1
- Degree College: 1
- Schools: 4

Educational scholarships/support

- School level: Over 350 students
- Higher/professional education: 172 students

Government school outreach

- Schools being partnered: About 120
- Students impacted: Over 14,000

Pre-schools

- Pre-schools (own and partnered Anganwadis): 96
- Children impacted: Over 1600

Health

- Ambulances run: 4.
- Mobile medical units: 3. Cases per month: Over 6200
- Medical clinics: 9
- Public and Community toilets built and operated: 16. No. of user: 40,000/month
- School health check up annual average coverage: Over 2000

Livelihoods

- Number of training institutes for unemployed youth: 7
- Number of trainees per year: Over 3000
- Settlement rate: Over 82.8%
- Number of Self Help Groups: 130

GMR Varalakshmi Centre for Empowerment and Livelihoods - Vocational Training Centre at Shamshabad

A Click to Freedom!

Indira was a spirited young girl of 23 years from Gollapally village near the Shamshabad Airport. After completing her 10th class a few years back, she had to discontinue her education due to financial and family constraints. She was trying to find her feet doing odd jobs but could not continue or excel without any formal training.

Sometime around late 2006, she came to know that GMR Varalakshmi Foundation, Hyderabad is conducting special vocational courses for rural youth aimed at employment or self-enterprise. One of the courses was on 'computer MS office and DTP'. Indira had always been fascinated by computers and it was long cherished desire to work on the computers. Indira took the training course opportunity and decided to get the

best from the course. She had 100% attendance during the course and also excelled in all soft skill components. The two-month course passed in a blink and she was offered a job as a computer assistant in an agency making radium boards and stickers.

Indira worked here for about a year. By early 2008, recruitments started for the new International Airport scheduled to be operational by Mar., 2008. Tenaga Paraking, a Malaysia based company was awarded the contract for handling the parking at the airport. They were looking for people, especially girls who can serve as cashiers for their automatic billing system. GMRVF facilitated an interview for Indira. Based on her knowledge of computers and experience she was selected. Now she earns more than Rs. 6500/ a month.

She has not only learnt so many new things but feels quite empowered with her new found freedom. She is able to support her family as well as continue in a job to which she always aspired.

Indira is one of hundreds of youth from villages around the new international airport at Shamshabad, Hyderabad who have been trained and placed as part of the social responsibility initiatives that are underway in these villages through the GMR Varalakshmi Foundation since March 2006.

When GMRVF started work in the Shamshabad area, it conducted surveys and youth awareness melas in the target villages which revealed that there were a large number of unskilled and dropout youth in the villages who were not engaged in any meaningful profession or work. Many of them were idle or doing odd jobs. Many of them were from agricultural background, but as land was not available for cultivation now, they did not have the skills to utilize the new opportunities which were coming up with the advent of the international airport in the area. Many girls also wanted to work but there was no channel to guide this urge.

To address this situation, the Foundation with its previous experience in running vocational skill institutes in rural areas, embarked upon running such programmes in Shamshabad area also. The strategy was to involve all the stakeholders in planning and conducting this course. To best serve the needs for skilled personnel in the construction phase of the airport, meetings were held with the airport management as well as the various contractors for civil and other work like L&T, Voltas, Antelec, etc. Based on their requirements, courses like Electrical wiring, Refrigeration and Air-Conditioning, Computers Basics, etc. were started at the Centre. During the training period, trainees were provided exposure and orientation for the airport work every week. From the village side, the village sarpanchs, ward members, youth groups, Mandal Development Officer and other key functionaries were involved to propagate this idea as well as to ensure that the the most needy got this benefit. Youth aspirations were also ascertained and counseling was done for youth for their enrollment in to the relevant course.

All these courses are run in a fully residential training centre – GMR Varalakshmi Centre for Empowerment and Livelihoods on the airport campus. The Centre has all the facilities like well-equipped classrooms and labs, workshops, mess and dining area, library, recreation room to provide for holistic development of the trainees. Apart from the technical training, stress is on building the personality of the individual. Thus the day begins with yoga and exercises, newspaper reading, assembly and prayer, technical classes followed by soft skill classes like goal-setting, communication, team work, spoken English, basic computers, etc. Four courses are conducted simultaneously at this centre with about 100 candidates, thus the centre will train close to 400-500 candidates every year.





Mr. B. Ashok Reddy
President- Corporate Affairs
Infotech Enterprises Ltd.

Infotech Enterprises Ltd.

Founded in 1991, Infotech is a US \$193.4 million (Rs.889.75 Crores for FY 2008-2009) Global IT services company with over 7000 people specializing in Engineering Services, Geographic Information Systems (GIS), and IT services. We provide services to a wide range of industries - Aerospace, Automotive, Energy, Government, HiTech Consumer & Medical Devices, Marine, Rail, Retail, Telecom and Utilities. Infotech believes in giving back to society in some measure that is proportionate to its success in business. CSR aims at balancing the needs of all stakeholders. Infotech's CSR initiative goes beyond charity and believes that a responsible company should take into account its impact on the society besides rewarding its stakeholders.

Corporate Social Responsibility (CSR) programs at Infotech Enterprises Ltd are carried out under the aegis of Infotech Enterprises Charitable Trust.

According to Planning Commission study, poor physical infrastructure and paucity of teachers continue to mar the performance of the government's schools in India. Fifty percent (of schools) do not have a boundary walls and separate toilets for girls...60 percent do not have electricity. 88 percent do not have a computer", it points out.

As such government of India has established flagship program Sarva Siksha Abhiyan (SSA) scheme for universalization of elementary education. Infotech has signed a MoU with SSA to improve performance of the government's schools by means of "Adopt a school" program.

The programme seeks to provide & strengthen existing school infrastructure through provision of additional class rooms, toilets, drinking water, maintenance grant and school improvement grants.

Existing schools with inadequate strength of teachers are provided with additional teachers, while the capability of existing teachers is being strengthened by adequate training.

Infotech's Perspective behind adoption of schools:

Infotech's senior management team felt that by strengthening education base we can build a stronger nation. The responsibility is to nurture the minds of the young Indians so that they keep pace of growth and development moving. Infotech Enterprise Limited has taken up the task of helping the lesser privileged young children of the country, give them an opportunity to become the factor behind India's development.

CSR initiatives at Infotech primarily focus on imparting elementary education to under privileged strata of

society. CSR initiatives at Infotech are well integrated with business strategy and appropriate measuring techniques are developed to weigh the success of these initiatives. The organization adopts the school and improve it to become a model school – Provide additional infrastructure & facilities. Two schools have been adopted by Infotech Enterprises Ltd.

Fifteen senior employees of Infotech Enterprises monitor the progress regularly. The CSR initiatives are implemented through Infotech Enterprises Charitable Trust (IECT). 0.5 % of net profits are earmarked for CSR on a year-on-year basis.

A detailed survey of the school is carried out before adoption to find out why students are failing to attend classes and what can be done to fill in the gap. The survey results showed that lack of toilets, infrastructure, poor mid day meal, drinking water, inadequacy of staff was responsible for poor attendance at school. We have addressed these issues one by one thereby leading increased attendance and reduction in dropouts.

