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Reaching out PwC's Corporate Responsibility Newsletter

Volume 2



pwc



Message from Chair

My dear friends,

2016 was an exciting year for the PwC India Foundation (PwCIF) as it expanded its portfolio, extended its geographical reach, saw maximum participation from volunteers and got recognised for its efforts nationally as well as internationally. I am truly humbled by the passion of PwCIF volunteers and the zeal the Corporate Responsibility team brought to the table. Last year alone, the Foundation was able to touch more than 44,000 lives through our 27 projects across many states in India.

For us these are not just numbers; each is a story that we are proud of. Corporate Responsibility is a part of our culture and we remain firm in our commitment to strive continuously and with diligence to do more in the communities we operate in. Through the Foundation's six thematic areas of focus, we aim to reach out to high need communities and attempt to make a long lasting difference.

It is heartening to see the Foundation's efforts getting recognised, it tells us that we are on the right track. Last year, the Foundation's humanitarian response in Uttarakhand, Jammu and Kashmir and Nepal won us an award at the **6th Asia Best CSR Practices Awards**, 2016, in Singapore. The Foundation was presented with another award by the **National CSR Leadership Congress and Awards**, Bengaluru, and the **Best Corporate Foundation Award** at the World Congress in Mumbai, for its work in disadvantaged communities across the country.

So, where is the Foundation team headed from here? Last year it decided to steer certain programmes in line with key missions of the Government of India — Swachh Bharat Abhiyan. For example, the Foundation's school sanitation programme across 11 Government schools benefitted **9,000+ students** in Ajmer. It is an apt example of how providing safe and clean sanitation facilities and hygiene training can improve attendance rates in schools. Furthering the initiatives in this domain, 2,000+ children have adopted safe sanitation practices in Hyderabad and Kolkata.

This kind of change has been possible due to the partnerships strengthened with Governments, NGOs and likeminded institutions to truly make a difference. The Foundation remains committed to holding dialogues with multiple stakeholders to find solutions to problems that none of us can solve alone.

In addition to implementing most of its corporate responsibility activities through the Foundation, PwCPL is contributing to the social enterprise ecosystem in India. We are the development partner of the School for Social Entrepreneurs (SSE) India which started a fellowship program to build capacities of budding social entrepreneurs in India.

I am sure this will be an exciting and very fulfilling year for us. I reiterate our commitment towards creating positive societal change.

Let's continue making a difference.

Regards,

Shyamal Mukherjee

Chairman

PricewaterhouseCoopers Private Limited and PricewaterhouseCoopers India Foundation



Foreword

In the past year, we were able to engage with different partners and implement projects across our focus areas—water, hygiene and sanitation, education, environment sustainability, social entrepreneurship, and issues of urban children. Our central team and eight regional teams have been involved in providing meaningful opportunities to our volunteers and supporting local projects. You will read more about their efforts in this edition of our newsletter.

PwCPL and PwCIF have always worked together to rebuild communities in the aftermath of a humanitarian crisis. In 2016, the Indian subcontinent faced many natural calamities, and we responded to **the floods in Chennai** and reached out to **the drought-hit areas of Bundelkhand**. In addition, we created programmes for drought-mitigation in affected communities in Maharashtra. With generous contributions that poured in from PwCIF volunteers—an amount that was matched by the firm—we were able to support relief and rehabilitation programmes across different regions.

I am delighted to share that we successfully concluded the first nine-month Social Start-up Fellowship Programme of the School for Social Entrepreneurs (SSE) India. Sixteen fellows graduated this year, equipped with the necessary skills to set up and expand their respective social enterprises. We look forward to continuing our support to SSE India in the future.

I'm grateful to all PwCIF volunteers, whose diverse skill sets helped build the capacities of our NGO partners. In the past year, we provided **pro bono support** in a wide range of areas such as financial planning, business models, feasibility studies and monitoring frameworks. I would also like to take this opportunity to thank the leadership at PwCPL for their continued efforts towards developing the Foundation's initiatives. Without their support, we would not be able to drive our corporate responsibility agenda.

As we move ahead on this journey, your encouragement and support will continue to inspire us to do more. On behalf of the Foundation, I would like to reiterate our commitment towards nation building through programmes that enhance the lives of those less fortunate than us.

Keep giving!

Jaivir Singh

Vice Chairman

PricewaterhouseCoopers India Foundation



Reaching out

‘My family and I had lost almost everything after the earthquake. Our anguish was overwhelming, but there was no one to hear our plight. I want to thank PwCIF and Habitat for Humanity India for coming to our aid at a time when we’d lost all hope.’

– Poukhinda Kammei
Earthquake survivor, Imphal



Contents

PwCIF initiatives	6
Thematic focus	7
- <i>WASH</i>	8
- <i>Education</i>	12
- <i>Environmental sustainability</i>	16
- <i>Issues of urban children</i>	20
- <i>Social entrepreneurship</i>	22
- <i>Humanitarian response</i>	24
PwCPL's initiatives	28
- <i>SSE India</i>	29
- <i>Jagriti Sewa Sansthan</i>	31
Pro bono initiatives	32
Awards	36
PwCIF in the media	40
Special initiatives	47
What's in store for the next financial year?	48

An overview of PwCIF's initiatives in FY 2016–17



Thematic focus



WASH



Issues of urban children



Education



Social entrepreneurship



Environmental sustainability



Humanitarian response

Highlights



44,000

lives touched



11,000

school children benefited from WASH-based intervention



480

individuals benefited from shelters provided during natural calamities



35

distressed girls and women were empowered



941

PwCIF volunteers contributed 6,300 volunteer hours



WASH

(Water, sanitation and hygiene)

Spotlight

The PwC India Foundation supports Swachh Bharat Abhiyan, concludes project in Ajmer



Satyavati Berera, Chief Operating Officer, PwCPL and Jaivir Singh, Vice-Chairman, PwCIF at the handover ceremony in November 2016

Aligned with the nation's focus on empowering the girl child and providing sanitation facilities in the country (Swachh Bharat), PwCIF, in collaboration with NGO FINISH Society, held the closing ceremony of its year-long school sanitation project in Ajmer that directly impacted 9,000+ girls and around 100+ boys.

Conducted in two phases, the project saw 11 government schools from this smart city being provided with child-friendly WASH facilities that included handwashing stations, operations and maintenance (O&M) support for a year, a 90-day hygiene curriculum to promote safe hygiene practices, refurbishment of existing toilets and construction of new toilet complexes.

This project aimed to create an inclusive environment in schools that promoted and safeguarded health and hygiene, focused on increasing the enrolment and retention of children, and empowered children to be change agents.

The Foundation will continue to engage with these schools through FINISH Society and monitor the impact of the programme for the next couple of months.

The WASH-based intervention in Ajmer involved the construction of 11 handwashing units and 81 toilets across 11 schools, along with refurbishment of 58 toilets

Provision of dustbins, soaps and running water has increased the use of toilets and handwashing units.

Pre-intervention: 20% of the girls used toilets; post-intervention: 100% of the girls used toilets.

99% of the students began using the handwashing techniques taught to them.



WASH: How PwCIF volunteers contributed

Need assessment and mid-line assessment

The school sanitation programme in Ajmer began with a need assessment that was conducted by PwCIF volunteers. The assessment highlighted that schools located in rural and semi-urban areas lacked proper infrastructure, had poor operations and management, and suffered from relatively low resource allocation. As a result, they had non-functional toilets and faced operational challenges in keeping the toilets clean. These hygiene-related issues demotivated children and teachers.

After the need assessment, 11 schools were selected for WASH-based intervention. The mid-line assessment was then conducted to provide corrective measures, observe behavioural changes, and strengthen the role of monitoring and evaluation.

Success story

Swachh Vidyalaya Puraskar 2016 awarded by the Ministry of Human Resource Development, Government of India: The 11 schools in Ajmer participated in this competition. A district-level team visited 10 of the 11 schools. **Two of the schools received a five-star ranking and eight schools were given four-star ranking.**

On average, attendance at the schools has increased from 85% to 91%.



Reaching out to visually impaired boys in Ajmer and Kolkata

Our assessment revealed that the toilets in an Ajmer school and an institution in Kolkata were in a dilapidated condition, which made them unsafe for visually impaired boys. To address the safety issues and support the school authorities with WASH initiatives, PwCIF helped with the construction of disabled-friendly toilets and also conducted trainings and workshops to empower the children to use the toilets. These initiatives were beneficial to the students and helped them maintain personal hygiene.

Adoption of safe sanitation practices by schoolgoing children in Hyderabad

The WASH-based intervention that started in Ajmer was extended to schools in Hyderabad. Post the baseline study of the situation in selected schools in Hyderabad, a strategy similar to the one followed in Ajmer was implemented in five schools. As a result of the strategy,



Girls showing clean hands after following the 5 steps of handwashing

management committees in these schools were strengthened and child cabinet units were formed to address issues related to sanitation and hygiene. The construction and refurbishment of

toilets and handwashing units, along with the installation of incinerators, are expected to bring about a positive change in the behaviour of the children.



People speak

Building a stronger and cleaner tomorrow

Richa Wahi, PwCIF volunteer

Although I have travelled to Ajmer on many occasions, this visit was a special one. I was excited as I knew about the intervention launched by PwCIF in Ajmer. Nevertheless, I was somewhat nervous about interacting with the children and teaching them about sanitation.

Accompanied by members of FINISH Society, the NGO partner, the day began with a visit to a Government Secondary School for Girls in Beawar, which is about 60 km from Ajmer city. A small town near a small city...I wondered what one could expect of a government school in such a place. I was in for a surprise!

During our visit, we surveyed the premises of the school and found that not only was the school neat and clean but also its students were very well behaved and groomed. Despite the teacher-student ratio being 1:60, the students were very well disciplined. The girls formed a queue to use the toilet facilities and handwashing units before they could eat.

We interacted with the school cabinet comprising girls from classes XI and XII. The interaction was quite interesting as the young ladies enjoyed studying and shared updates on current affairs with us. Additionally, the girls highlighted the need for and advantages of sanitation. The group also performed a role-play exercise involving real-life situations encountered at home and other places. The students were aware that they could influence their parents and neighbourhoods to be clean. We discussed the importance of personal hygiene and steps for maintaining it. We then visited the new toilet built by us on the school premises. The students were extremely grateful as the new toilet was easily accessible and eliminated long queues.

After meeting the student cabinet, we visited class VIII students, where one of the girls demonstrated the proper method of washing one's hands. To my amazement, I realised that this was something I didn't know!

Later, we visited the Government School in Sardhana where repair and construction work had just started. We discussed the importance of cleanliness with students of grade VI. The younger students were at first shy, but they began to open up after one of the students agreed to sing for us and some of the outgoing students answered our queries. Although the students have some basic knowledge, it needs to be strengthened through sessions on personal hygiene.

