

CSR Projects for FY2022-23

1. Campus Development of the Ashoka University

Your Company has carried on the CSR contribution to International Foundation for Research and Education towards capital expenditure for developing the campus of the Ashoka University. The objective is to contribute in building long-lasting physical infrastructure for a world-class university that will disproportionately impact thousands of students in years to come. Ashoka aims to help students become well-rounded individuals who can think critically about issues from multiple perspectives, communicate effectively and become leaders with a commitment to public service. At Ashoka University, education carries a strong emphasis on foundational knowledge, thorough academic research based on rigorous pedagogy, and hands-on experience with real-world challenges.

2. Campus Development and Entrepreneurship Fostering at Plaksha University

Your Company has made contribution to Reimagining Higher Education Foundation towards capital expenditure for developing the campus of Plaksha University. The objective is to contribute towards long-lasting infrastructure at Plaksha University, which is conceptualized to be India's largest philanthropic initiative to setup a Technology University. It aims to re-imagine technology research and education for the 21st century. By creating an environment where inter-disciplinary academic pursuits and cutting-edge research take place within a framework of humanistic values, Plaksha University seeks to emerge in coming years as an institution of choice for exceptional students and faculty. In order to foster the entrepreneurial spirit in students, activities at the Centre for Entrepreneurship were also supported partially.

3. Infrastructure for safety and education of children with & without disability

The contribution by your Company has been deployed at Amar Jyoti Research & Rehabilitation Centre. Amar Jyoti is a voluntary organization rendering rehabilitation services to Persons with Disabilities through a holistic approach of inclusive education, medical care, vocational training, child guidance and self-employment. The project entails establishing of fire safety system at the Amar Jyoti institutions in order to ensure safety of more than 1000 children/persons with and without disability who use the premises day in and day out.

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

The contribution by your Company has been deployed at Alohomora Education Foundation which works with adolescent children from low-income families to identify and enable them to work towards their respective strengths and aptitude-aligned career paths. The project- Careershala Connect Chatbot is an API-based ChatBot that assists 12th-grade students by providing free access to 200+ skilling courses in 60+ verified institutes across 15 sectors/industries along with a one to one need-based calling support, assisting students in establishing a thriving career aligned with their interests. It is the next step to their classroom training program which is an in-person early career guidance and socio-emotional skills programme.

5. Enabling youth entrepreneurship for the underprivileged

The Company utilized the CSR Funds in deployment at Bhartiya Yuva Shakti Trust (BYST) having an objective to empower young aspiring entrepreneurs, who are disadvantaged, with an aim to integrate them into the economic mainstream. BYST fosters the entrepreneurial dreams of underprivileged youth between the ages of 18-35 years in India, thereby, turning job seekers into job creators. It provides total assistance to disadvantaged youths who have no alternative means of funding or assistance by providing a package of complete assistance including counselling, training, financial assistance and other business-related services which help in the sustainability of their businesses. The project extended digital infrastructure support to teams implementing the youth entrepreneurship project in order to enhance project delivery, outreach and impact through technology enablement.

6. Education for children from communities of waste pickers

The contribution by your Company has been deployed at the Chintan Environmental Research and Action Group (Chintan) for addressing the lack of quality education and health amongst waste picking children. Chintan is a registered society that runs a programme with the name “No Child in Trash” to work with communities who pick waste for survival to ensure that such children, or children likely to begin to work on waste, get access to quality education through their learning Centers. It is also engaged in providing them with medical services, life-skills and exposure to help them make informed choices about their lives and future. The project includes *Balangan* (crèche) facility as well as after school classes to around 300 children. Chintan team works towards mainstreaming these students in formal education system.

7. Need-based scholarships for students at ISDM

Your Company has deployed contribution at Development Management Foundation which has set up the Indian School of Development Management (ISDM), a first of its kind Management School for the Social Sector to mainstream the idea of Management for Social Change and create Management talent dedicated to improving the lives of millions of people living in poverty. The three primary areas of intervention at ISDM are nurturing new talent for Social Purpose Organizations (SPOs), building existing capacity of SPOs and creating knowledge. As part of the Project named as “Need-based scholarships for PGP-DM students at the Indian School of Development Management”, DMF aims to develop a cadre of management professionals who can build, manage and lead SPOs for social impact at scale. Ten scholars have been provided need-based scholarship under the project. The PGP-DM curriculum seeks to guide students through customized development management courses that blend contemporary development thinking with management practice.

8. Fostering entrepreneurial spirit in students

The contribution by your Company has been deployed at International Foundation for Research and Education for the Info Edge Center for Entrepreneurship (ICfE) project at Ashoka University. The center aims to provide requisite exposure and support systems to students in order to foster their entrepreneurial spirit and aspirations. The objective of ICfE is to inspire, inculcate and

incubate. The Center offered 45 courses to the over 860 students apart from networking events, guest speaker series and Start up Ashoka programme.

9. Quality education to first-generation learners

The contribution by your Company has been deployed at Jayaprakash Narayan Memorial Trust, working with the objective of providing a creative learning environment for underprivileged children. Vidya & Child Vatika school caters to children from Nursery to Class VII. Most of the children are first generation learners and have parents who work as domestic servants, daily wage earners, rickshaw pullers & industrial workers. Vidya & Child offers a holistic approach through intensive life skills and arts & performing arts along with academic, financial & mentoring support. It helps each child to explore and identify their uniqueness within. The project supported the education of 150 children at Vatika School located at Shahpur village, Noida. The center provides NIOS examination facility to children after passing out of class 3rd, 5th and 8th.

