

CSR Projects for FY 2023-24

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

The contribution by your Company was deployed at Alohomora Education Foundation which works with young adolescent children from low-income families to enable them to make school to college/work transition. The project called Careershala is Alohomora's three-month long structured career decision-making program which is a step-by-step guide for students to discover their strengths, interests and possible aptitude-aligned career paths along with providing them details on the courses, degrees and entrance exams for each of those. Alohomora was supported in the Careershala pilot they undertook along with the Educational and Vocational Guidance Bureau (EVGB), Department of Education, Government of Delhi wherein the program was delivered to fifty government schools impacting over twenty-thousand students of grades ninth and eleventh through a total of fifty Education and Vocational Guidance Counsellors (EVGCs) and nominated teacher counsellors.

2. Accessible school furniture for children with & without disability

The contribution by your Company was 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 entailed providing accessible and barrier-free furniture for over five hundred students with and without disabilities studying at the Amar Jyoti school. Furniture is one of the barriers to equal access in a classroom with children having cross-disabilities. The said furniture is light in weight, matte-coloured and glare free. It is based on universal design principles and allows teachers to experiment in classrooms thereby enhancing seating arrangement flexibility, safety for cross-disability children and ensures increased class participation.

3. Enabling youth entrepreneurship for the underprivileged

The Company utilized the CSR Funds in deployment at the Bhartiya Yuva Shakti Trust (BYST) having an objective to empower young aspiring entrepreneurs, who are historically disadvantaged, with an aim to integrate them into the economic mainstream. BYST fosters the entrepreneurial dreams of underprivileged jobless youth between the ages of 18-35 years in India, thereby, turning job seekers into job creators. It provides total assistance to disadvantaged youth who have no alternative means of funding or assistance by providing them counselling, training, financial assistance to get formal credit access and mentoring for other post-setup business-related services. BYST also ensures loan repayment by these micro-entrepreneurs which maintains their long term credit worthiness and overall sustainability of their businesses.

4. Investing in Professional Development of School Principals

The Company deployed CSR contribution at Creatnet Education towards the project called Primary Leadership Development Program (PLDP) which is an in-service leadership development program for all MCD school principals in Delhi. Creatnet views Principals as a strategic lever in the public education system, investment in whose leadership development is bound to have force

multiplier effect across the entire school system especially in learning outcomes of students. Creatnet Education is the standalone design, facilitator development, curriculum development and operational support partner for the PLDP which covers in-service Principals of 1575 MCD schools in Delhi indirectly impacting learning experience of over eight lakh students.

5. Educating healthcare professionals in adopting PCN

The contribution by your Company was deployed at CURE India towards the development and adoption of the Ponseti Clubfoot Navigator (PCN) software for CURE's Clubfoot India Program. PCN is a cloud-based Clinical Decision Support and Electronic Medical Record software system for Clubfoot treatment based on the Ponseti Method which is considered gold standard for clubfoot treatment globally. PCN has the entire Ponseti Protocol codified to the finest level of detail and acts as a real time aide to the teams treating clubfoot. PCN addresses inconsistency, lack of standardization and high error rate in the practice of the Ponseti method, non-adherence to which results in high relapse and surgical rates.

6. Need-based scholarships for Development Management students

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. As part of the Project named as "Need-based scholarships for PGP-DM students at the ISDM", DMF aims to develop a cadre of management professionals who can build, manage and lead Social Purpose Organizations for social impact at scale. Eight 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.

7. Technical infrastructure support for Development Management students

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. As part of the project, several key components have been addressed to ensure a comprehensive enhancement of the educational environment and facilities. Support was extended to upgradation of tech infrastructure at ISDM for the students who are part of the Post Graduate Program in Development Management (PGP-DM) cohorts, present and upcoming, to enable seamless and advanced learning experience through requisite deployments. This is aimed at enhancing scalability, accessibility, and quality of education delivered.