Our corporate leadership team sees CSR as part of their strategic management program and also as a source of innovation.

- Support the school to become a model school with increased enrolment, good attendance, least drop outs, vocational trainings, high pass outs, good hygiene and improved health etc. Targeted improvements is 10 to 15% year to year.
- Adopt next school and replicate the process.
- Scale up the activities (2008-09: one school; 2009-10: 2 schools; 2010-11: 3 schools)
- Encourage the support from our customers.
- Encourage the support from our employees in participation in celebrations / festivities



Associates of Infotech at Noida have joined hands and formed an NGO named "To the Heart". This NGO is committed to provide education to the underprivileged children. Through this NGO we provide support to ABC School, Deepalaya and some other schools which provide education to under privileged kids. Infotech and its employees provide monetary aid to meritorious children of ABC School & Deepalaya, New Delhi.

The adoption of Gachibowli School has given us confidence as other schools are showing interest in our adoption.

Infotech was always keen and sensitive towards issues that impact the societal growth.

Ever since we have adopted government school in Hyderabad enrollment has gone up significantly, attendance has gone up, drop out rate has come down. We are now focusing on increasing the pass out ratio to meet our objectives. Most of the parents want to send children's to the school adopted by Infotech and even students are happy to attend classes.

On 13th August 2007, Infotech adopted Government Upper Primary School -Gachibowli (450+ students) and is continuously striving for improvising quality of education being imparted by providing various means. Works undertaken (Total Amount invested in Gachibowli Govt Upper Primary School is Rs 50 Lakhs in 2 years)

- Constructed 3 new class rooms for higher classes viz 8th, 9th, 10th
- Supplemented mid day meal by providing boiled egg on alternative working days of school
- School building main gate replaced
- Uniforms & Books to school Children
- Appointment of additional teaching staff for Science, Math's and English subjects
- Toilets construction- For girls, boys and staff
- Power connection
- Modified the Compound wall, Dining & Play Area





Mr. L. Rajagopal
Chairman
Lanco Foundation

Lanco Foundation

Looking back across the last nine years of the LANCO Foundation, what stands out and gratifies one most is the way it has evolved its outlook on Corporate Social Responsibility (CSR) and the manner in which it has leveraged learnings. The transition from LIGHT to LANCO Foundation this year provides required overarching thrust in this direction.

Today, across Lanco, the message that CSR is a core element of its enterprise culture is striking deep roots. This is evident from the response to Employee Volunteerism initiatives and the activities of Lanco Area Development (LAD) Committees. The foundation has created awareness of the 'three-sixty degree' scope of CSR. The need to align CSR with National and International sustainable development paradigms, issues of climate change and environment and equity issues of deep concern are realized and acted on. Guiding principles of the UN Global Compact and Millennium Development Goals are being used as orienting frameworks.

To provide coherence, continuity and a shared sense of purposes and goals, Lanco Foundation in association with KPMG, has drawn up an enterprise-level CSR policy for Lanco.

Externally, along the same lines, Lanco Foundation is participating in policy advocacy issues and creating forums for debate and discussions on issues. The International Conference on Climate Change, organized in association with Caritas India at Delhi in 2008 is an impactful instance of these efforts.

Replicability and scalability are keys to ensuring that CSR initiatives go beyond one off activities. This requires benchmarking and standardizing processes and best practices. This has to be a continuous process. The one-of-its kind detailed manual for Artificial Limb Fitting Centers produced by Lanco Foundation is an example. Besides, we will also have a focused approach on Education and Community Health activities –

Educational Scholarships, Mobile Health Services, Safe Drinking Water - in the years to come. I am confident, it will be of great value to organizations in that field across the country and even outside the country.

Education Sector

1.1 Scholarships: Enhancing Access to Higher Education

Being committed to reduce social inequalities by enhancing access to available educational opportunities for the meritorious students who are economically poor, LANCO Foundation for the year 2008-09 has allotted Rs.3,000,000 for the scholarship programme. A support of Rs.2,977,115/- has been provided to 425 students covering neighborhood communities of LITL.

1.1. a. Revised Guidelines for the 2009-10:

Under the guidance of Trustees, LANCO Foundation has prepared new guidelines for scholarship programme. Under proposed programme 68 students will get continued support from class VI until they finish their education.

1.2 English for Employability:

Today English is considered as a language of opportunities for capturing the world of global employment. Following the assessment conducted in under-graduate colleges in rural and urban areas of Krishna district (Andhra Pradesh) in which the need for improving context based language especially on topics relevant to potential careers has emerged as need of the hour, LANCO Foundation and British Council have designed 'English For Employability Programme'.

The objective of this programme is to "Enhance employability of contemporary youth especially those hailing from rural areas by enabling them to communicate appropriately in job situations thereby equipping them to take up different positions".

- In July 2007, 20 motivated college lecturers of English are selected to become the first batch of Master trainers to undergo initial training and mentoring by British Council
- By January 2009, nearly 1000 final year students in their under-graduation have completed the EFe course and the number of lecturers trained in delivery doubled to 40.

A comparison of student baseline questionnaires completed before and after the programme shows an overwhelming perceived increase in confidence to speak in English and to understand others speaking English. Oral test interviews conducted before and after the course also show improvements in most students range, accuracy, fluency and interaction in spoken English, with the majority falling into the "independent users" category of the Common European Framework of languages or upper intermediate level.

2. Health

Health is an important component of LANCO CSR focus. With an objective to improve the health status through health-seeking behavior within LANCO and surrounding communities, LANCO Foundation has essentially developed two components in Health programme. While one addresses the wellbeing of LANCOonians, the other is envisaged to cater to the health needs of LANCO neighborhood communities.

2.1 LANCO Community care and wellness programme:

LANCO Foundation has organized Cancer Awareness Programme in association with Reddy Labs at LANCO Hills administrative office on 9 Aug 2008. 30 employees of LANCO Hills have attended this programme.

3. Livelihoods

3.1 Kondapalli Artisan Development: LANCO Foundation has been actively involved in Kondapalli artisan development since inception of LKPPL. Over the years our efforts in training artisans in product development, adding value to the craft has significantly increased incomes of the families. Nevertheless, benefits of these efforts have not been equally distributed.

In the post GI registration scenario where demand for these products is expected to increase globally, LANCO Foundation has focused on sustaining the development of Kondapalli Bommalu through institution building and aggressive promotion of linkages and market for the products.

Our approach during this year has further been made holistic by CHITRIKA, an artisan support organization. Together with the community, we identified Institution building, Product development and Marketing as the three key areas which require our strategic inputs.

Institution Building: A training programme during the year has been designed and implemented for the

artisans from Kondapalli village to equip them with theoretical concepts in forming and running MAC societies and marketing. As a result of this training artisan have now been able to identify the problems in the current set up of their association and got exposed to various models of marketing.

The art of making Kondapalli toys has its origins during the reign of Sri Krishna Devaraya more than 400 years ago. Practiced by a small group of 85 artisan families at Kondapalli village, a neighborhood community of LANCO Kondapalli Power Private Ltd (LKPPL) in Krishna district of Andhra Pradesh, this art form has been passed down from generation to generation. Using bright colors, Kondapalli toys depict various aspects of rural life and mythological characters. Apart from being light weight, the toys are renowned for their exquisite shapes. Patented under the Geographical Indication, this traditional art form, now known as Kondapalli Bommalu, is one of the myriad facets of the rich cultural heritage of India.