My visit has made me realise that cleanliness is a responsibility that all of us need to stay committed to both inside and outside our homes. I am glad that this small step by PwCIF is making a huge difference in the lives of adolescent girls, who will go on to spread this vital message within their communities. Most importantly, I believe this experience perfectly captures the value of 'care'. Through this initiative, PwCIF volunteers were able to connect with the schoolgirls and thus ensure holistic intervention.

Education



Spotlight

PwCIF is committed to making a positive and lasting impact in our communities by strengthening skills and knowledge through non-formal education, bridge schools, mentorship programmes and scholarships for deserving candidates. PwCIF facilitates the mainstreaming of children, specifically those from marginalised communities as well as those with disabilities, through inclusive and comprehensive education programmes in different regions across India.

Encouraging young stars to build bright futures

Gurgaon: The NGO Love Care Foundation's project 'SANKALP' provides informal schooling and vocational training to underprivileged children by conducting various programmes to empower them to shape their own future.

Owing to the Foundation's support, 30 students successfully completed vocational training programmes. The team organised a ceremony where the students received completion certificates. Three students shared their personal stories about how they overcame challenges and how the programme taught them skills that enabled them to rise out of poverty and create promising futures for themselves.



Career guidance sessions for the students

Success story

A three-year journey

During the three-year partnership, PwCIF and SANKALP have supported many students who enrolled for academic support to pursue higher education. Further, those who received vocational training in fields such as tailoring, computers, beauty care are now self-employed.



More girls and women are beginning to join the skill development courses and gaining confidence by becoming financially independent.



Notably, women in the age group of 50–70 years are learning to read, write and speak English by enrolling for the programme.



Hoping for a brighter future

Bengaluru: PwCIF volunteers participated as mentors to the students of the NGO Ashwini Charitable Trust (who are pursuing pre-university or degree courses). Career guidance sessions were held for students to build their leadership skills, helping them understand their strengths and weaknesses. These volunteers also went a step further by guiding these children over an extended period of time and until they completed their courses.

219

individuals have been empowered to augment their income through computer courses, tailoring, mobile repair and beautician courses.

158

students enrolled for computer classes: 41% of them earn an average income of 5,500 INR per month.



PwCIF volunteers mentoring the youth

Success story

On the growth path

Bengaluru: Our association with the Adhyapana Trust from 2014 onwards has strengthened the capacity of the NGO as well as created positive outcome for the students.

Four students have completed bachelors in commerce and are now working. One of the students has finished a diploma in mechanical engineering and has been employed by a manufacturing firm.



Through the book donation drive by PwCIF volunteers, two libraries have been set up and these are benefitting about 50 students.

Three years of continuous support have helped the Adhyapana Trust to scale up. The number of students enrolled in its special education programme has risen from **20 students** in 2014 to nearly **75 students** today. New programmes have been launched for students studying in government schools. Programmes where English is taught through stories and activities are being attended by more than 100 children. Further, the yoga programme and teacher training programme continue to help in ensuring the holistic development of children.

Gift of listening

Hyderabad: Access to holistic education is a right every child is entitled to. However, children with hearing impairment often struggle with communication, which limits their inclusion in mainstream education. To foster an inclusive environment, PwCIF collaborated with Ashray Akruti, an NGO that works with these children, especially those from underprivileged backgrounds, to provide comprehensive education and rehabilitation.



Education on wheels for differently abled children

Kolkata: Education is a tool that empowers children with disabilities to cope with life's challenges. These children experience innumerable challenges which increase manifold if they belong to low-income families. PwCIF has partnered with Tomorrow's Foundation, an NGO that works with children and adults with disabilities.

As part of this initiative, a mobile van was launched; with a physiotherapist on-board this van visits the slums of Kolkata to identify and attend to the needs of visually or physically challenged children, autistic children, as well as children with cerebral palsy.

This endeavour has resulted in **273** children, including **77** children with cerebral palsy, attending school **independently**. The mobile van continues to build hope and strengthen the dreams of families and individuals with disabilities.



Sonia Das, a cerebral palsy patient, can now stand with the support of a walker



40 children have been mainstreamed into formal schools.

The children receiving academic support are showing positive results.

Maths: 52.5% of the students secured **80%** in maths, with **10** students obtaining scores between **90–100**.

Language: 50% of the students scored **80%**, out of which **14** students were awarded **A1 grade**.

90% of the children are now **able to express themselves** through speech and language therapy.



Sunit Basu, PwCIF volunteer, gifting hearing aids

The Foundation helped in raising awareness and promoting ear and hearing care and also donated hearing aids to the children of this NGO. Through their interaction at the clinic, the team managed to bring a smile to the faces of the children, who appreciated the support and care received.

Inclusivity

Mumbai: Two projects have been implemented in Mumbai in collaboration with NGOs like Save the Children India and Shree Gurudev Bahuddeshiya Samajik Sansthan in order to promote inclusivity amongst children with disabilities.

Save the Children India:

PwCIF, in partnership with Save the Children India, reaches out to visually impaired children and children with special needs living in the slums of Mumbai city. Through this initiative, holistic education is provided with a special focus on extracurricular activities that enhance the confidence and well-being of the children. As travel support is extended to the children, the barrier of commuting to the learning centre has been eliminated, thus reducing the rate of absenteeism and promoting a conducive environment for children. PwCIF volunteers have engaged in multiple volunteering activities to promote learning and provide a fun-filled experience for the children.

Shree Gurudev Bahuddeshiya Samajik Sansthan:

It is also referred to as Divya Vidyalaya as it addresses the needs of children with visual impairments as well as those with differential needs. Divya Vidyalaya supports the children of the tribal belt living in the Jawhar and Palghar district by providing quality education with extracurricular activities. In addition, it focuses on retaining their tribal essence through the local art. PwCIF



Two championship trophies won—1 at the district level in 2016 and 1 at the state level in 2017—in athletics and cricket by children with disabilities.



3 students with special needs passed A and B levels in Hindi, Marathi and English.



Under the guidance of the teachers, the kitchen garden project managed by students with special needs has grown many vegetables and other produce like brinjal, spinach, lady finger, tomatoes, ginger, green chillies and turmeric. This produce was used by the in-house canteen for students and the staff.

volunteers provided corporate support for the first time to Divya Vidyalaya with documentation, monitoring, evaluation and other new initiatives. For example, 50 children (both visually impaired and intellectually disabled) visited a corporate office in Mumbai for a fun-filled day and learning-based activities with PwCIF volunteers.

Additionally, the principal of the school visited the National Association for the Blind (NAB) and other residential schools for the blind in Mumbai to provide further orientation and learning that would benefit the children of Divya Vidyalaya.

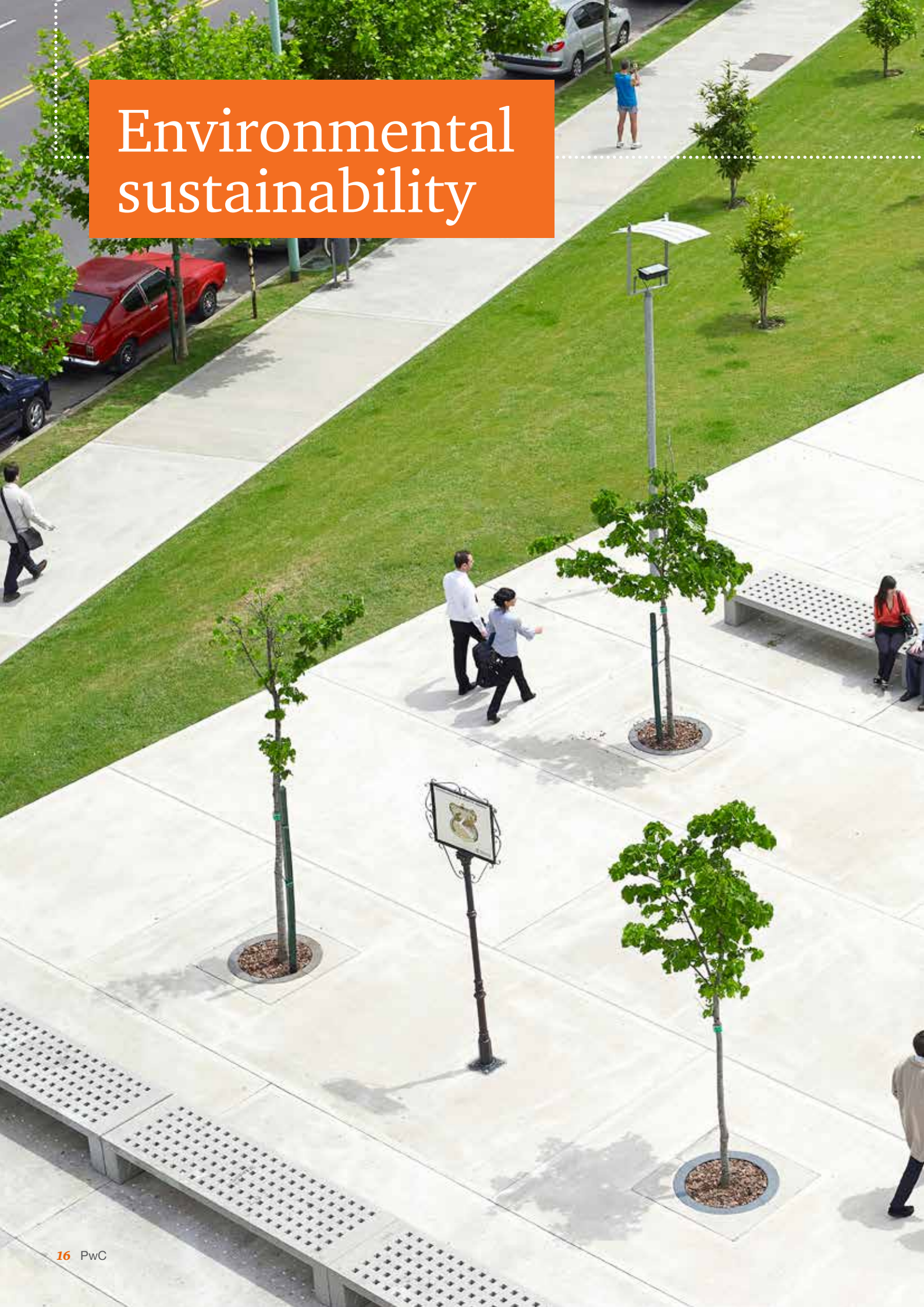
With constant support and donation of materials like musical instruments (lezim, flute, harmonium, keyboard), hygiene kits, footwear for 114 students and sports equipment from PwCIF, Divya Vidyalaya has been able to achieve many successes:

- **30 students** can play lezim and make different formations.
- **30 students** have excelled in activities such as dish decoration and making doormats, door hangings (toran) and wall hangings.