8. Teacher leadership development through Beacon Fellowship

The contribution by your Company was deployed at Foster and Forge foundation which runs the Beacon Fellowship. They work in partnership with the Department of School Education, Government of Uttar Pradesh, towards improving public education system through working with government Primary and Upper Primary school teachers. Beacon Fellowship is an in-service two-year fellowship for select teachers from Primary schools across several districts in U.P. and works

towards their leadership development, confidence building, problem solving and effective teaching. They work with local *nyay-panchayat* level teacher collectives called *sankuls* to discuss, deliberate and codify best practices which can then be scaled to the state. The contribution was deployed towards supporting the Fellowship for thirty Primary and Upper Primary school teachers impacting nearly five hundred students across the Jewar block of Gautam Buddha Nagar district.

9. Art-based learning for children from disadvantaged communities

The contribution by your Company has been deployed in the Jijivisha Fellowship at the Foundation of Arts for Social Change in India (Slam Out Loud). Slam Out Loud uses performance and visual arts to enable children from disadvantaged communities to find their voice through creative expression. As part of the Jijivisha Fellowship, young professional or aspiring artists, driven to bring social change, are deployed as full-time art teachers in classrooms at Affordable Private Schools in low-income communities who work throughout the academic year with students to build their creative confidence. By providing access to space for art-based learning, that is traditionally inaccessible to individuals in at-risk communities, Jijivisha Fellows work to build in these children socio-emotional learning, skills of critical thinking, communication, collaboration and creativity, fostering leadership that can drive universal change. The project supported two fellows and two hundred thirty students.

10. Fostering entrepreneurial spirit in students

The contribution by your Company was deployed at the International Foundation for Research and Education towards the Info Edge Center for Entrepreneurship (ICfE) at Ashoka University. The ICfE aims to provide requisite exposure and support to students in order to foster their entrepreneurial spirit and aspirations. The center works to create support systems to meet its objectives to inspire, inculcate and incubate. It also enhances knowledge exchange and engagement through events, workshops and speaker forums. It also offers Minor/Concentration in Entrepreneurship for undergraduate students at Ashoka University. The Center offered fifty courses to the over 1268 unique students (2695+ course enrollments) apart from networking events, guest speaker series and Start-up Ashoka programme in this year.

11. Campus Development for Higher Education

Your Company has carried on the CSR contribution to the International Foundation for Research and Education towards capital expenditure for developing residential buildings at the Ashoka University campus. The objective is to contribute towards building long-lasting physical infrastructure for a world-class university that will disproportionately impact thousands of students in the 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. Since inception, Ashoka's financial aid programme has supported students from socio-economically backward backgrounds. Till date ~ 60% of students have received financial aid, 33% of these students are women and 24% have received a completely free education at Ashoka.

12. Quality school education for first-generation learners

The contribution by your Company has been deployed at Jayaprakash Narayan Memorial Trust (Vidya & Child) working with the objective of providing a creative learning environment for underprivileged children. Vidya & Child Vatika school located at Shahpur village, Noida, provides quality school education to children from Nursery to grade eighth along with enabling an after-school program for their alumni children who study in other formal schools in grades ninth to twelfth. Most of the children are first generation learners and have parents who work as domestic helps, daily wage earners, rickshaw pullers & industrial workers. Vidya & Child offers a holistic approach through intensive training in life skills and performing arts along with academic, financial & mentoring support. The center provides NIOS examination facility to children after passing out of grades third, fifth and eighth and helps students get admission in formal mainstream schools grades ninth onwards. Education programme of students of grades sixth to eighth along with after-school programme for alumni students of grades ninth to twelfth was supported at Vatika center.