- The foundation has assessed the credit needs of artisan community. Routing of credit through the society is scheduled to be taken up in 2009-10.

As part of facilitating an artisan collective, LANCO Foundation has completed the construction of a Community Facilitation Center during this year which has been inaugurated at Kondapalli by Sri. L. Rajagopal, M.P and Chairman, LANCO Foundation.

Product Development: Training on 'Vegetable colour dye training programme' facilitated by Mrs. Jagada Rajappa has significantly improved marketing and manufacturing potential of the artisans. 11 basic colours and 15 shades from these colours was the outcome of this training programme.

Marketing: Further adding value to the Kondapalli Bommalu, LANCO Foundation with the support of corporate communication department of LITL developed a Catalogue describing the products and the price list is aimed at further enhancing the marketing capabilities of artisan community.

3.2 Construction training programme: Gainful employment for the school dropouts

Having gained deeper insights and experience through association with National Academy of Construction (NAC), LANCO Foundation has taken up training of youth in construction trades as a major activity. State of the art training centre has been established at Cherlapalli in the month of July with 119 trainees for the first batch.

Two batches of students have successfully completed their training and are now employed with LANCO Hills. Of the 223 students enrolled for the training 185 trainees are successfully employed. LANCO Foundation has successfully concluded this programme at the end of this financial year.

3.3 Employability Trainings: The i lead programme being taken up in partnership with Aide-et-Action (AeA) with an objective to train school and college drop outs in employability skills has continued to yield envisaged results by successfully placing the trained students in gainful employment. This programme has so far completed training 8 batches of students since inception in Vijayawada of Andhra Pradesh. 417 youngsters were trained in employability skills and among them 399 were placed successfully.

4. Neighbourhood Community Development

Within the realm of LANCO's CSR, Community Development is closely knit with the vision and force that drives all of LANCO's business initiative which transcend the statutory business requirements. LANCO Foundation in keeping with the vision of LITL and its own vision has identified Education, Health, Livelihoods and Resettlement & Rehabilitation as the four focus areas of intervention in the neighborhood communities.

LKPPL, Kondapalli, Andhra Pradesh: Continuing our commitment to ensure safe drinking water in neighbourhood communities of LKPPL, LANCO Foundation has successfully installed 36 bore wells in Krishna district and they are being used by the communities.

UPCL, Udupi, Karnataka: Our corporate social responsibility recognizes health as a key indicator for wellbeing. LANCO's community health Programme aims to ensure quality health delivery for all in the neighbourhood communities. Baseline and KABP survey is completed by Catalyst Management Services (CMS) in 5 villages around Udupi plant area. Based on the needs analysis community development activities are scheduled to kick off in the next financial year.

Support to UPCL communities:

As part of its community Development efforts the foundation has initiated efforts to strengthen school infrastructure in the neighboring communities of UPCL so that children have a child friendly environment at school where they can learn and play.

#	Items	Quantity	Amount
1	Books	809	8123
2	Lunch plates	93	6035
3	Lab equipment	For one school	6375
4	Baby Chairs	425	52275
5	Wheel Chairs (folding)	2	6204

ABAN, Kumbakonam, Tamilnadu: On the request of the district collector, LANCO Foundation along with ABAN has provided two computers to the district administration of Kumbakonam, Tamilnadu as part of CD programmes. (hard copies of the photograph available)

5. Environment

5.1 The Challenge of Climate Change: Walking the talk

LANCO Foundation & Caritas India organized an International conference on Climate Change on 3-4th September, 2008 in New Delhi, with special focus on 'Livelihood of Rural Communities'. The conference included people from varied backgrounds like INGOs/NGOs, Academicians (from India & abroad), corporate houses, scientists, Govt. of India experts on Environment etc. The conference drew the participation of 40 countries across the world. Participants varied from grass root level workers to the top decision makers. The conference provided a platform for them to meet, share their views and plan a collective way forward.

The conference focused particularly on sensitizing the development partners and policy makers on the causes of Climate change, its potential environmental and socio-economic consequences, and the adaptation and mitigation options available.

Along with Sri. Lagadapati Rajgopal other eminent participants include Mr. Oscar Fernandez (Hon'ble Minister for Labor), Mr. Vinod Menon (Member NDMA) Mr. J.K. Dadoo (Principal Secretary-Min. of Environment and Forestry) and Ms. Sunita Narayan (Centre for science and environment).

Launch initiatives to Sustain the Conference Purposes: As a part of the conference a "Plant a Tree Campaign" was launched, under which 150 trees were planted in St Fidelis School, Aligarh. Plans are being rolled out to take this campaign to other schools across India and educate children about the hazards of Climate Change and measures to combat it at individual and community levels.

6. Relief and Rehabilitation

'Rehabilitation of the disabled' continues to be the flagship programme of LANCO Foundation. Initiated in the year 2000 with a modest beginning of organizing screening and distribution camps in association with Artificial Limbs Manufacturing Corporation of India (ALIMCO) in some of the LANCO operational states, this programme, by 2004 has embarked upon an institutional based outreach approach with the establishment of an Artificial Limb Fitting Centre in Vijayawada (Andhra Pradesh). This was soon followed by the initiation of similar centers in Korba (Chhattisgarh) in 2005, and Kumbakonam (Tamilnadu) & Udupi (Karnataka) in 2006. Since then, these centres have been manufacturing/procuring and distributing artificial aids and appliances to persons with loco motor disability. So far, 364 people benefited from this project. During this year efforts have been made to further improve service delivery of these institutions. Driven by the vision of the Board of Trustees of the Foundation, a forward plan has been developed to expand this important programme on the lines of Biwako Millennium framework, with an objective to upgrade it into an effective corporate led Community Based Rehabilitation programme in the years to come.

6.2 Sponsor a beneficiary:

We recognize that there are many more persons with disability who cannot afford to have an artificial limb and thus continue to be looked down upon by their families and communities when their 'utility' or the earning capacity because of their disability drastically comes down. Intervention in such cases at the right time can make a huge difference in the lives of those persons with disability and it demands a sustained long term commitment both in terms of financial and psycho-social support.

It is in this context that LANCO Foundation has initiated 'Sponsor a beneficiary programme' effectively integrating it with existing Rehabilitation of the Disabled programme creating yet another platform for employees to take part in the CSR activities.

Employee participation in this programme has three underlying benefits:

1. It creates a visible and lasting impact in the lives of beneficiaries in terms of improving their movement
2. Emotional and Social support system of the beneficiary gets strengthened
3. It's always a gratifying experience for the sponsors when their sacrifice acts as a catalyst in improving the living standards of a person with disability.

Under this initiative, LANCONians sponsor an artificial aid/appliance to a person with disability who is

screened by the artificial limb fitting centre and is below poverty line. During the reporting year 78 lanconians have come forward to support persons with loco motor disability who could not afford to have an artificial limb.