On 23 March 2017, the education department from Jawhar Municipal Council conducted a surprise multi-event competition between the children scouts and guides of more than 39 schools, including regular school children. It is a matter of immense pride that Divya Vidyalaya was awarded the championship trophy as the students won most of the events.



Environmental sustainability



Spotlight

Growing organic vegetables and fruits

Chennai: PwCIF extended support to an organic farming project at the Sevalaya campus as a move towards preserving nature. The programme focused on protecting agricultural land from rain and weeding through de-weeding activities and assistance to farmers with growing and harvesting natural and healthy produce.

This organic yield is feeding 2,000 children in 40 villages in and around Kasuva village, along with 148 destitute children and 75 destitute senior citizens who have made the Sevalaya campus their home. To promote healthy eating practices, stalls were set up at PwC Chennai office where the vegetables cultivated through organic farming were sold.



Organic farming at Sevalaya campus

4,900 kg organic vegetables grown

“ Getting blessings from senior citizens, being able to interact with extremely bright kids, learning about the benefits of organic farming and getting a few hours of hands-on experience and just being in the company of nature and people who cared about nature made me feel good all day long—and these memories will always be cherished. Thanks, PwCIF, for taking us into the non-intrusive world of organic farming.

– Gayathri Velu, PwCIF volunteer

“ It was heartening to be on the farm and to understand where our food comes from, and give back something in the form of ‘sweat donation’ to the cause. In our busy corporate lives, we sometimes overlook these small things which make a big difference in our lives. I thank the Foundation for this unique learning experience!

– Vaishali Deshmukh, PwCIF volunteer

People speak

Eliminating waste

Kolkata: It is better to recycle than to create and recreate and exhaust nature’s limited resources. Recycling is an art that sustains life and livelihoods.

Kolkata generates 5,000 tonnes of solid waste per day which reaches the Dhapa landfill. The Salt Lake and Rajarhat areas generate 3,000 tonnes of waste per day which reaches the Mollar Bheri landfill. Both the landfill sites are within the East Kolkata Wetlands, Ramsar

site. The wetlands ecosystem naturally recycles 980 million litres of sewage per day and is also known as the kidney of Kolkata as it is rich in biodiversity, helping to sustain the livelihoods of one lakh people through fisheries and vegetable cultivation. Unfortunately, due to saturation of the current waste dumping site, local authorities are encroaching upon the East Kolkata Wetlands, which is posing a threat to the climate.

With a dual objective in mind, PwCIF, in partnership with the South Asian Forum for Environment (SAFE), initiated a waste management programme that will generate sustainable alternative livelihood opportunities and empower women in the community by training them in the art of recycling.

Tree plantation drives

Chennai: In the month of September, during the week-long celebrations of the anniversary of PwCIF, many trees were planted by PwCIF volunteers. In Chennai, 150 saplings were planted. The drive began at the Sevalaya campus in Puliur village and continued for 2 kilometers from there.

The village was badly hit by Cyclone Vardah in December 2016, and the saplings were planted (guarded by steel fences) to protect the land, people and animals.

Gurgaon: One thousand saplings of herbs, shrubs, aromatic spices and fruit trees were planted in Gurgaon in September 2015. They had a 90% survival rate. PwCIF volunteers were determined to make a visible difference to the environment and planted 200 more saplings. The continuous monitoring and evaluation of the saplings transformed the plantation site into a pollinator's refuge (namely butterflies and insects). The site also became a safe haven for species such as peacocks and other birds. The overall food forest was planned in such a way that it would become a biodiversity reserve. The yield of the forest is being consumed by different communities residing near the site.



PwCIF volunteers participating in a tree plantation drive



Planting of saplings to create a food forest



The entire experience was heart warming. I had a sense of contentment that I had taken time out to contribute my bit to a greener world. Participating in the green drive along with colleagues only added to the satisfaction and made this event a memorable one. We're only at peace when we're with nature and I'm glad that PwCIF gave me an opportunity to experience this.

– Astha Bansal, PwCIF volunteer



2,300
trees planted



Spring recharge brings water and happiness to villagers in Uttarakhand

After the floods that devastated the lives of people in Uttarakhand, normalcy was slowly restored through support, awareness and guidance from PwCIF and our partner NGO People's Science Institute (PSI).

Following a baseline survey, **695** households in five villages of the Madhuganaga and Revati clusters were supported. The people of the community were mobilised to come together to form 'Aam Sabha' and were then guided and trained to develop and maintain spring recharge sites and construct irrigation pipelines that would support agricultural practices in the hilly areas. The community members constructed irrigation tanks and check dams, contributing 10% of the labour (in the form of *shramdaan*).

The development of spring recharge increased discharge from the treated springs. The increased water in the springs is being used not only for household purposes but also for micro-irrigation—for instance, in kitchen and

rooftop gardening. The community is aware of conservation and there is more equitable distribution of water. Water from irrigation schemes is being used by the disaster-affected and vulnerable small and marginal farmers. They are

not only growing foodgrains like paddy and wheat but also cash crops like vegetables, spices and fruit trees which will increase food supply as well as income security in the long term.



Initially, I was an unemployed youth and was wasting my time. After the project started in our area, I received training on the construction of poly tunnels and vermi-compost pits from PSI. In April 2015, I started vegetable cultivation on a small piece of land. Now I earn INR 10–15 thousand annually from the sale of vegetables. I found the right direction and an objective. Now I am self-employed, an entrepreneur, a facilitator and a member of a village- and cluster-level institution.

– **Chanchal Singh (30)**, Badeth village, Revati Valley, Bageshwar district



Use of irrigation tanks to grow kiwi

Ram Singh Koranga, a retired teacher from Sama village in the Revati Valley of Bageshwar district, started cultivating kiwi plants on his farmland. In 2014, he requested PSI and its local partner Kapkot Samaj Seva (KSS) for an irrigation facility for the fruit plants. The entire team was advised to form an Irrigation Water User Group. After the formation of the user group, with the support of PwCIF, an irrigation storage tank of 20 kl and a pipeline of 150 m were constructed.

Now, **13 farmers** in this remote hamlet of Sama village obtain water for their domestic use and the cultivation of food grains, vegetables/spices and fruit plants. Koranga says, 'It was a difficult task to transport construction material and pipes to this remote site, but with active cooperation and support from all, we were able to accomplish this task successfully.'



Irrigation scheme in Danda hamlet of Sama village

Issues of urban children



Spotlight

Dance with joy!

Pune: While it is important to have a roof over one's head and four walls around for safety, the need for a home is will always be vital. This is even more crucial in the case of women and children who face many vulnerabilities.

PwCIF has partnered with Maher, an NGO working towards the welfare of homeless women and children in Pune, to implement an innovative model of running a home-like institution that focuses on the overall development of girls.

The women and children that Maher serves have all faced social injustices at some point in their lives. Some of them have faced domestic violence, while some come from dysfunctional families. Others are orphans and were struggling to survive as beggars or petty thieves. However, through holistic development support, the girls are being empowered to take charge of their lives.

In February 2017, the NGO celebrated its twentieth anniversary with an event where the girls who benefitted from this initiative performed a dance to express their gratitude, happiness and freedom. Through the efforts of Maher and PwCIF, these girls have found a space where they have begun to discover themselves and are ready to fly high.



Girls performing at the event to mark the 20th anniversary of Maher

Building processes for efficient healthcare delivery

Mumbai

The Bai Jerbai Wadia Hospital for Children was given pro bono support for developing standard operating procedures (SOPs). PwCIF volunteers identified the gaps and highlighted areas where the processes were not effectively working and offered recommendations. The SOPs provided clear roles and responsibilities; they also laid down productivity measures such as quality parameters and a management information system (MIS) for each department.



Social entrepreneurship



Reimagine the possible

A young enthusiast embarks on the journey of 'Kinare' to provide an identity to communities in Majnu ka Tila

PwCIF has become an agent of societal change by helping those working in the social services sector to apply their knowledge and reach out to vulnerable and marginalised families through an enterprise. The purpose is to promote equality and social justice. In line with this vision, the Foundation sought to extend support to a social entrepreneur carrying out action-oriented activities to positively transform the lives of underprivileged communities.

PwCIF supported a programme that benefits an underprivileged community. The programme is led by Nishant Chowdhary, a budding social entrepreneur and student of Ambedkar University who has been leading a ground-level initiative that addresses the challenges faced by families residing in Majnu ka Tila, Delhi. This initiative impacts 40 households. The families were first offered support with obtaining Aadhaar and ration cards thus giving them a formal identity and visibility for future interventions. One of the major achievements of the intervention was access to water through the installation of water taps. The families are now able to use this water for their daily consumption needs.

Through the regular interactions and understanding the needs of the community, rooftop farming was proposed as an alternative livelihood option. This led Nishant to start an initiative called Kinare, which will be registered with the vision of working with marginalised sections of the community in and around Delhi, based on the model of action research.



Nishant, a budding social entrepreneur, interacting with residents of Majnu ka Tila



Land which is otherwise submerged by the Yamuna during the monsoons being used to grow cucumbers



Farmers on their way to work on the other side of the Yamuna

Humanitarian response



Spotlight

We believe that responding immediately to areas affected and ravaged by calamities is of utmost importance. PwCIF has provided and continues to offer sustained support covering the three phases of humanitarian response—relief, recovery and rehabilitation.

The Foundation also raised donations from PwCIF volunteers, which helped in mobilising resources and offering timely support.

Rebuilding hope

Imphal: Support was offered to people living in Imphal who were affected by the earthquake in 2016. As part of the response to the disaster, PwCIF, in partnership with the NGO Habitat for Humanity, refurbished 51 homes and a community centre for the local people.

During the handover ceremony on 21 November 2016, Avijit Mukerji, a PwCIF volunteer, was overwhelmed by the gratitude of the people of Imphal. He talks about his experience below.



Handover of homes and community centre to residents in Imphal

People speak

Giving hope a home in Imphal

Avijit Mukerji, PwCIF volunteer
Many of you will remember the 6.7 magnitude earthquake that struck the North-east region near Imphal, the capital of Manipur, at the start of 2016. There was widespread devastation in this remote area—damaged homes, collapsed walls, floors with huge cracks, lack of safe sanitation and toilet facilities, and broken power and telecom links.

I am proud to state that on 21 November 2016, PwCIF, along with our NGO partner, Habitat for Humanity India, handed over 51 refurbished houses and a community centre to the residents of Manipur's Tamenglong district, giving 155 people access to simple, affordable and disaster-resilient homes.

As the chief guest at the handover ceremony, I heard a number of beneficiaries describe how their world had collapsed in front of their eyes and how they've been trying to put their lives back together piece by piece.