13. Creation and Localization of Math content for grade eleventh and twelfth

Your Company has deployed contribution at Khan Academy India (KAI) towards the creation and localization of math content for grades eleventh and twelfth in Hindi aligned with the Uttar Pradesh state SCERT curriculum for consumption in Uttar Pradesh Madhyamik (Secondary) schools. The content is also available free-of-cost on Khan Academy India website as a digital public good for access of anyone who may need it. The mission of KAI is to provide world class learning content to underserved learners through partnerships with State governments. Accessing learning material in one's native language reduces barriers to learning with understanding and this becomes particularly important as students move into higher grades and learn complex math concepts. The KAI team worked with selected teachers from the State Academic Research Group and U.P. SCERT to align KAI Senior School Math content to U.P. state curriculum which will serve as key supplemental learning resource for over eighty thousand students and teachers of UP Madhyamik schools.

14. Strong early childhood education and school readiness

The contribution by your Company was deployed at Language and Learning Foundation (LLF) working towards developing an effective early childhood education and school readiness program for Balvatika (pre-primary grades). LLF works to address the foundational learning crisis at a systemic level in collaboration with national and state governments in India. The project was a structured one-year school readiness program for over nine hundred students studying at one hundred government primary schools in Kurukshetra district in Haryana before they enter grade one. It aims to provide a stimulating learning environment for age-appropriate language, cognitive, socio-emotional and physical development of children through play and activity-based program. The project addressed the lack of structured curriculum, teaching learning material and play-based learning modules for children.

15. Using technology in education for a strong foundation

The contribution by your Company was deployed at Literacy India, a non-profit organization working with an aim to educate underprivileged women and children and empower them to

become self-reliant and employable. The objective of the Project was to ensure better learning outcomes and grade-level competency through deployment of *Gyantatra* software, which is a tech-based initiative of Literacy India, at Government Primary schools in three villages of Gautam Buddh Nagar district- Wazidpur, Chhalera and Shahpur. Gyantatra is a self-paced, curricula-aligned interactive learning tool which is addressing the learning gap as well as digital divide through computer and tablet-based learning to students from low-income communities. It covers Hindi and English language, Math and life-skills for all primary grades.

16. Youth skilling programme

The contribution by your company was 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. It also encourages and supports 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. "Youth Skilling Programme" is a two-month skilling 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 Lakh and prepares them for customer facing roles in the service sector. Through this project, 250 young adolescents from low income communities have been trained and are being placed in skill and interest-aligned jobs.

17. Natkhat STEM Tinkering labs

The contribution by your Company was deployed at Mantra Social Services for the project Natkhat STEM Tinkering Labs set up at twelve Delhi government schools impacting more than 3000 students of grades ninth to twelfth. The project aims to make quality STEM (Science, Technology, Engineering and Mathematics) 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 curriculum-aligned.

18. Scholarships for pursuing higher education to girl leaders

Your Company deployed contribution at Milaan foundation working towards empowering adolescent girls from remote and vulnerable communities from various districts falling within the state of Uttar Pradesh. The Girl Icon project is a girl-led leadership development program which invests in collectivizing girls at the grassroots, delivering comprehensive life-skills based education and instigating collective social action. Girl Icons are adolescent girls, aged 14-18 years, from historically marginalized and vulnerable families with annual income less than one lac a year. Each Girl Icon trains a peer group of twenty other girls from within their respective communities. The project supported scholarship component for two hundred adolescent girls from the graduating cohort of Girl Icons so that they are able to pursue higher education.

19. Technical infrastructure support to girl leaders

Your Company deployed contribution at Milaan foundation working towards empowering adolescent girls from remote and vulnerable communities from various districts falling within the state of Uttar Pradesh. Milaan's Girl Icon Program provides essential empowerment training for girls as a stepping stone, exposing girls to structural gender challenges and encouraging girls to believe in their own abilities and foster a sense of self. The project brings together girls from remote villages together and is implemented in a hybrid mode through a mix of online and offline workshops and sessions across a period of eighteen months. Through the project, tech infrastructure including mobile handsets were supported for two hundred forty-four Girl Icons mostly hailing from aspirational districts of Chandauli, Sonbhadra and Bahraich in Uttar Pradesh.