6.3 World Disability Day Celebrations:

LANCO Foundation celebrates World Disability on 3 December of every year. These celebrations provide an opportunity to persons with disability to come together, exhibit their talents, voice their issues, avail services that have earlier been denied/difficult to access, sensitize the local leaders and above all to spend the day together happily. This time around, all the four ALFCs celebrated this day with active participation of all stake holders.

6.4 Economic Rehabilitation of survivors of trafficking:

With an objective to improve social acceptability and dignity of survivors of trafficking by giving them skills for employability and enterprise development LANCO Foundation has partnered with International Organization for Migration (IOM) to work with survivors of trafficking in Vijayawada on a pilot basis. This programme envisages facilitating economic empowerment of these women through initiation of three enterprises namely screen printing on bags, mini super market and automated laundry unit. Both the bag making and super market that are initiated during this year have been running well with Bag making unit achieving the break even.



Mr. Anand Mahindra
Vice Chairman & MD
Mahindra Group

Mahindra & Mahindra Ltd.

“At Mahindras, CSR means not just the sharing of wealth, but of our time and of ourselves.”

The Mahindra Group defines Corporate Social Responsibility as making socially responsible products, engaging in socially responsible employee relations and making a commitment to the community around it. At the Mahindra Group, Corporate Social Responsibility is not just a duty; it's a way of life.

In 2005, the Group celebrated its 60th anniversary by renewing its commitment to Corporate Social Responsibility. It pledged to dedicate 1% of its profit (after tax), on a continuous basis towards Corporate Social Responsibility. A unique kind of ESOPs - Employee Social Options was launched to enable Mahindra employees to involve themselves in socially responsible activities of their choice. The Group also announced a special gift: to provide free cochlear implants to 60 profoundly hearing-impaired, under-privileged children.

In addition to giving impetus to the Nanhi Kali project for the girl child and the Mahindra All India Talent Scholarship for the economically disadvantaged, the Mahindra Group is planning to set up two Mahindra Pride Schools. These schools will offer a variety of courses, with an emphasis on employability, including training for Information Technology, Retail, Automotive Engineering etc. They will provide new skills and capabilities to the weaker sections of society, particularly the scheduled castes and scheduled tribe youth. While these projects are already underway, plans for more social initiatives are on the anvil.

Esops for the Mahindra-ites means sharing a part of yourself to help the less fortunate. Esops, started in 2005 is a set of social work volunteering options that are created and implemented exclusively by employees themselves based on the needs of underprivileged communities in and around their areas of operation. In a way, it is each employee's CSR. Since 2005, the numbers of Esops Volunteers across locations has

increased manifold from a just a few hundred volunteers to 14,535 Volunteers (March 2008). Today Esops activities are being conducted regularly in Andhra Pradesh, Assam, Bihar, Chattisgarh, Goa, Gujarat, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Uttar Pradesh, Uttarakhand, West Bengal and Union Territories of Delhi and Chandigarh.

K. C. Mahindra Education Trust:

Established by the late Mr. K. C. Mahindra in 1953, the K. C. Mahindra Education Trust aims to 'Transform the lives of people in India through education, by providing financial assistance and recognition to them, across age groups and across income strata'. It was registered as a Public Charitable Trust under the Bombay Public Trusts Act, 1950.

Mahindra United World College

The striking feature of the United World Colleges is that they embrace the entire world across all divides of race, history, culture, wealth, religion, economic status and political belief: they are unique and they are conscious of their responsibilities

Nanhi Kali:

For the girl child

A project jointly managed by K.C. Mahindra Education Trust and Naandi Foundation In many parts of India, the arrival of a baby girl calls for mourning rather than celebration. Abandoning them at birth or marrying them off as children is a common practice. Looked upon as huge economic burdens, it is hardly surprising that many Indian families don't see the point in investing in their education. Government of India statistics reveal that only three out of ten girls who enter Std. I complete Std. X. While enrolment rates of girls are improving marginally in India, dropout levels

remain alarmingly high. At primary school level, over 45% of girls dropout of school and this increases to over 73% by the time the child has reached Std. X. Research has shown that reasons for this dropout may be as minor as the girl child not being able to afford a dress/uniform to go to school and could include more complex factors like girls taking on the responsibility of household chores at a very young age as a result of gender stereotyping.

“Till date the Nanhi Kali project has changed the lives of over 33,000 Nanhi Kalis”

Environment

Green initiatives of Zaheerabad :

Environment protection is a part of everyday being at the Mahindra Group. Right from Mahindra products such as vehicles which are designed meeting International standards of Safety and emission, to all Mahindra plants across the nation which comply way beyond necessary environmental regulations by setting new standards in natural resource conservation, efficient water management and with the most recent Green IT; Mahindra shows that it care of planet earth proactively.

Since 1984, the Mahindra Group has been lending a hand to the 'Green Bombay' movement by developing and maintaining municipal gardens. Greenery is at a high premium as the city has less than half an acre of open place per thousand people. That's ten times less than Delhi and twenty times less than what London offers.

Health & Disaster Relief

The Mahindra Foundation has been set up with a specific objective: to provide medical relief to the poor and needy sections of society. The foundation has helped patients suffering from cancer, heart ailments as well as burn victims. It has also been very active during national calamities and disasters and has helped contribute and mobilise resources. The foundation also extends its support to academia and other professionals and sportsmen by helping them attend workshops and conferences overseas



The Lifeline Express, the world's first hospital on rails, is an initiative against avoidable disablement. Avoidable disablement has been on the national agenda for decades, highlighted by the suffering of those in rural India where medical services are scarce or nonexistent.

Blood Donation at Zaheerabad

A blood donation camp as part of ESOPS was conducted at Zaheerabad on 29 Nov. The event was conducted in association with APVVP Govt. Blood bank, Sanga Reddy. A total of 180 donors took part in the donation camp with great enthusiasm and consisted of employees, GETs, GEAs, Trainees, Casuals and Contract persons. APVVP blood bank will issue the following to each donor :

- Blood Donation Appreciation Certificate
- Insurance Cover certificate of Rs.50,000/- for one year (will be issued after one week)
- Blood donor card, valid for one year



Mr. C P Gurnani
Chief Executive Officer
Mahindra Satyam

Mahindra Satyam Foundation

Innovating and incubating sustainable solutions for human development are game-changing strategies employed at Mahindra Satyam Foundation, Mahindra Satyam's Corporate Social Responsibility arm.

For eight years, the Foundation has been instrumental in the creation and development of incredibly successful programs. These include the Emergency Management Research Institute (108 – GVK EMRI), and the Health Management Research Institute (104 - HMRI).

Rather than indulge in “checkbook charity,” the Foundation takes an active role in problem-solving, especially with issues such as education, livelihoods, health, environment (Waste Management), empowering Persons with Disability (ePWD) and Disaster Management. It deploys technology, innovation, leadership and volunteering as the change agents to create enabling platforms, forge partnerships and alliances, to bring about social transformation.

Mahindra Satyam's CSR Vision

Creating value for the society is an integral part of Mahindra Satyam's business, and contributing to the well-being and development of the society is considered as an obvious extension of what Mahindra Satyam does.