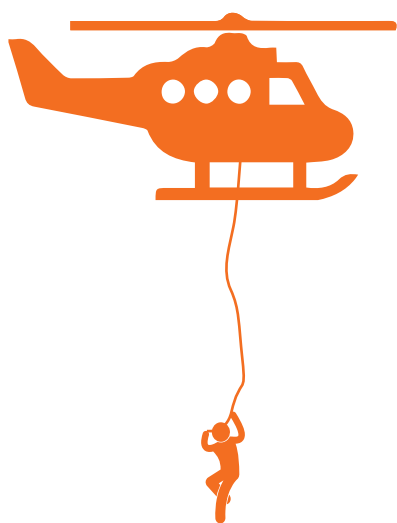
So, why did we intervene?

The Foundation strives to address some of the nation's most basic problems—one of which is responding to disasters in a timely and sustained manner. It is our belief that in times of crisis, private sector institutions must be part of the development of solutions and execute ground-level programmes.

When the earthquake occurred, Manipur received inadequate media coverage and limited relief material and monetary support. Many NGOs—one of them being Habitat for Humanity India—appealed to us to urgently support their rebuilding intervention.

This is what Poukhinda Kammei, a beneficiary, told me: 'My family and I had lost almost everything after the earthquake. Our anguish was real but there was no one to hear our plight. I want to thank PwCIF and Habitat for Humanity India for coming to our aid at a time when we'd lost all hope.'

I'm glad a small intervention helped rebuild hope and happiness.



Making a difference to our nation

Chennai: Within 48 hours of the floods in Chennai, PwCIF and its volunteers came together to provide relief to the communities in need. We distributed 300 kg of relief material and reached out to 300 families living 200 km south of the city in Cuddalore district.

During the relief operations, we conducted a need assessment along with our NGO partner Sevalaya to determine the high-need areas. We found that 20 families, all daily wage labourers, in Puliur village were pushed to extreme vulnerability as their homes had been washed away completely.

PwCIF initiated a fundraising campaign to which 921 PwCIF volunteers contributed.

The funds raised helped in developing a rehabilitation plan for the 20 families, namely construction of homes and toilets. The Bhumi Puja for the reconstruction was performed in April 2016 and the foundation stone was laid by Kunj Vaidya and Lakshmi Narasimhan P., along with PwCIF volunteers.

The permanent homes were completed and handed over to the families in September 2016, helping them to return to their normal course of life.



Permanent home constructed by PwCIF and Sevalaya

Food security for small and marginal farmers

Bundelkhand: Over the years, farmers in India have been hit by severe droughts. With this in mind, PwCIF reached out to high-need areas where distressed farmers are being pushed to extremes.

We initiated our first drought mitigation programme in Bundelkhand, which has experienced eight continuous years of terrible drought (40–50% rainfall deficiency). Ten villages were selected for an integrated water management programme in Sarila district. This district has been declared as semi-critical, with a significant long-term decline in its groundwater levels according to the Ground Water Department, Government of Uttar Pradesh.

In partnership with the NGO Parmarth Samaj Sevi Sansthan, a participatory approach was adopted, which led to systematic involvement of the villagers in mitigating drought-based challenges. Initial support included giving organic seeds to farmers and training the community to adopt healthy agricultural practices so as to preserve the fertility of the land.

Empowered by this knowledge and training, the women of the community initiated kitchen gardens where they started growing vegetables for domestic use.



SEED Banks set up in 10 villages of Sarila block with support from PwCIF and Parmarth Samaj Sevi Sansthan



Farmer from Newlibasa village now growing vegetables

Rebuilding lives after the Uttarakhand floods

A multi-day cloudburst centred in Uttarakhand caused devastating floods and landslides in the region in 2013. It is only recently that people affected by the calamity have been able to regain a sense of order in their lives. As a response to this natural calamity, PwCIF partnered with the NGO PSI in 2013 for a period of three years. PSI's on-ground presence in Uttarakhand helped in reaching out to people in need.

Relief materials comprised the first basic intervention and were distributed among 300 families from five affected districts. The relief materials provided to the families whose homes had been washed away by the floods were very useful.

With support from PSI and associated local NGOs, temporary shelter homes with toilets were constructed for 206 families in 38 villages in six districts. These shelter homes were constructed as per not only the needs of the families but also the guidance and suggestions of experts to ensure long-term utility.



Shelter homes built in 2013 continue to be used in 2017

PwCIF continued its support to ensure that the families are rehabilitated and people are back to earning their livelihoods. We were overwhelmed by

the response of the local people and their determination to build a better tomorrow for themselves.

Joining forces to achieve a common goal: Feedback from PSI, our partner NGO

What connected us initially was the intention to serve society. The traumatic experiences of the people of Uttarakhand in 2013 on account of the floods inspired us to come together and support the people.

The intense rainfall and floods had washed away schools and homes and the landslides had caused widespread fear and confusion. It was not possible to reach out to those affected by this natural calamity single-handedly.

Partnering with PwCIF and many other local, like-minded NGOs enabled us to reach out to people promptly. In the aftermath of the 2013 floods, our participatory approach of bringing together people allowed us to build the temporary shelters. Although every family now has a permanent home, they have reused the temporary shelters innovatively by dismantling them and constructing extensions with the material. These extensions are being used for various income-generating activities, such as for poultry farming, cowsheds and storage units.



Irrigation scheme in Revati Valley, Bageshwar

With PwCIF, our learnings have expanded because we didn't just stop at providing relief but also focused on rehabilitation. Villagers in Madhuganga and Revati praised our solution-focused vision. Working together, we reimagined the possible and with sheer hard work, we all made a difference.

Each member of the villages we have supported has a story to tell about our spring recharge and irrigation work. We encountered both technical and social challenges while constructing the spring recharges, which only motivated us to systematically work with the families and create solutions. Today, we have not only provided safe drinking water but also generated a source of livelihood for these small farmers.

PwCPL's initiatives



Spotlight

SSE India



Graduation ceremony of SSE India's first cohort

PwCPL and School for Social Entrepreneurs (SSE) India celebrates the spirit of entrepreneurship

Delhi: PwCPL introduced the model of a school for social entrepreneurs in India with the aim of revolutionising the related ecosystem in India.

SSE India is an initiative supported by PwCPL and the British Council, India. Its flagship programme—Social Start-Up Fellowship—helps passionate individuals create social impact through their entrepreneurial ventures. Sixteen such social entrepreneurs graduated upon completing their nine-month fellowship journey in December 2016. These entrepreneurs have received the support and skill sets required to turn their dreams into a reality. The fellows are working in a variety of areas—ranging from livelihood generation and skill development to healthcare, and water and sanitation.

PwCPL employees and the Foundation team has extended the support required by SSE India to successfully run the nine-month fellowship which included mentorship support to fellows and several knowledge and skill based sessions.

Dr Jitendra Singh, Hon'ble Minister of State (Independent Charge) for the Ministry of Development of North East Region, Minister of State in the Prime Minister's Office; Ministry of Personnel, Public Grievances and Pensions; Department of Atomic Energy and Department of Space, presented the graduation address at the event in the presence of St. John Gould, Director – UK Trade and Economics, British High Commission India; Richard Everitt, Director – Education and Society, British Council, India; Deepak Kapoor, former Chairman of PwCPL and PwCIF; Jaivir Singh, Chairperson, SSE India; and Ness Wadia, Board Member, SSE India.

Many of the SSE fellows are doing commendable work by serving economically weaker populations and transforming their quality of life. For instance, Navya Tarang Foundation in Chandigarh focuses on primary healthcare for the urban poor, while GramShree Development Services, a pan-India project, focuses on providing

*All of the **16 fellows** registered their enterprises—7 as for profit and 8 as not-for profit.*



***16 PwCIF** volunteers mentored the cohort; **8 PwCIF** volunteers conducted sessions on building entrepreneurial skills.*



***93%** of these fellows agreed that meeting their mentors helped them to become better entrepreneurs.*



***37%** of the fellows have **500+** direct beneficiaries.*



***81%** of the fellows have hired full-time employees and their enterprise is benefiting more than a thousand individuals across India.*



innovative marketing solutions to promote organic produce of tribal farmers. Further, Smile Express works on issues of oral health and tobacco cessation in Rajasthan through a mobile dental hospital.

Rakesh Gupta, who founded GramShree says, 'My work gained momentum with the backing I got from SSE India in terms of knowledge sharing and guidance.

My venture included collecting custard apples grown by the families of tribal communities and extracting the pulp of the fruits. Through sale of fruit and direct employment in the processing unit, the programme resulted in an average increase of 30% in the income of the community members. This was one of the biggest quantifiable impacts of the SSE fellowship programme on my project.'

People speak

(How PwCIF volunteers came together to support SSE India)

Social entrepreneurship—a new wave!

Neelu Jalan, PwCIF volunteer
Earlier this year, I had the privilege of being a ‘mentor’ to one of the participants of the Social Start-up Fellowship Programme run by SSE India and supported by PwCPL. The fellowship was a nine-month programme where a group of sixteen hand-picked budding social entrepreneurs met once a month for two-three days and went through various sessions focused on empowering and enabling them to bring their ideas to action.

The participants who came from diverse backgrounds worked to create an impact across sectors of healthcare, hygiene, education and agriculture.

I was assigned to **Dr Nidhi Chaudhary**, a doctor from Chandigarh. When I first met her, Dr Chaudhary had a vague idea of building a chain of clinics in and around Chandigarh to provide quality healthcare to the urban poor. Her idea germinated from the fact that this segment was largely being serviced by quacks or sub-standard practitioners. This caused her considerable angst.

As a doctor working in the field of public healthcare for over 15 years, she had witnessed the situation closely enough to understand there was only so much that the government could do. This is why she finally decided to do something herself.

In a short span of **five months**, Nidhi has given wings to her vision and made it a reality—she has already opened up the first ‘Tarang clinic’ in Chandigarh. From a soft launch of the clinic during Navratri to three visitors on the first day and 300 patients over the next 17 days, it has been an incredible journey. Of course, she faced her share of hiccups—such as a landlord backing out to not being able to find a nurse—but she has stayed strong and braved these!

During the last few months, we have constantly been in touch with each other. Despite both our hectic schedules and different base locations, we managed to meet on two separate occasions. I was fortunate enough to attend the formal launch of her clinic and I was incredibly proud. It was an overwhelming moment for me to be associated with her journey and to get a first-hand glimpse into what she has set out to do. I learnt the importance of keeping an open mind to new possibilities, which is in fact one of our values—namely ‘reimagine the possible’. At the formal launch, I recollect that a passer-by stopped to ask me what was going on. When I told her that a clinic had opened, her silent but firm nod of approval told me that Nidhi was on the right path.