20. Innovators of Tomorrow coding program

The contribution by your Company was deployed at Muskaan Dream Creative Foundation towards the Innovators of Tomorrow coding programme for high school students. Muskaan Dreams is a social impact Ed-tech non-profit, committed to bridging the digital divide in the education system at scale, with an approach of empowering students and school teachers with technology. Through the Innovators of Tomorrow project, Muskaan Dreams aims to make coding and computer science accessible to students of government schools of grades ninth and tenth. The aim is to instill in students a passion for computer science and a knack to use technology to solve problems. The programme also introduces students to future tech (AI/ML) and computational thinking to help unlock future employment opportunities for them. Under the project, coding labs have been set up at five government schools in Gautam Buddh Nagar district and the program reach is over a thousand students.

21. Fostering entrepreneurship at Plaksha University

Your Company made contribution to Reimagining Higher Education Foundation (RHEF) towards the Info Edge Center for Entrepreneurship (ICfE) project at Plaksha University. Plaksha University aims to re-imagine technology research and education for the twenty-first century. The objective of the project is to contribute towards fostering a culture of entrepreneurship for students at Plaksha University such that they become self-starters and problem-solvers. The Center is committed to transforming student entrepreneurial aspirations into reality. It provides the requisite exposure through networking events, field visits and workshops along with grants for Incubator and Accelerator support to students' technology-based start-up ventures.

22. Need-based scholarships for undergraduate students

Your Company made contribution to Reimagining Higher Education Foundation (RHEF) towards need-based scholarships for students pursuing undergraduate courses at Plaksha University. Plaksha University is conceptualized to be India's largest philanthropic initiative to setup a Technology University. By creating an environment where inter-disciplinary academic pursuits, cutting-edge research and student entrepreneurship 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. Need-based scholarships address the need of equity in access to quality technology education in the country. Fifteen scholars were supported through the project.

23. Rural Livelihood support through fruit-tree plantation

The contribution by your Company was deployed at SankalpTaru Foundation towards sustainable rural livelihood project aimed at enhancing ecosystem services for small and marginal farmers in the state of Punjab. Over-exploitation of groundwater and the culture of mono-cropping in the region has led to a reduction in soil nutrients and quality of topsoil. This has further become a reason for low productivity and an increase in fertilizers in the region. Promoting agroforestry, where fruit trees are planted in farmers' fields can lead to an increase in groundwater recharge, betterment of soil conditions in the area, and a reduction in the usage of fertilizers. Fruit trees are planted to further provide an additional stream of income for the farmers.

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

The contribution by your Company was deployed at Sarthak Education Trust which is working towards the mainstreaming and employment of Persons with Disabilities (PwDs). The Early Intervention Center (EIC) project offers special education and therapeutic aid to children in the age group 0-10 years, belonging to low-income families, who are facing developmental delays in their formative years. The EIC has a team of clinical psychologist, special educator, speech therapist and occupational therapist who work for the overall development of children with learning difficulties, neurological problems, birth defects, genetic disorders in an endeavor to help them circumvent their disability. The center catered to one hundred fifty children during the year.

25. Global Resource Center for Persons with Disabilities

Your Company also made contribution to Sarthak Education Trust for the Sarthak Global Resource Center (SGRC) which is poised to be a one-stop solution for various challenges faced in inclusion and mainstreaming of Persons with Disabilities (PwDs). The SGRC has a skilling and livelihood division; an early intervention center for children with development delays; training center for grassroots organizations working on disability; a Diversity & Inclusion lab for advocacy and training around corporate D&I mandate; and an incubator and accelerator division for supporting innovation in disability space among others. The project supported the setting up of Center for Skilling and Livelihoods at the SRGC which will train hundreds of young PwDs in the upcoming years.

26. Improve early learning outcomes and foundational numeracy in children

The contribution by your Company was deployed at the 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, Saarathi modules including Saarathi worksheets on foundational numeracy were conducted in nine Affordable Private Schools impacting around two thousand students. Saarathi provided daily assessment & monitoring support using technology through a model of progressive learning outcome-aligned worksheets for Math across primary grades. Community women are appointed as school representatives and earn a livelihood from the same. School teachers were also trained as part of this project.