“Serving the needs of society and common people has always been a priority for Mahindra Satyam, and this is an area where Mahindra Satyam has, in recent years, performed very well.”

All the initiatives of the Foundation are targeted towards the disadvantaged population in all cities where Mahindra Satyam has a significant presence. The Foundation has 5 Chapters located at Hyderabad, Pune, Bengaluru, Chennai and Bhubaneswar. Mahindra Satyam Foundation works in the core areas of – Education, Health, Livelihoods, Empowerment for Persons with Disability, Environment (Waste Management) and Disaster Management.

Key Impacts

Education All initiatives under the Education Program strive to enrich and energize the learning environment in Govt. Schools. The IBM KidSmart Program is an ongoing initiative, with an objective of offering children from low-socio economic communities good quality learning opportunities in their pre & primary school years and to offer teachers of these children access to the latest educational methodology and appropriate use of technology.

Five KidSmart centers are operational in the twin cities of Hyderabad and Secunderabad. These KidSmart centers can be accessed by 16 neighboring schools and benefits 4,250 students.

Every year notebooks, writing pads etc are distributed to Govt. school children and children in orphanages. To date more than 50,000 note books have been donated. This year note books were also donated to 1,260 children in 5 villages of Mahaboobnagar District, A.P. affected by the recent floods. 12 cartons of books were collected in a book donation drive, which was donated to 20 Corporation Schools to set up libraries.

M7 (Magnificent Seven) Activities: M7 teams across our chapters in Hyderabad, Bengaluru, Chennai and Bhubaneswar regularly visit Government schools and corporation schools to mentor school children on weekends. Volunteers take classes in English, math, science, computer education, motivate children on the importance of education, Time Management, Goal setting, examination tips, celebrate Independence day, teachers day, Children's Day and other festivals with the children.

Apart from visiting schools, volunteers also visit street children shelters, orphanages, observation homes, juvenile homes on weekends. They counsel the children, teach them, organize fun and games, and

celebrate Independence Day, Children's Day, Diwali and Christmas with them. They also raise donations in kind and cash.

Health During the H1N1 SWINE FLU virus outbreak, Mahindra Satyam Foundation conducted awareness sessions among children of Shelter Homes & Govt. Schools across all our chapters. The children were also sensitized on Hand washing techniques as a way to prevent spreading the virus and general health and hygiene. The sessions targeted more than 1,500 children from 15 Govt. schools and shelters.

Blood Donation Camps are conducted periodically in Hyderabad, Bengaluru, Chennai and Bhubaneswar. This year Mahindra Satyam associates donated 878 units of blood to various Blood Banks (Red Cross Society of India and NTR Charitable Trust Blood Bank, Hyderabad, Jeevan Blood Bank, Chennai)

Mahindra Satyam Foundation has the distinction of being the largest corporate Blood donor recognized by the Red Cross Society of India. Mahindra Satyam associates have donated more than 5,000 units of blood over the years.

Livelihoods Mahindra Satyam Foundation is currently operating 6 IT schools, in Hyderabad, Bengaluru, Pune and Bhubaneswar. During 2009-10 a total of 2,497 candidates were trained in different categories such as Office Automation, Retail Management, Web Designing DTP, Hardware and Networking, Call Center training and customized training for EMRI and RAS (Rajiv Arogyasri). The figures include training given to 200 candidates in partnership with CII-HPCL. Till January 2010, 862 candidates were placed and are ongoing.

In Bangalore, an MOU was signed with Karnataka Vocational Training and Skill Development Center with access to Modular Employability Skills (MES) curriculum.

Under the Community initiative in Hyderabad, 30 women were given training in tailoring and sewing machines were given them at the end of the training.

Around 1,499 candidates have appeared for National Certificate for Vocational Training (NCVT) certification through Modular Employability Skills (MES) program implemented in Hyderabad and Bengaluru.

Mahindra Satyam Volunteers across Bengaluru, Pune, Chennai and Bhubaneswar take soft skills and Personality Development classes to students of IT schools run by the Foundation, on weekends.

Overall Mahindra Satyam Foundation has created more than 5,000 jobs and trained more than 6,000 students.

Empowering Persons With Disability This year a total of 148 livelihoods were created for Persons with Disability. A major initiative under this program is organizing the 2 day Abilities Mela in partnership and supported by 16 NGOs, Government Institutions and other likeminded organizations. The Mela provided a platform to discuss Disability issues, showcase the talents of Persons with Disability and assist them in finding training/employment opportunities. 44 stalls

of both NGO's as well as those of Corporates were put up at the Mela. The Mela facilitated setting up a shoe making and tailoring unit for PWDs in Hyderabad.

Environment (Waste Management) Under this intervention, 57 tonnes of waste paper was collected across Mahindra Satyam locations and sent for recycling. Similarly, 4.4 tonnes of e waste was collected and sent to Bengaluru for safe disposal.

In Bhubaneswar the newspapers collected were donated to a Blind school for use as Braille notebooks. Plantation drives, awareness sessions on World Environment Day were also part of the environment initiatives.

Awareness Program on the importance of "Water Conservation" was taken up for students of 8 Government schools in Hyderabad, impacting more than 1,050 school children. This initiative was taken up in partnership between the Foundation and CII.

Flood Relief Operations A need based initiative, the devastating floods which ravaged the states of Andhra Pradesh and Karnataka saw unprecedented generosity from Mahindra Satyam associates across the world.

In Karnataka cash and 25 cartons of clothes were collected. 29 volunteers visited Hunsyal & Heggasanahalli villages in Karnataka and distributed relief material to 600 families.

Similarly the 70 cartons of clothes collected from Hyderabad, Chennai, Bengaluru, Pune, along with the clothes, utensils, blankets, bed sheets were distributed to 700 beneficiaries of five villages of Kothapalle, Gokavaram, Kokkarencha, Jidduvaripalle and Eduruwada of Atmakur Mandal, located 70 kms off Kurnool in Andhra Pradesh. Forty Mahindra Satyam Volunteers and Mahindra Satyam Foundation associates were involved in the relief operations.

Associates of Mahindra Satyam BPO raised cash and associates of Mahindra Satyam Foundation had donated one day's salary to be used for the ongoing relief operations for the flood victims. The cash collected was used to procure 200 synthetic saris, Sholapur blankets, 90 T-shirts, 4 cartons of old clothes, 700 soaps for distribution in Kutukanur village in Aiza Mandal, Gadwal Division of Mahabubnagar District in Andhra Pradesh.

Volunteering As a key differentiator, volunteering plays a major role in CSR. In line with Mahindra Satyam's standards for doing quality work, Mahindra Satyam Foundation has initiated a unique process to improve efficiency in volunteering projects, by using the full-life cycle leadership concept.

The Magnificent Seven (M7) is a team of about seven volunteers, who take ownership of a project under a Program. The team identifies requirements and provides full-cycle leadership to the identified project, and implements it with other volunteers and Foundation members. We have clocked more than 850,000 volunteering hours till date.