Neelu Jalan at the launch of the healthcare service started by her mentee



Tarang clinic started by Dr Nidhi, an SSE India fellow



Jagriti Sewa Sansthan

Building India by working together



PwCPL, in partnership with Jagriti Sewa Sansthan, supported 'Jagriti Yatra', which is the world's largest train journey and aims to inspire and support social entrepreneurs in the small towns and villages of India.

PwCPL sponsored facilitators who undertook the 8,000 km train journey for 15 days, covering 12 states in India.

This yatra encourages experiential learning. The train stops allow the facilitators to personally interact with 'real heroes', namely the change-makers responsible for transforming India. The journey is transformational for the yatri as well as the facilitators, some of who get to witness such an ecosystem for the first time. Here's what one of the facilitators has to say.

Meenakshi Sangal, PwCIF volunteer and Jagriti Yatra facilitator – 2016

The yatra provided a 360-degree view of my country and involved 500 people from almost all its parts and the world. We were strangers on an 8,000 km journey with one thing in common—a belief in social reform. My bogie window gave me an unforgettable view of the changing landscape as we journeyed to South India from Mumbai. There was a stark change in the scenery as we journeyed back to the north—with greenery giving way to a more barren landscape. The difference was visible not only in the landscape but also in the structure of buildings, temples, gods,



farming patterns and styles of dressing. We grow up learning about the diversity of our country but experiencing it over a short period of 20 days is an overwhelming experience, I must say.

What's more, this diversity not only existed outside the train but was also apparent inside our train compartments. Our fellow passengers hailed from different regions and had different occupations and educational backgrounds (engineers, doctors, CAs, architects, social entrepreneurs, artists, etc.). Coming from a business family with a CA background, I personally feel that I had very limited exposure. But this yatra revealed that people as young as 22–23 were running start-ups and managing them alongside studies and other social activities. The level of enthusiasm among many of these youngsters towards bringing about constructive change is worthy of praise.

During the journey, I learnt various new concepts and ideas, and about the contributions being made by people from various walks of life in making our life comfortable through solar energy,

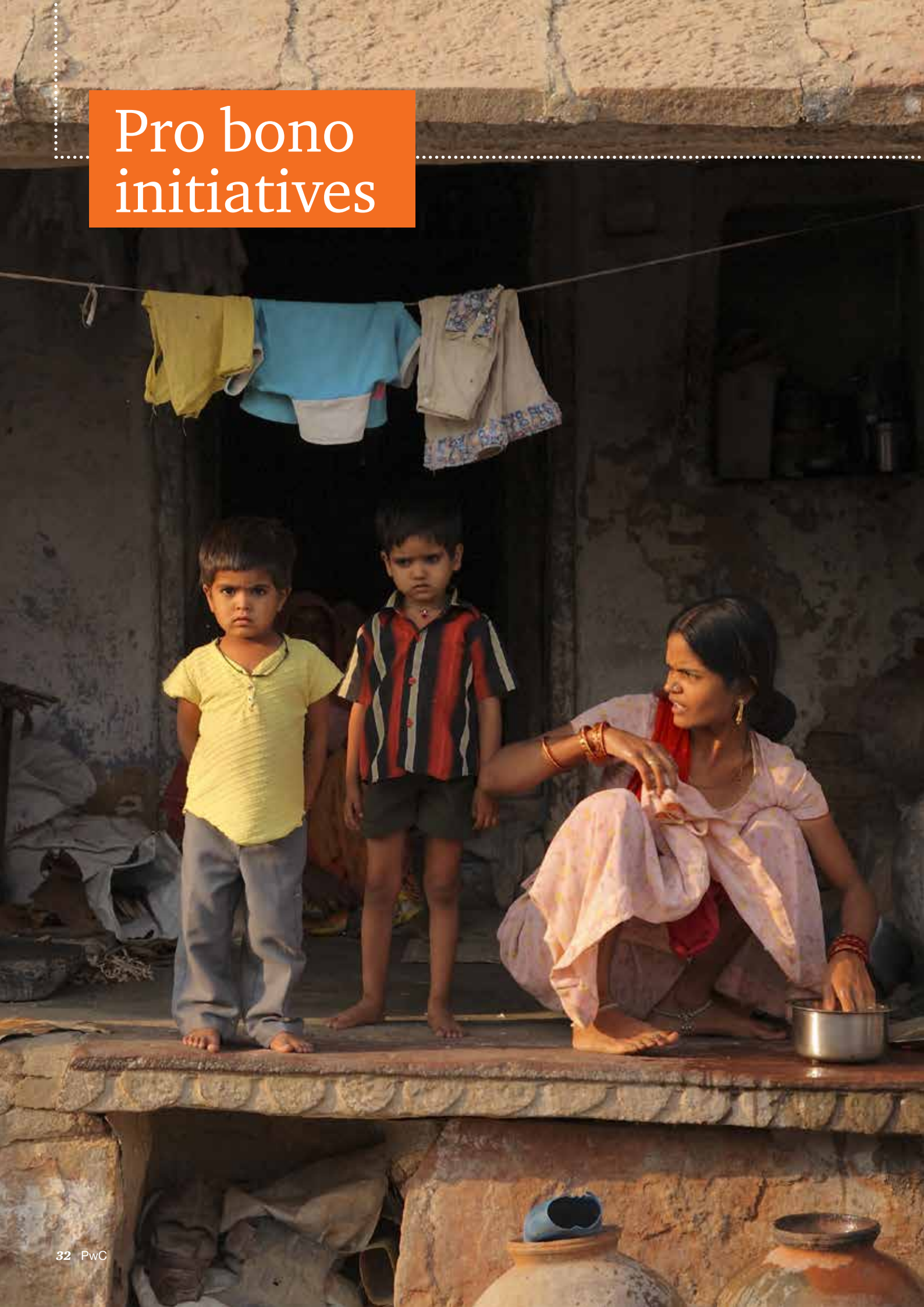
low-cost health care services, and new concepts related to teaching and education. This experience also allowed me to see the new face of the rural Indian woman who is empowered by the Internet and ready to take on the world.

I met with various role models and was moved by their passion and commitment. These ordinary-looking and humble yatri are doing extraordinary work by contributing majorly to others' lives.

Some of the questions raised by them made me think about the real relevance of worldly success, achievements and money.



Pro bono initiatives



Spotlight

PwCIF addresses fundamental social problems through partnerships with local NGOs to help create a better society. Additionally, the skills and knowledge of PwCIF volunteers are used to support various organisations.

Besides contributing monetary resources, PwCIF volunteers also engaged in assignments which helped several organisations to deliver the best services and reach out to the different communities in need.

These professional services are undertaken for non-profit organisations or corporate foundations at no charge or at a discounted rate. The skill sets of PwCIF volunteers are used in the form of advisory services that help to develop capacity and improve existing processes and systems of these NGOs. This is integral to achieve a long-lasting impact. In FY 2016–17, PwCIF volunteers contributed more than 8,100 hours across eight pro bono projects in seven regions of India.

PwC has not only lent credibility to the whole process and put SOPs in place but also performed a proper audit. The team played a significant role right from the beginning and added immense value. When the calamity occurred, we were looking for technology which could help in dealing with huge disasters and we needed something that could be done quickly. PwC helped us at every stage and our collaboration has now expanded beyond the confines of India.

– Binod Chaudhary
President, Choudhary Group

PwC India Foundation



8 pro-bono initiatives in



7 regions with



8,100+ pro bono hours worth



₹ 1.53 crore

Nepal Ghar: After the earthquake in 2015, PwCIF collaborated with Choudhary Foundation to support the people in Nepal in building transitional shelters.

Starting in July 2015, PwCIF volunteers developed a strategy and put in place a process for monitoring and evaluating the transitional shelters in Nepal.

This included conducting a midline and end-line assessment, training the Choudhary Foundation team in using these tools for future reference, data collection, analysis and reporting. The beneficiary registration templates were also revised. Ongoing support in framing tools and designs for evaluation and impact assessment was also offered.

The results framework was developed to map Nepal's approach towards achieving the SDGs by 2030. To this end, guidelines were developed in three distinct categories:

- health and WASH,
- skilling and livelihood, and
- rebuild and restore (for households).



Choudhary Foundation team at the site in Nepal where transitional shelters were built

The shelter initiative has provided the affected families not only an alternative accommodation but also technical skills in construction of temporary shelters. In a way, this has reduced their vulnerability to natural disasters in future.





Project Rhino, Assam: ONGC approached the NGO Dr Hedgewar Hospital in order to set up a non-profit hospital in Assam. Dr Hedgewar Hospital was responsible for the operations and management of a proposed 300-bed hospital that would provide tertiary healthcare services to the people of the North East at nominal rates. They reached out to PwC based on the latter's experience in the area of healthcare. The PwC team interacted with the team at Dr Hedgewar Hospital and ONGC to understand the needs and accordingly devised the assessment and feasibility report which also included a business planning model. With our assistance, Dr Hedgewar was able to sign the MoU for constructing and managing the proposed hospital with ONGC.



Entrance to the proposed site



A view of the proposed site



Dear Preet Matani and team,
Let me first thank you for all your efforts and the studies conducted for the preparation of the DPR. As you are aware, this is not a commercial venture of our trust, nor was it an easy task to undertake. All your efforts, commitment and professionalism have laid a sound foundation for this uphill task. I, on behalf of the trust, sincerely thank you and Akshay, Swapnil and everybody else.

– Dr Anant Pandhare
Secretary and Medical Director, DBAVP/Hedgewar Hospital





Building a resilient ecosystem,

Kathua: To improve human development, under the 12th Five Year Plan, the Government of India has laid emphasis on the development of the social sector in view of its impact on human development and quality of life, especially for underprivileged sections. Additionally, the government is making efforts to attract the private sector to achieve physical and financial targets by the end of the 12th Five Year Plan by working with public private partnerships (PPPs). With goals aligned to those of the government, PwCIF envisioned a sustainable environment for the district of Kathua, and a framework was introduced for the development of the district.

In order to assess the ground realities in Kathua, extensive research was conducted. Primary research involved a field visit to Budhi village, while secondary data was reviewed on location. Based on the primary and secondary research, the team of volunteers identified several issues related to drinking water and sanitation, education, healthcare services, employment, and skill and manpower deficits.



Shyamal Mukherjee, Chairman, PwCPL and PwCIF, in Kathua

Further, strategies and recommendations were developed to tackle the challenges in an effective manner. The solutions to overcome these challenges will not only help bring about socioeconomic growth of the region, but also enable communities

to come together and take action for the betterment of the society as a whole, thereby creating a sustainable environment so that future generations can live a better tomorrow.