27. Centers of Excellence for Primary Education

The contribution by your Company was 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. This involves Centers of Excellence set up in three MCD-run Primary Schools in Delhi. The objectives of the project are to directly demonstrate high-quality learning in Government Schools by working with enablers that impact the life and learning of children, i.e. teachers, parents and principals; and to design and test evidence-based practices that are proven to improve student learning, which can then be scaled. The project also involves teacher capacity building, principal leadership development and community engagement in order to improve children's learning outcomes.

28. Support to the Post Primary Education

Your Company continued its contribution to Social Outreach Foundation (SOF) for the Post-Primary Education project. SOF is a nearly thirty-year-old organization which set up a primary school to provide free-of-cost quality education to first generation learners from low income communities. Once students complete their primary education at SOF school, the SOF team helps them get admission at other private schools for them to be able to complete their school education beyond grade five. The students continue to be counselled and mentored by the SOF team. As part of this project, contribution is made towards school fees, books and stationery including educational material and school uniform for economically underprivileged meritorious children. The objective of the project is to enable completion of school education for children and pave a way for them to become employable and self-reliant in order to break away from the shackles of poverty.

29. Enabling youth education and skilling

Your Company deployed contribution at Sudeva which is a pioneer institution in providing excellent sports training and overall education for highly skilled but needy students. The objective of the project was to support school education and sports training for six students through need-based scholarships. These students hail from some of the remotest corners of the country, are highly skilled but their families cannot afford to provide them education or sports training. The aim was to provide aspiring players with good education, hygienic and nutritious food, and hostel facility which would lead to overall betterment of their performance.

30. Contribution to school building construction

The contribution by your Company was deployed at the Swami Sivananda Memorial Institute (SSMI) which is working towards improving quality of life for 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 project related to the construction of the secondary school building at SSMI. The erstwhile building was over fifty years old and declared a borderline safety hazard for students. The new building has fifteen classrooms including computer lab, library and science lab. Construction of two classrooms was supported as part of the project. The building is bound to last for next twenty-five to thirty years impacting hundreds of students.

31. Special needs and remedial education for formal school students

Your Company further made a contribution at the Swami Sivananda Memorial Institute (SSMI) for a project to identify and support children with learning difficulties (slow learning, dyslexia and autism) and provide remedial teaching. The project involves one-on-one sessions of select students with a team of special educators in the after-school hours; building capacity of teachers; and working closely with parents to equip them to identify and work on identified areas of their children. The aim of this project is to address learning gaps, provide remedial education and chalking out a customized roadmap for each identified student in order to bring them at grade-level competencies at par with their peers. Over a hundred students were provided support through the project.

32. Supporting education for girls from vulnerable communities

Your company has made contribution to SwaTaleem Foundation towards *Saheli ki Udaan* project at five Kasturba Gandhi Balika Vidyalayas (KGBVs) in aspirational district Mewat, Haryana. KGBVs are government-run residential schools located in Educationally Backward Blocks of the country where the female rural literacy is below the national average and gender gap in literacy is above the national average. These schools provide a minimum reservation of 75% of the seats for girls belonging to SC, ST, OBC or minority communities and priority for the remaining 25%, is accorded to girls from families below poverty line. SwaTaleem works to educate and empower historically marginalized rural adolescent girls by focusing on creating thriving school communities to increase decision-making, capacity building, and foundational skills of the girls. The project includes working with teachers, parents and families, and young women leaders from the community. There are year-long modules on Socio-Emotional Learning, English language comprehension and Reading. The project impacted over a thousand girls studying at the five KGBVs in Mewat.

33. Supporting Teach for India fellows

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

34. Employment enhancing 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 supported training and employment of two hundred PwDs having speech and hearing disability or orthopedic disabilities or low vision. The youth 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. Of the trained persons, seventy percent have been placed in retail and other service sector jobs.