A. Ayodhya Rami Reddy
Chairman, Ramky Group

Ramky Foundation

Ramky not only works towards sustainable business operations but also believes in contributing towards the creation of a sustainable society. Recognizing fully that our business activities impact both the society and the environment directly or indirectly in a variety of ways, Ramky pursues CSR activities with an emphasis on realizing a sustainable society, as expressed in the key phrase "Towards Sustainable Development". Ramky aims to help maintain a healthy global environment, biological diversity and work partnership with our diverse stakeholders to address global issues through innovative and effective approaches. Ramky's enduring contribution is the creativity of our employees in devising ways to meet such challenges. As a part of Ramky's corporate governance, we have established management systems that serve as a strong foundation for the CSR activities.

Ramky Foundation today is operating in five states of India and would soon be seen in many other regions too. Its activities today not only cover the welfare of employees' within the Ramky Group, but also the welfare of the other needy sections of the communities associated with us. This is evident from its educational scholarship and women's economic empowerment programmes, which has been growing every year. Also, the issue of environmental conservation is being taken very seriously, by Ramky Foundation under its Natural Resource Management initiatives. Therefore, the Foundation's programmes are planned and implemented keeping in mind not only the interest of the Ramky Group, which is typical of a CSR, but also the wellbeing of the communities that we are associated with at large. The Group strongly believes that soon the Ramky Foundation would be known not only as a one of the ace CSR bodies, but also as one of the best non-profit organizations in India.

Ramky Foundation (RF) is the Corporate Social Responsibility (CSR) arm of Ramky Group of Companies. Got registered under "Indian Registration Act 1908". RF shares the Group's motto – Towards Sustainable

Growth – and has been striving to enhance the livelihood options of rural people by taking up various initiatives, since its inception in 2006, at the grass root level apart from working on issues like environment, women empowerment, education and health.

Ramky Foundation's strategy is to build the capacities and capabilities of the deprived communities in order to make them self reliant and to provide the inputs they need in the beginning. Our focus is especially on the marginalized groups like Scheduled Tribes, Scheduled Castes and Backward Classes. RF distributes worth of more than Rs.20 lakhs scholarships every year to support education of poor and meritorious students and spends more or less same amount of money to train the rural youth in vocational trades.

Activities at Present

Thrust Areas

A. Natural Resource Management Tribal Development Fund

The Ramky Foundation would be implementing the Tribal development Fund (TDF) Project, in the Bandi Atmakur and Velugodu Mandals of Kurnool District, Andhra Pradesh. A grant of Rs 3.7 crores is being made by the National Bank for Agriculture and Rural Development (NABARD), towards this. The aim of this seven year project is to enhance the socio-economic status of thousand Scheduled Tribe (ST) families in those areas. It would involve intervention in the areas like- Horticulture, Soil Conservation, Water Resource Development, Women Empowerment, Health Care and Training and Capacity Building of the beneficiaries.

Efficient Solid Waste Management at Pedakakani, Cuntur

Recently, Rs.10 lakhs has been sanctioned by NABARD under "Environmental Promotional Assistance" scheme

to implement "Environmental Effectiveness through Efficient Solid Waste Management" Project at Pedakakani of Guntur District. Ramky Foundation is contributing another 3 lakhs for this project. The project is at initial stage and will be completed by the end of 2011.

B. Empowerment of Women

Tailoring and Embroidery Trainings

Till date we have trained almost 1,600 poor women in tailoring and embroidery, to help them find better livelihood opportunities. Also, we have 18 tailoring and embroidery training centres in Andhra Pradesh, which is a ray of light for many more such needy women.

CBWE and FNB Trainings

Every year we conduct trainings for hundreds of women in unorganized sector, in collaboration with the Central Board for Workers Education and the Food and Nutrition Board, to enhance their knowledge in the areas of education, awareness on food habits, health and hygiene, HIV and AIDS and nutrition. So far we have trained more than 1000 women under each of these programmes.

C. Education

Scholarships to Poor and Meritorious

The main idea of this programme is to bring down the school dropout rate as a result of poor economic condition. Here, we sponsor the meritorious students from KG to PG through scholarships, which are availed by many of them. The sponsorship procedure starts in June and ends in August every year on the basis of merit and financial status assessment. Under this programme, an amount of Rs.45.25 Lacs (Rs 4.52 millions) has been disbursed to 470 students till now.

Running ST hostel

Ramky Foundation has been running hostel for 25 Scheduled Tribe (ST) students at Macherla of Guntur district for the last one year. All the expenses are being borne by Running ST hostel Ramky Foundation has been running hostel for 25 Scheduled Tribe (ST) students at Macherla of Guntur district for the last one year. All the expenses are being borne by Ramky Foundation itself. It is costing to RF around Rs. 25,000 per month towards the expenses of the hostel. Therefore, RF has already spent Rs.3,00,000 for this cause Adoption of orphans Ramky Foundation has adopted orphan girls and has been providing them financial and moral support. Apart from providing education, we are bearing the expenses of hostel too. Some of the adopted children are deaf and dumb.



Mr. A K Mishra
ED & COO
Tata Projects Limited

Tata Projects Ltd.

Echoing the Tata Group's passion for Corporate Sustainability which it has inherited as a part of its legacy, Tata Projects Limited (TPL) has been actively participating in various initiatives which help promote inclusive growth and improve the quality of life of the communities served by the Tata Group at large. TPL has identified four key areas as part of its CSR activities namely Employability Skills Training, Primary Education, Safe Drinking Water and Health / Community services.

Under the Employability Skills Training, TPL organizes free vocational training programmes in welding, fitting, electrician and carpentry trades at ITIs adopted / supported by it, to enable economically challenged youth to get employed. Till date over 220 students trained under this initiative have been gainfully employed at many of the project sites. Under the Primary Education initiative, TPL adopts primary schools and helps improve the infrastructure and pedagogical standards. Stationery, Uniforms, Books, Bus Passes and School kits are distributed to children at these schools and employees of TPL volunteer to teach the children at weekends. TPL is providing scholarships to five SC / ST students through the Foundation for Academic Excellence and Access (FAEA), a Tata Group initiative in consonance with the CII Affirmative Action Policy. Availability of safe drinking has been a major challenge in the rural parts of the country, TPL has been supporting this initiative through various NGOs like Naandi Foundation, Red Cross and other industry bodies apart from State Government, through the manufacture and installation of RO water purification plants in needy villages, especially in the states of Andhra Pradesh, Karnataka, Punjab, Haryana and a few other states where the company is executing projects. Health and Community Development initiatives include medical checkup camps, blood donation programmes, visit to old age homes, cancer hospitals and other similar activities. Volunteering by its employees has been a hallmark of the company's "contributing back to society, what it earns", in the true Tata spirit.

Primary Education

Lakshmi's Success Story:

Lakshmi comes from a poor family near Kandlakoya and belongs to the disadvantaged caste (SC/ST). She was struggling to continue her studies after 5th standard due to lack of financial and moral support.



It was at this time in 2007; TPL has identified her and started supporting her to pursue further studies under affirmative action initiatives. With special efforts from volunteers who had taken special classes, she had shown improvement in her academic performance by getting 2nd rank in her school in her 7th standard. She

is one among the many students being supported by TPL.