Awards

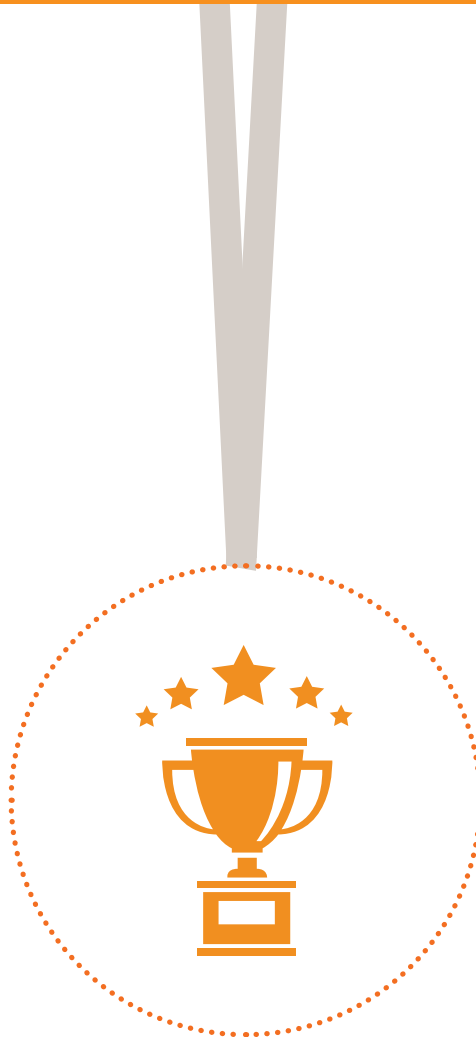


PwC India Foundation

Presented with both **national** and **international awards** for contributing to **social causes and active community engagement** in **FY 2016–17**:



Best Corporate Foundation
Award at the World
CSR Congress



CSR Leadership Award
at the National CSR
Leadership Congress & Awards



Best CSR Practices Award
at the 6th Asia Best
CSR Practices Awards



Best CSR Practices Award at the 6th Asia Best CSR Practices Awards



Charlotte Hsu receives the Best CSR Practices Award on behalf of PwCIF



CSR Leadership Award at the National CSR Leadership Congress & Awards



Arun Kumar, Partner, receives the CSR Leadership Award on behalf of PwC India Foundation



Arun Kumar and Bezaleel Johnson holding the award



Neetika Goyal receives the Best Corporate Foundation Award on behalf of PwC India Foundation at the World CSR Congress



Best Corporate Foundation Award at the World CSR Congress

PwCIF in the media





Ajmer sanitation programme



राजस्थान प्रदेश की राजधानी जयपुर में नवनिर्मित शौचालय का शुभारंभ करते जय देवनानी (द. मं.)

शहर बालिका स्कूलों में स्वच्छता का जिम्मा प्राइस वाटर कूपर्स ने लिया

शिक्षामंत्री देवनानी ने किया शुभारंभ

जयपुर, राजस्थान

जयपुर में नवनिर्मित शौचालय का शुभारंभ करते जय देवनानी (द. मं.)

राजस्थान प्रदेश की राजधानी जयपुर में नवनिर्मित शौचालय का शुभारंभ करते जय देवनानी (द. मं.)

निरिक्षण भी किया

शिक्षामंत्री देवनानी ने कहा कि राज्य सरकार राजस्थान के स्कूलों में सुविधा सुनिश्चित करना रही है।

Dainik Navjyoti, February 2016

स्वच्छता का समझें महत्व

अजमेर @ पत्रिका. प्रधानमंत्री नरेन्द्र मोदी द्वारा स्वच्छता को लेकर चलाए जा रहे अभियान के तहत अजमेर के 11 राजकीय बालिका विद्यालयों में अनूठी पहल हुई है। प्रसिद्ध संस्था प्राइस वाटर कूपर्स ने इन विद्यालयों में स्वच्छता का जिम्मा लिया है। शिक्षा राज्यमंत्री प्रो. वासुदेव देवनानी ने रविवार को स्वच्छता कार्यक्रम की शुरुआत की। राजकीय सावित्री बालिका उच्च माध्यमिक विद्यालय में देवनानी ने कहा कि स्वच्छता युवा भारत का नारा है। हमें स्वच्छता को विशेष महत्व देते हुए इसके प्रति जागरूकता उत्पन्न करनी है। राजस्थान देश का पहला प्रदेश है, जहां सभी सरकारी



निरिक्षण करते देवनानी।

स्कूलों में शौचालय बने हुए हैं। प्राइस वाटर कूपर्स की सत्यवती बोरस ने कहा कि बालिका विद्यालयों में स्वच्छता और शौचालयों की सर्वाधिक आवश्यकता है। इस अवसर पर महापौर धर्मेन्द्र गहलोत सहित शिक्षा विभाग के अधिकारी एवं अन्य जनप्रतिनिधि उपस्थित रहे। इससे पूर्व देवनानी स्कूल में नवनिर्मित शौचालयों का निरीक्षण किया।

Rajasthan Patrika, February 2016

स्कूल को ब्रांड बनाने से बदलेगा शिक्षा की तस्वीर : देवनानी

अजमेर। प्रधानमंत्री नरेन्द्र मोदी और सीएम वसुंधरा राजे की ओर से शुरू किए गए स्वच्छता अभियान के तहत शहर के 11 बालिका विद्यालयों में अनूठी पहल हुई है। प्राइवेट फर्म प्राइस वाटर कूपर्स ने इन विद्यालयों में स्वच्छता का जिम्मा लिया है। शनिवार को जिले के प्रभारी मंत्री एवं शिक्षा राज्यमंत्री वासुदेव देवनानी ने राजकीय सावित्री बालिका उच्च माध्यमिक विद्यालय में स्वच्छता कार्यक्रम का शुभारंभ किया। इस मौके पर देवनानी ने कहा कि स्वच्छता युवा भारत का नारा है। राजस्थान देश का पहला प्रदेश है, जहां सभी सरकारी स्कूलों में बालक और बालिकाओं के लिए अलग-अलग शौचालय बनवाए गए हैं।

शिक्षा राज्यमंत्री देवनानी ने कहा कि राज्य सरकार स्कूलों में बुनियादी सुविधाएं उपलब्ध करवा रही है।

स्कूल प्रबंधन को इस संसाधनों और सुविधा का अधिकतम उपयोग सुनिश्चित करना होगा। प्राइस वाटर कूपर्स और सहयोगी संस्था फिनिश सोसाइटी की ओर से शहर के 11 बालिका विद्यालयों में स्वच्छता की जिम्मेदारी लेना अनुकरणीय पहल है। अन्य संस्थाओं को भी स्वच्छता से संबंधित जिम्मेदारी लेने के लिए आगे आना चाहिए। उन्होंने कहा कि किसी भी विद्यालय की सफलता उसके शिक्षकों के समर्पण पर निर्भर है। विद्यालयों के शिक्षक विद्यालय को अपना मानकर काम करें। स्कूल में गंभीरता से अध्यापन के साथ ही नामांकन वृद्धि और भामाशाहों के सहयोग से संसाधनों में वृद्धि का लक्ष्य तय करें। शिक्षक स्कूल को एक ब्रांड के रूप में विकसित करें। पूरे मनोयोग से ये कार्य करें, तो तस्वीर बदल सकती है।

Dainik Bhaskar, April 2016



Handover of homes constructed in Chennai

SEVALAYA'S HOMAGE TO INDIAN LEADERS

Chennai: Sevalaya celebrated Bharathi-Gandhi-Vivekananda Day (BGV Day) with District Collector Ms. E. Sundaravalli, as the chief guest. On September 11, homage is paid to Mahakavi Bharathi and to recall Mahatma Gandhi's first Satyagraha in South Africa to fight discrimination against Indians there as well as Swamy Vivekananda's famous speech in the forum of World Religions, a watershed moment in the annals of Indian history. The Collector distributed prizes to the winners of various competitions run on the day.

Sevalaya also celebrated Teacher's Day to recall the philosopher-statesman Dr. Radhakrishnan who adorned the highest office of the country. Mr. V. Muralidharan, founder and managing trustee, brought out the significance of BGV and Teacher's day.

Earlier, 20 homes built at a cost of ₹60 lakhs by PwC India Foundation in partnership with Sevalaya were handed over in Puliur village, Thiruvallur District. Some salient features of the reconstructed homes are toilet facilities.

The Eicher Group Foundation and the NGO, Habitat for Humanity India also handed over 5 new houses and 40 restored homes to flood affected families in a dedication ceremony held on September 21 at Paddapai village located in Kanchipuram district.

Habitat DC, December 2016



PwC India Foundation, in partnership with NGO Sevalaya has built 20 homes in Puliur Village, Thiruvallur District, which was affected by December floods. PwC India Foundation chairman Deepak Kapoor, vice-chairman Jaivir Singh and Sevalaya founder V Muralidharan handed over the keys to beneficiaries at free of cost recently.

News Today, September 2016

Social change

Recently, the School for Social Entrepreneurs, India, felicitated 16 such social entrepreneurs for completing their nine-month journey. These fellows are working in myriad areas from healthcare, livelihood generation, tobacco cessation, to skill development, water and sanitation. "While, the social



enterprise ecosystem is evolving with support organisations providing direct, indirect, financial, and advisory assistance to social enterprises, there is a gap for a learning programme that focuses on the entrepreneur. This

is where SSE India's flagship 'Social Start-Up' Fellowship Programme harnesses the potential of such passionate individuals. Its purpose is to address issues of inequality, exclusion and social justice by helping individuals use entrepreneurship to contribute to a better society," said Jaivir Singh, chairperson, SSE.

Deepak Kapoor, former Chairman, PwCPL and PwCIF, at SSE India's graduation ceremony

'Build Back Better Manipur' campaign rehabilitating victims of Jan 4 tremor

By A Staff Reporter

IMPHAL, June 28: "I am truly humbled to be a part of Habitat for Humanity India's effort of building homes for the families affected by the earthquake in my home state. After every disaster the most crucial part is rehabilitation. I am confident that the organization will address this challenge and enable people to restart their lives", said Mary Kom, India's five time World Boxing Champion who was nominated as Member of Parliament (Rajya Sabha) during a ceremony organised by Habitat for Humanity India.

She was speaking as chief guest at a groundbreaking ceremony held at Rongmei Naga Baptist Association (RNBA) Centre at Langol Tarung today.

On the brink of the New Year in January 2016, an earthquake with the magnitude of 6.8 on the Richter scale shook Manipur, one of the states in India.



states in India. People lost their loved ones, their homes and countless others were left injured.

To rebuild the lives of the affected families, Habitat for Humanity India began relief operations under its campaign 'Build Back Better Manipur' and is repairing the homes of 51 families.

Mary Kom has lent her support to the campaign. The Manipur earthquake response project is supported by PricewaterhouseCoopers (PwC) India.

to bring back hope and belief in the lives

of the affected families.