10. Youth skilling programme at Magic Bus

The contribution by your company has been deployed at Magic Bus India Foundation towards its youth skilling initiative. Magic Bus focuses on imparting education, training and other necessary life skills to children and youth, living in marginalized circumstances throughout India, inter alia through formal and informal, recreational and educational activities based on “sports for development” philosophy and model. It also encourages and supports in the promotion of entrepreneurship and self-employment by the way of providing training, imparting skills, vocational guidance and making available financial or other assistance as may be required. Through this project, 90 young adolescents from low income communities have been trained and are in process of being placed in skill and interest aligned jobs. “Youth Skilling Program” which is a 2-month intervention wherein Magic Bus skills and trains youth in the age group of 18-25 years from underserved backgrounds whose annual family income is less 1.2 Lakhs and prepare them for customer facing roles in service sector.

11. Natkhat STEM Tinkering labs

The contribution by your Company has been deployed at Mantra Social Services for the project Natkhat STEM Tinkering Labs set up at twelve Delhi government run schools impacting more than 3000 students. The project aims to make quality STEM education accessible in order to bridge the gap of exposure, opportunity and capacity in children to pursue mainstream STEM careers. The idea behind this is to promote creativity, innovation and entrepreneurship in children such that they can become problem solvers in real world situations. It involves a component of teacher training also. The lab equipment and experiments are curricula-aligned.

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

The contribution by your Company has been deployed at Sarthak Education Trust which is working towards the mainstreaming and employment of People with Disabilities (PwDs). Through its dedicated efforts in the areas of early intervention, inclusive education, skill building, placement and advocacy, Sarthak has trained and placed thousands of PwDs in addition to rehabilitation of hundreds of children with disabilities. The Project aims to offer through the Early Intervention Centre special education and therapeutic aid to children facing developmental delays in the

formative years and works for the overall development of children with neurological problems, birth defects, genetic disorders etc. and enhance their abilities to the full and endeavor to help them circumvent their disability.

13. Improve early learning outcomes of children

The contribution by your Company has been deployed at Shally Education Foundation (Saarathi) which focuses on enabling and empowering community women to deliver last-mile quality education in low-income communities. As part of the Project named as Women Tuition-preneurs, Saarathi enables women in the community to set up after school tuition centers at their home. These centers are financially sustainable and create long-term impact in the community. Saarathi provides assessment & monitoring support using technology through a model of progressive learning outcome-aligned worksheets model for English and Math. Performance of each student is recorded every day and according to their current learning level and response rate, worksheets are assigned to them which are corrected by these women tuition-preneurs led by a Community Lead. The project has impacted learning of 500 students through 25 women-led centers resulting in livelihood generation for the women as well as high quality tech-based education at these centers.

14. Enabling infrastructure for Center of Excellence project

The contribution by your Company has been deployed at Simple Education Foundation (SEF), a non-profit organization with the objective to give the power of making a positive impact back in the hands of those stakeholders, who directly influence the quality of teaching & learning inside classrooms – teachers, students and principals. The objective of the Project is embedded in providing enabling digital and physical infrastructure to the teams conceptualizing, designing and implementing the Centre of Excellence project in five DMC-run Government primary schools in Delhi. The CoE project aims to push for a transformation in school culture and build a holistic learning environment for the students. In the long term, the goal is to build robust models that can be easily adapted within the public education system and implemented by the government.

15. Support to the Post Primary School Programme

Your Company continued its contribution to Social Outreach Foundation (SOF) for the project “Support to the Post Primary School Programme” and contributed towards school fees, books and stationery including educational material and school uniform for seventy economically underprivileged meritorious children. The objective of the proposed programme is to enable completion of school education for children from the marginalized sections of the society to help them eradicate the curse of poverty and to remove the day to day financial uncertainties and ensure a long time commitment of education to the children.

16. Enabling infrastructure for youth skilling

Your Company has deployed contribution at Sudeva which is a pioneer foundation for providing excellent sports and overall education for highly skilled but needy students. The objective of the project was to carry out development of Sudeva residential academy infrastructure so that the overall experience of living and being inside the residence is better for all 170 students who are availing need-based full scholarship. The aim was to provide aspiring players with hygiene and

requisite standard of thriving including education hall, music room, student hostels and conference room which would lead to overall betterment of their performance.

17. Digital classrooms and related infrastructure

The contribution by your Company has been deployed at the Swami Sivananda Memorial Institute (SSMI) which is working to improve the quality of life of the under-privileged women, youth and children through research, promotion, provisioning of services and skill development in the fields of education, health, nutrition, environment and livelihood. The contribution by your Company has been deployed in the digital education project at SSMI wherein smart boards which are equipped with curricula-aligned digital content and photocopier have been provided in primary school. This supplements traditional classroom teaching and instruction methods further increasing student classroom engagement, concentration and bridging the digital divide. The introduction of digital education methods has also shown evidence of helping underperforming students cope with learning process and achieve grade-level competency. The initiative has helped all 206 primary school students who hail from low-income communities living in adjoining areas.

18. Employment enhancing vocational skills for Persons with Disabilities

The contribution by your company has been deployed at Project Pankh- an initiative by the Trust for Retailers & Retail Associates of India (TRRAIN) with an aim to train Persons with Disabilities (PwDs) and provide them employment opportunities in the retail industry and thus create sustainable livelihoods for them. Under this project, the Company sponsored training and employment of 175 persons with different disabilities such as speech and hearing disability, orthopedic disabilities and low vision speech & hearing disability. Around 90% of the youths trained under the program come from a rural background with low income & such employment of PwDs in addition to giving them a high level of confidence and social and financial independence, creates a positive impact on lives of their families.