TPL endeavors to fulfill this basic need to underprivileged children by way of academic and infrastructural support to schools and thus act as a connecting link between those who desire to learn and those who are willing to teach. In order to achieve this, TPL adopted schools at Kandlakoya village near Medchal. TPL supports schools at HO, and gradually reached out to various locations and sites by way of upgrading infrastructure and providing academic support (books, uniforms, stationery). Based on the requirement, it also provides remedial classes. TPL supports primary education through:

- Academic support (Distribution of Books, stationery, uniforms etc.) extended to 8 Schools benefiting 1702 Students.
- Non Academic support (Construction of Class rooms, toilets, etc. providing benches, shelves, lights etc.) extended to 9 Schools benefiting 1368 Students.

- Teaching Support by Employees TPL has launched "Volunteer to teach" initiative through which it offers special coaching to slow learners.

Employability Skill Training Vincent's Success Story



Ricky Vincent Pradhan comes from Kandhamal dist in Orissa. During the riots that took place in 2008 he and his family were left without any house and stayed in camps for about 5 months.

With the help of his friends he came to know about the employability skill training program organized by TPL. He had approached TPL Nagpur and after getting shortlisted, attended the training program. He learned welding, gas cutting etc. and also the seminars have helped in lifting his moral which ultimately helped him in getting good income to uplift the condition of his family.

Atul's Success Story

Atul Bhai comes from Karnad a small town in Gujarat. He was not the brightest of students and failed in 10th board exams. He started working in a small company for a little amount.



With the advice of his uncle he joined TPL welding training program at Ballarpur, where he learned welding, participated in cultural activities and started speaking in English language. After completing the training program he was part of the team who were selected to weld 7500 tree stands.

Tata Projects, with an idea to provide employment to these students and simultaneously bridge manpower shortages in the welding workforce of their company and its contractors, strategically unveiled the concept of employability skill training. The company thus provided skill training to the entry-level workers and offered viable long-term employment prospects in the industry. Moving ahead, TPL partnered with different NGOs and training institutes. The NGOs, employees at Head Office, Regional Offices, sites and Regional Inspection Centers help in the identification of students and train them in soft skills. The students are trained by identified ITI staff, TPL employees for on the job training. Senior TPL engineers conduct guest sessions on welding and Corporate Sustainability department organizes counseling sessions. TPL

volunteers take up theory classes and on-the-job training is given at TPL project sites. Placement of the trained welders is made through channel partners and NGOs.

Certification:

- Students are certified at the end of the training by the Training Institute.
- After on the job training they are certified by TPL clients at the project sites.
- To have a wider acceptance of the training being imparted by TPL, the students have also been certified to Modular Employable Skill trades (MES) test being conducted by the Government of India.

Safe Drinking Water

Safe drinking has always remained a distant dream for many of the Indians. In order to provide a viable low cost potable drinking water solution to the water contaminated areas, TPL designed Reverse Osmosis (RO) plant with the help of its in-house team. This RO plant helps in converting contaminated water into potable drinking water. TPL has been collaborating with various NGO's across India in identifying the villages where potable drinking water is not available. The first Defloridation (1000 LPH) unit was installed in 2005 at Chinnakandukur in Andhra Pradesh. TPL as of now has installed 30 RO plants under Corporate Sustainability initiative since inception and 1,05,300 people were benefited through the RO plants across the country. Unemployed youth from the villages were employed for the regular operation of the plants.

Success Story of Tallagudem Village

Tallagudem is a village in Yadagirigutta Mandal of Nalgonda District, Andhra Pradesh. The people of the village have been suffering from flourosis since many years due to the utilization of the well water from the local areas. The people in the village are facing with the problem of pains in joints and bones. Around 200 people in age group of 35 years to 60 years were affected by the flourosis.

The village sarpanch knowing about the RO plant has approached TPL with a request for installation of a plant to solve the problem. Accepting the request from the sarpanch TPL has donated a 1000 LPH RO plant to the village.

Today 850 people belonging to 200 households from the village are using the water from the RO plant. People using the water from RO plant have reported an improvement in their health condition, i.e. reduction in the joint pains, improved physical fitness. People have also expressed that taste of the food has also improved due to the use of water from the RO plant for cooking.

This model is a self sustainable model, the sarpanch holds the responsibility of the plant, and the water is sold to the villagers for the proper usage of the safe drinking water at a very low affordable cost and the income is used for the maintenance and operation cost of the plant and payment to the operators the surplus income is used for other development activities of the village.



Visaka Industries Ltd.

“Visaka Industries as a responsible corporate citizen has the view that corporate who benefit from the society must give back something to the society; that an organization with the power to affect human lives must use the power wisely, and not abuse it. With this as its central philosophy, the Visaka Charitable Trust set up in the year 2000, has donated over US\$ 1.25 million for social causes like education and clean drinking water to the poor in various parts of the country. It continues to do its social work, touching thousands of lives everyday.”

Dr.G.Vivekanand,
Managing Director
Visaka Industries Limited

Article about CSR initiatives of VISAKA Industries Limited

As a responsible Corporate Citizen the management of Visaka has always held the view that the Corporate who benefit from the Society should pay back to the Society by taking up activities which would help uplift the standard of living of the people. Therefore Visaka Charitable Trust was established in the year 2000.

The CSR activity of the trust supports programs devoted to the cause of destitute, rural poor and providing the basic necessities of life. Main area of activity of the Trust is to provide drinking water by digging bore wells, construction of irrigation tanks in remote villages, building of class rooms in schools and colleges, reimbursement of salaries of teachers, supply of class room furniture and conducting of health camps. Donated sewing machines women societies for their welfare. The major activities undertaken till date are as follows:

Education

Poverty is a major constraint in the education of children belonging to SC/ST. Children from these communities face specific disadvantages in their education and this must be given serious attention and quality education is paramount to every child. The lack of access to resources and opportunities for the children from SC/ST is posing a threat to their education. Considering the situation Visaka reached the unreached in Chennur, in Adilabad Dist. Pedapalli, Huzurabad, Ramagundam in Karimnagar Dist.

- Built 60 classrooms for schools/colleges in SC/ST hamlets in Chennur, in Adilabad Dist. Pedapalli, Huzurabad, Ramagundam in Karimnagar Dist.
- Reimbursement of salaries of 25 Government school teachers. The schools are located in SC/ST hamlets of Adilabad/Karimnagar districts
- Provided Classroom furniture for schools at various places at a cost of Rs.60,00,000/- The schools are located in SC/ST hamlets of Adilabad and Karimnagar districts

Skill Development:

Providing employment opportunity to unprivileged rural youth has always topped the agenda in the community intervention projects of Visaka Industries and especially to the youth belonging to SC/ST community from Karimnagar and Adilabad districts.

The prevalence of unemployment among youth in these areas is relatively high. Based on this, Visaka Industries had initiates various skill development projects aiming at providing employment to the youth belong to SC/ST and the poor families. Donating sewing machines to the poor families, mobilizing youth for skill training and giving them job placement with various companies are the example for such initiatives.