"The families in Manipur were shaken by the earthquake and they are living without basic facilities. We want to instill hope and help them restart their lives on a positive note, and we plan to do this by providing shelter to many needy families. We will help them re-build their lives and construct disaster resilient houses thus contributing to a constructive new beginning of their lives", said Rajan Samuel, managing director of Habitat for Humanity India.

The ceremony was also

attended by Dipankar Chakrabarti, executive director and advisory-R&Q leader PwC as guest of honour.

Currently in the first phase of the campaign, the organization is repairing the houses in Tamenglong district. In the second phase, it will build disaster resilient homes and sanitation units for 51 families.

In addition to building homes and toilets, the organization will raise awareness on the importance of hygiene and sanitation through its Behaviour Change Communication (BCC) programme. The Build Back Better Manipur campaign will impact the lives of over 8000 families in the state.

Habitat for Humanity India in partnership with North East India Committee on Relief and Development (NEICORD) aims to impact the lives of several other families in the North-East region by working in the areas of shelter and sanitation.

Habitat for Humanity India's vision is a world where everyone has a decent place to live. Anchored by the conviction that housing provides a critical foundation for breaking the cycle of poverty, Habitat for Humanity India works with low-income, marginalized families to build homes, to provide housing-related services and to raise awareness of the need for adequate housing and sanitation.

Since its inception in 1983, the organization has touched the lives of over 1,34,893 families across 20 states of our country. The core area of the organization's work is shelter assistance, sanitation and disaster risk reduction and response.

Habitat for Humanity India's long term strategic goal for 2015-19 is to impact the lives of 5,00,000 families in their dream of living in a safe and decent place.

Mary Kom at an event to honour the Foundation's contribution in Imphal

The need for rehabilitation has been growing with every disaster and in response some firms are now looking to work with survivors to help equip them with vocational skills and help set up sources of livelihood. PwC India foundation, the philanthropic arm of the professional services firm PricewaterhouseCoopers India, for example has been working in Uttarakhand, Kashmir, Manipur, Chennai and Nepal that have always been hit by disasters in recent years. Jaivir Singh, vice chairman of the foundation, says training the local population in masonry has helped them find employment and earn a livelihood.

"From building shelters and homes in Nepal, Chennai and Manipur, to rebuilding of the school infrastructure in Kashmir, we have responded to most emergencies at the first stage itself with relevant assistance to being a part of the later-stage rehabilitation process," Singh said.

Quote by Jaivir Singh on disaster relief, Livemint, 18 November 2016

After every disaster, Rehabilitation is crucial part: Boxer and MP Mary Kom

IMPHAL, June 28: Continuing its support and efforts of relief operation to provide improved shelter and sanitation facilities to the earthquake affected families of Manipur, the Habitat for Humanity India has reached out to Manipur with a mission to 'build back better Manipur'.

"I am truly humble to a part of Habitat for Humanity India's efforts for

building homes for the families affected by the earthquake in my home state", stated Member of Parliament and boxer Mary Kom during groundbreaking ceremony organised by HFI at RNBA Church, Langol.

Mary Kom said after every disaster, the most crucial part is rehabilitation to enable the people's affected restart their lives and I'm confident that Habitat will address this challenges.

In the first phase campaign, the Habitat is repairing the houses in the Tamenglong district of Manipur, which was recently, shook by January 4, 2016 earthquake and plans to build disaster resilient houses and sanitation unit for 51 families. For the NE region to impact the lives of several people in the areas of shelter and sanitation, HFI is partnering with NE India Committee on Relief and Development (NEICORD).

Manipur Mail, June 2016



As green as it gets:

The changing landscape of CSR

- By Shree Lahiri

It's two years down the line since the Corporate Social Responsibility (CSR) law came into effect and we see that the landscape of CSR in India has evolved. Companies have initiated a number of CSR projects.

Let's take a look at how some leading corporates like Yes Bank, PwC, Apollo Tyres and PVR have taken to the concept. We caught up with some leaders to discuss how their journey has been so far.

CSR: charity or philanthropy?

CSR in India has moved many steps ahead - from pure philanthropy during pre-colonial times to social development post independence.



"I see a paradigm shift in the mindset towards CSR. It has emerged as a key point in the boardroom agenda and is viewed as a strategic alignment with the company ethos, business objectives and social requirements, creating an ecosystem that accelerates India's inclusive social development," says Prerna Langa, CEO, YES FOUNDATION.

"Our belief is that CSR shouldn't be viewed as charity or philanthropy - it makes perfect business sense," discloses Jaivir Singh, Vice Chairman, PwC India Foundation. For businesses to be viable, "it is important for them to be an integral part of social development as there is a deep linkage between the country's economic growth and social well-being."

At Apollo Tyres, the belief is that work in the community "is an investment and an opportunity, to create a difference in the lives of our stakeholders and customers, which requires sustained efforts for a longer period of time." And whether it is charity or philanthropy, Sunam Sarkar, President & Chief Business Officer, Apollo Tyres Ltd is of the opinion that "These, in any way, can be

dubbed with one-off charity or philanthropy initiatives undertaken by companies or individuals."

"We believe that we have been able to make a difference in the lives of our stakeholders, especially the trucking community with our HIV-AIDS awareness and prevention programme, and for the community around our manufacturing plants, with our livelihood generation initiatives," says Sunam Sarkar.

The CSR journey: how did CSR strategies develop?

The CSR sector is in its nascent stage, points out Prerna Langa and "there is tremendous potential to innovate and action solutions. Every day brings an opportunity to learn something new and contribute meaningfully to nation-building." With the YES BANK ethos of innovation and focus on sunrise sectors, they clearly did not want to follow a 'me too' model when setting up the YES FOUNDATION and defining its focus.

In 2013, YES FOUNDATION launched its flagship program, 'YES I am the CHANGE (YIAC)' which serves as a platform to facilitate a connection between youth and social causes, trigger inner transformation of youth and connect their unmet energy to voices less heard through the imperfect medium of films. While developing this program, we followed the mantra of our Chief Mentor, Mr. Ravi Kapoor - 'Visualise, Strategise and Actualise', says Prerna Langa. The project features a series of basic film workshops followed by a filmmaking challenge and film festivals across the country. It is a matter of great pride that in less than three

years, YIAC has emerged as the world's largest social film movement," she points out.

To further social impact and harness the energy of youth in nation-building, they recently launched two new programs - YES FOUNDATION Media for Social Change Fellowship and YES Social Film Grant in association with UNDP.

For PwC, their journey began in 2008, when CSR guidelines were not yet in place.



"Our objective then and now remains the same—to use our skills, expertise and passion for the benefit of the societies that we operate in," reveals Jaivir Singh.

They have come a long way and today, with 15 programmes running across nine states of India, they continue to explore avenues to reach out to underserved communities.

Apollo Tyres, being conscious of the 'triple bottom line concept' - People, Planet and Profit, has developed a CSR framework identifying and prioritising its key stakeholders. The clear objective of all CSR activities is to have a positive impact on the everyday lives of the key stakeholders and on the business.

PVR Ltd, the nation's largest cinema exhibition chain has been an early adopter of CSR. PVR Nest, a decade-old social program of PVR Ltd, started its foundation in 2006 as a not-for-profit nodal body aimed at providing a dedicated approach to community development and also to fulfil company's CSR commitments. "The challenge has always been building the multi-stakeholder partnerships," informs Deepa Menon, VR, CSR and Corporate Communication, PVR Ltd.

Focus areas in CSR

Harnessing media for mindset transformation of the youth and triggering their emergence as responsible citizens, thus catalysing India's inclusive development - is the focus area of YES FOUNDATION. "We strongly believe that responsible youth citizenship should not be a singular journey but a vector with both direction and speed. With youth, the association with social causes has to be experiential and hence we connect with them in the language they understand - media," says Prerna Langa.

The CSR activities of the company, under Apollo Tyres Foundation, are categorised into two verticals - Environment and

Social. Habitat Apollo is the umbrella environment initiative, which showcases Apollo's commitment towards ensuring environmental sustainability by inculcating eco-friendly behaviour, resource conservation and green thinking in the people. Within Habitat Apollo, they undertake several projects under Biodiversity Conservation, Watershed Management, Waste Management and Climate Change Mitigation.



"Recognizing the importance of our stakeholders and the society we operate in, we also undertake Health and Community Development initiatives with the focus on sustainable development," notes Sunam Sarkar.

Through the PwC India Foundation, we address some of India's fundamental problems, says Jaivir Singh. Their main focus has been Education and Environment Sustainability and recently expanded to other areas - Sanitation, Social Entrepreneurship Issues of Urban Children and Disaster response.

The areas of focus for PVR are: Education, Nutrition & Health, Employability and Well Being & Rehabilitation. PVR Nest works extensively with children and youth. Their program Childscapes helps by improving the quality of life of children living in difficult circumstances in and around PVR Cinema complexes. The output of the program is - mainstreaming children into formal schooling, employability and rehabilitation treatment for children under substance abuse.

They have conceptualised CineArt: Cinema & Art for social convergence, which engages with young adults through experiential methodology. Some examples of their successful CineArt program editions are - CineArt: Steer to Safety program, CineArt - Healthy Children, Happy Children and the Campus Ambassador Program, which aims to empower the youth of the city to come together and work towards building a safer city using the power of media.

Transforming the lives of communities

The belief behind YES FOUNDATION's YIAC launch was that stories can change the world. "The most amazing experiences have been interacting with YIAC participants enthused about contributing to social transformation, post the filmmaking challenge. Seeing their zeal and passion for contributing to the country's inclusive development is so moving," recalls Prerna Langa.



Jaivir Singh shares his view on the role of CSR with Reputation

BT COVER STORY | CORPORATE CSR - PwC

PwC

Addressing fundamental social challenges

Company's mission: Promote human capital
Sector: Audit & consultancy
Sector: Audit & consultancy
Major CSR projects: Urban child support and livelihood generation in rural areas
Programme in focus: Jaivir Singh, Vice-Chairman, PwC India Foundation

FROM THE PwC INDIA FOUNDATION SPOKESPERSON DESK

JAIVIR SINGH, Vice-Chairman, PwC India Foundation

"PwC India Foundation has a three-pronged approach that drives its activities and initiatives. We contribute in three ways. Promoting skills: our people are our greatest asset. We use their passion and skills through skill-based volunteering and pro bono advisory services to service individuals, institutions and communities in need of assistance. Empowering communities: we support several NGOs across eight locations in India on diverse projects. Special initiatives help us broaden our approach and focus on critical issues such as sanitation, social entrepreneurship and issues of urban children.

"With regard to CSR challenges in India, whilst the quantum of needs needs to increase, I think efficiency needs to be brought into what is already being spent. It is in the delivery of programmes and their assessment where I think much improvement is needed. A far more structured approach towards the planning of interventions, as well as outcome-based delivery mechanisms would help deliver far more bang for the buck, than is currently the case. Technology can help bridge many of the problems associated with what I am suggesting and needs to be used much more than what is currently the case in the sector."