Health:

“A healthy family means a healthy society, a healthy society mean a healthy nation”. But the reality is many people in rural areas are suffering from lack of access to quality medical facility which in turn reflects an unhealthy community. In principle Visaka Industries believes in a holistic development of the poor in rural areas. It had conducted varies health camps in rural areas from time to time over the last few years. Conducted health camp and donated artificial limbs worth of Rs. 5,00,000/- and benefited 500 poor physically handicapped people at Chennur and among them around 280 persons are from SC/ST Community. Conducted 4 eye camps which have resulted in restoring eye sight to about 500 old people by providing spectacles worth Rs.6,00,000/- Conducted 3 mega health camps benefiting about 3000 people in Andhra Pradesh and Utter Pradesh. Worth Rs.4,00,000/- Donated Rs.2,50,000/- to Care Hospital for surgery for poor children ailing from Heart Disease

Drinking Water:

Visaka had initiated project which aims at making water available for drinking and irrigation for the poor. Visaka had invested huge amount of money in digging bore wells and construction of irrigation tanks in remote villages of the districts, thus ensuring that the poor has access to safe drinking water. 1075 bore wells were dug in remote SC/ST villages which were thirsting for drinking water at a cost of Rs.3,20,00,000/- Construction of irrigation tanks in remote villages which has benefited about 400 poorest of poor families belonging to Scheduled Caste at a cost of Rs.40,00,000/-. Visaka Charitable Trust operates in Yeulumala Village, Ramachandrapuram Mandal, Medak District Andhra Pradesh, Chiruva Village, Moudha Talaq, Nagpur District, Maharashtra, Manikkanatham Village, Paramati-Velur Talaq, Namakkal District, Tamil Nadu and also in the backward Districts of Adilabad, Karimnagar and Ranga Reddy of Andhra Pradesh.



TCS Hyderabad

Tata Consultancy Services (TCS) is an IT services, business solutions and outsourcing organization that delivers results to global businesses.

Mr. V Rajanna
Vice President and Regional Head,
TCS Andhra Pradesh

TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has over 140,000 of the world's best trained IT consultants in 42 countries. The company generated consolidated revenues of US \$6 billion for fiscal year ended 31 March 2009 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

TCS Hyderabad (TCSH) is one of the largest delivery centers of TCS globally. TCSH consultants serve global and domestic customers from industries including Banking and Financial Services, Telecommunications, Manufacturing, Hi Tech, Retail and Distribution, Government and Education, Life Sciences and Healthcare, and Energy and Utilities. TCSH also has an innovation centre, as part of its Research & Development, working in areas like Bio Informatics, Smart Card Technologies and Information Security. For more information, visit www.tcs.com.

TCS Hyderabad (TCSH) has been actively involved in community work, and has spearheaded several CSR initiatives over 2009-10. In recognition of its untiring efforts, TCS Hyderabad has been adjudged the 'Branch of the Year Award 2008-09'

Some highlights of TCS' corporate social engagements in the past year are given below:

1. Environment Sustainability Initiatives

TCS Hyderabad demonstrated a strong alignment with Environment Sustainability through its green initiatives. Some of the major initiatives undertaken are:

- Innovative energy efficiency initiatives, adopted at TCS Hyderabad facilities, including sourcing of carbon neutral power.
- A robust corporate policy backup, its implementation and commitment to continual environmental stewardship in the region.
- Various productive workplace and environment-

friendly impacts demonstrated by the TCSH associates and the management.

TCSH was adjudged the "Best Green IT Company of the year: 2009", during the IT & ITES association of Andhra Pradesh (ITsAP) annual award ceremony held at Hyderabad on 13 March 2010. TCS Hyderabad received this award for demonstrating leadership in the various green initiatives undertaken by the IT industry throughout 2009-10. was received by Mr. V Rajanna, VP and Regional Head of TCS Hyderabad.



Mr S Mahalingam, CFO and Executive director, TCS as the chief guest for the ceremony, presenting the award to Mr V Rajanna, VP and Regional Head, TCS Hyderabad.

2. Adult Literacy Program

Today, India's literacy rate stands at around 65 percent, as against 52 percent in 1991. To help the Indian government eradicate illiteracy, a major social concern affecting one third of the Indian population, TCS came up with an innovative solution.

To accelerate the rate of learning, TCS' literacy program uses a TCS-designed computer-based functional literacy model, a teaching method that uses multimedia software to teach adults to read within 30-45 learning hours — spread over 1 to 1.5 hours sessions, thrice a week, over a period of 10 to 12 weeks.

The computer-based functional literacy (CBFL) method uses animated graphics patterns for visualization and audio appreciation. By combining graphic patterns of

visualization, repetition of sound patterns and language structures and cognition of the meaning, a person learns to read. This method is implemented using computers and flash cards. The CBFL software is available in nine languages (Hindi, Tamil, Oriya, Marathi, Urdu, Gujarati, Hindi Uttarakhand, Telugu and Bangla). TCS works closely with governments both at the state and district level to develop and deploy CBFL packages in the local language, as a supplement to the government programs. To support the use of the CBFL method, TCS also donates computers to the state governments. A snapshot on number of learners across India covered by CBFL is given below:

No. of learners covered by CBFL All India	
Andhra Pradesh	75175
Uttar Pradesh	930
Tamil Nadu	32789
Maharashtra	9408
Madhya Pradesh	1970
Rajasthan	950
Delhi	1571
Total	122793

3. Paper Donation to ITC

During the financial year 2009-10, TCS Hyderabad, in association with ITsAP donated 30,543 kilos of reusable paper to the ITC group.



4. Xerox paper donation to NGOs

TCS contributed 172 boxes of Xerox paper to NGOs such as Hyderabad Council for Human Welfare (HCHW) and Parents Association for Welfare of Mentally

Handicapped (PAWMENCAP). This paper, discarded by TCS clients, will be re-cycled and used for students in both the NGOs. TCS also uses the same paper to meet the printing requirements of associates in Hyderabad. This reiterates our belief in being environment friendly.



5. Relief work during AP floods



In October 2009, Maitree volunteers visited the flood affected areas in AP to distribute 158 cartons of clothes among the flood-hit families. These clothes had been contributed by the TCS associates. Monetary aid of Rs 25 lakh was provided to GoAP.

6. An Initiative for Devnar School for the blind

TCS initiated a customized training programme called the Advanced Computer Training Programme, for the visually challenged children from this school. The children were also invited to the TCS Hyderabad office to showcase their talent through product exhibitions.

Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

CII is a non-government, not-for-profit, industry led and industry managed organisation, playing a proactive role in India's development process. Founded over 113 years ago, it is India's premier business association, with a direct membership of over 7500 organisations from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from around 380 national and regional sectoral associations.

CII catalyses change by working closely with government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialised services and global linkages. It also provides a platform for sectoral consensus building and networking. Major emphasis is laid on projecting a positive image of business, assisting industry to identify and execute corporate citizenship programmes. Partnerships with over 120 NGOs across the country carry forward our initiatives in integrated and inclusive development, which include health, education, livelihood, diversity management, skill development and water, to name a few.

Complementing this vision, CII's theme "India@75: The Emerging Agenda", reflects its aspirational role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

With 64 offices in India, 9 overseas in Australia, Austria, China, France, Germany, Japan, Singapore, UK, USA and institutional partnerships with 211 counterpart organisations in 87 countries, CII serves as a reference point for Indian industry and the international business community.



Confederation of Indian Industry

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