40 | JANUARY 10-11, 2016 | BUREAUCRACY TODAY

Jaivir's views on addressing fundamental challenges in Bureaucracy Today

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PwC India Foundation receives Best Corporate Foundation Award @ World CSR Congress 2017

Written by: | May 10th, 2017 | PwC India Foundation receives Best Corporate Foundation Award @ World CSR Congress

PwC India Foundation, the philanthropic arm of professional services firm PwC India, was bestowed with the Best Corporate Foundation Award at the World CSR Congress held on 18 February 2017 at the Taj Lands End, Mumbai.

The award was conferred to the Foundation by Dr. Dennis Reina who is a bestselling Author, Co-Founder and Co-President of Reina - A trust building consultancy.

The selection panel, comprising Corporate Responsibility experts across industries, selected the PwC India Foundation for this award for the sustained excellence of its impactful Corporate Responsibility programmes and for the impressive social value and societal impact continuously being delivered through their numerous initiatives.

Jaivir Singh, Vice Chairman, PwC India Foundation said, "PwC India has a well-established CSR programme which sees broad engagement with the community at a regional and national level. This award is a testament to our ongoing efforts and reiterates the firm's commitment towards addressing some of our country's most fundamental challenges."

PwC India remains committed in creating sustainably modelled projects in the areas of education, environment sustainability, disaster response, WASH (Water, Sanitation and Hygiene) programmes, urban children and social enterprise.

PwCIF receives the World CSR Congress award

What India's missing toilets are costing the nation

As many as 25% schools still have non-functional toilets and around 7 million (7%) girls have no access to this facility



JAIVIR SINGH

The question of sanitation in India is a complex one as it affects a number of social indicators such as nutrition, especially among children, food security, disease reduction and poverty in complex, interconnected ways. The fact that India contributes 60% to the world's open defecation is a statistic that requires our attention as a society urgently.

Despite growing recognition of lack of sanitation and safe drinking water as two main movers in improving social indicators of a large percentage of the populace, the pace of change appears to be very slow. According to World Bank estimates, India's sanitation deficit leads to losses worth roughly 6% of GDP. The main cause has been of largely ignoring public health as an area of focus for decades. While medical services have

jumped by leaps and bounds, sanitation has skipped being on the radar.

Take the case of undernourished children. Diseases stemming from poor sanitation are being identified as a major cause of nutritional loss in children. And levels of malnourishment in India continue to be worse than in sub-Saharan countries.

In short, sanitation is one of the causes of poor health in children, claims a recent report titled 'Forgotten voices: The world of urban children in India' jointly presented by PwC India and Save the Children India. Half a million children under the age of 5 die due to diarrhoea, caused by poor water quality. Children also suffer from typhoid, cholera and malaria for lack of sanitation services. As UNICEF points out, India is home to 630 million people defecating in the open—over 80% of the population. In comparison, Bangladesh and Brazil have 7% of the population defecating in the open, while 4% of China's population defecates in the open.

Various schemes have emphasised the importance of toilet facilities—from Jairam Ramesh's "no toilet, no bride"



A large number of schools in rural India completely lack sanitation facilities. In some schools, sanitation blocks are in place only to meet official targets. This affects girls in particular, with many girls dropping out of schools

campaign to Prime Minister Narendra Modi's call to build toilets first and temples later. But schemes need to be backed by concrete services. This will also require coming together of civil society and public and private institutions, to create a national plan to address the infrastructure gap.

The first step is to spread education on sanitation. The 'Forgotten voices' report clearly brings out the link between lack of sanitation and education. As many as 25% schools still have non-functional toilets and around 7 million (7%) girls have no access to the facility. The result is only 22% manage to complete class 10. In other words, lack of proper sanitation is leading to an increased

dropout rate of girls. UNICEF points out that only 11% of Indian rural families dispose child stools safely, with 80% of stools being left in the open or thrown into the garbage. Sound education on how to embrace good sanitation practices at the grassroots level can help bring these statistics lower. This should be as much a part of education as anything else that is taught in schools.

Access to toilets is a challenge for large sections of society. Many schools in rural India completely lack sanitation facilities. In some schools, sanitation blocks are in place only to meet official targets. This affects girls in particular, with many girls missing or dropping out of schools.

Challenges are aplenty. The Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2003, prohibits manual handling of human waste before its treatment, which, while admirable, does nothing to address the cringing lack of toilets. Another challenge is the lack of continuous water supply. In urban areas, rationing of water and intermittent supply is common; in rural India, it is the norm. While there is some progress, notably World Bank-funded projects in the three Karnataka towns of Hubli-Dharwad, Belgaum and Gulbarga, lack of water makes proper sanitation a pipe dream in most areas. Infrastructure to make access to water a certainty, particularly during harsh summers, needs to be another priority.

India's rural sanitation flagship programme—Total Sanitation Campaign (TSC)—has seen some action, but there is a need for transparency and accountability. Under TSC, a project-based outlay of ₹200 billion and an additional outlay of ₹170 billion for the sanitation strategy 2012-22 has been outlined to achieve the objective of 100% rural sanitation. But having resources is just part of the solution.

Even as the Asian Development Bank, World Bank and some developed nations have committed billions of dollars to improve sanitation and water facilities in India, chronic leakages, lack of transparency and poor planning have resulted in the end objective not being achieved.

Without water there is no hygiene. In case of sanitation, non-achievement could have lasting repercussions on our future generations. We, as a society, must come together to address this basic human need, and a need that will immensely impact the course of our collective future.

The author is the vice-chairman of the PwC India Foundation and chair, SSE India. Views are personal.

The Financial Express, May 2016



Jaivir Singh
Vice-chairman at PwC India Foundation

Creating a learning ecosystem for social enterprise



A school that supports entrepreneurial initiatives helps drive social change

India's growth story over the past decade has changed its narrative. The start-up and entrepreneurship wave in the country has ushered in a new promise — of having the freedom to create your own market. Bigger is always better' does not really hold true any more.

Fixations on top-line revenue growth, employee headcount and office locations are no longer the only yardsticks of business success. 'Social impact' is a new dimension and 'social enterprise' is a new business model that aims to solve the crucial problems society lives with every day.

Model and market

Social entrepreneurs usually solve complex social problems by finding solutions largely from personal experiences, observations of the socio-economic-cultural aspects of their surroundings, and a passion to change the status quo.

However, in the current landscape, such entrepreneurs often work in isolation, without being exposed to an ecosystem that can hone their skills, nurture their vision and offer a support system during challenging times.

That's where institutions like the School for Social Entrepreneurs (SSE) come in.

Specialised institute

SSE India believes that each individual has the capability to be remarkable and transform communities in which they would like to operate.

By mobilising people who have identified an unmet social need, SSE supports their entrepreneurial initiatives to create sustainable solutions.

Founded in East London in 1997, SSE has grown to become a global network. It now operates in 12 locations across the UK and has schools in Canada and India. It primarily invests in individuals so that they can be better equipped to establish and sustain organisations that create a positive change for people and communities.

The collaboration

PwC and SSE have worked together for over seven years in the UK. The partnership has strengthened both organisations in their quest to encourage people to enter this space.

Realising the importance of such an initiative, PwC, using the strength of its global network, has supported the institute in entering a highly vibrant developing market. SSE India is the result of this effort.

Jaivir's opinion on social entrepreneurship, BusinessLine on Campus, September 2017

Disaster relief: A cause that connects with all companies

Firms are now looking beyond immediate relief to supporting disaster preparedness



A file photo of Dell employees who volunteered with one of its not-for-profit partner AID India Foundation in Cuddalore, Tamil Nadu, to provide flood relief.

New Delhi: Floods in Assam, Bihar, Madhya Pradesh, Rajasthan, Uttar Pradesh and Uttarakhand have claimed hundreds of lives and displaced thousands this year. A report issued by the home ministry's disaster management division says that at least 480 people have died in rain and flood-related incidents since the start of the monsoon in June. As many as 6,187 homes have been destroyed and 62,599 damaged.

Helping those in need in the aftermath of a natural disaster is a cause that connects with companies. Many organizations have offered cash, rescue and relief materials and voluntary services to help those hit by calamities like the floods and landslides in Uttarakhand, Jammu and Kashmir and Tamil Nadu in the last few years. Some of this corporate support has been spurred by Corporate Social Responsibility (CSR) Rules 2014.

CSR Rules, which fall under the purview of Section 135 of the Companies Act, 2013, require firms with a net worth of Rs500 crore or revenue of Rs1,000 crore or a net profit of Rs5 crore to spend 2% of their average profit of the previous three years on social development activities under Schedule VII of the Companies Act.

CSR contributions for disaster relief work or contributions qualify under various heads of Schedule VII activities like contribution to the prime minister's relief fund, rural development, environmental sustainability and livelihood development among others.

Parul Soni, global managing partner at Think Through Consulting, a specialized social sector consulting firm, said, "Usually there is no fixed budget set aside for such activities because disasters by nature are unpredictable."

In times of disaster, most firms work out contributions as a combination of CSR funds and philanthropy; employee donations are collected and distributed via government agencies or not-for-profit organizations, Soni added.

For instance, NTPC Ltd works in close partnership with government agencies to provide relief and help rescue affected people. "Although disaster relief is a part of CSR policy and activities, we don't have a specific budget for disaster relief but are guided by specific requirements and requests for support," said S.K. Jain, director, CSR at NTPC.

In the rescue efforts during the Uttarakhand floods and landslides in 2013, NTPC extended among other things, a helicopter for search and rescue missions. Jain explained that the state-owned power producer uses criteria including the vicinity of a disaster area to NTPC plants, government directives and scale of the calamity to decide on offers of help. NTPC committed Rs10 crore to the Uttarakhand relief work. Of this Rs2.9 crore came from employee contributions.

Dell India also responds to disasters based on the scale and proximity to employees or areas of operation and the global directives of its management.

It takes a three-pronged approach involving personal philanthropy by employees, some funding from global headquarters and the firm's own CSR funds. Bhaskar Sharma, who has the title of giving manager at Dell India, explained: "While the Dell grant is part of the India CSR spend, the matching amount for employee donations is paid directly from the US and is not a part of the CSR spend."

During the Tamil Nadu floods last year, Dell donated Rs1 crore in grants to organizations in addition to employees volunteering contributions from their pay, which came close to Rs35 lakh. Dell topped up the employee contributions with Rs20 lakh.

But disaster relief needs to go beyond money, tarpaulins, clothes and food. "Though I would not want to generalize, we feel that firms extending support is often limited to being reactive and only in the immediate aftermath," says Fredrick D'souza, executive director at Caritas India—a Christian aid organization which has been active in disaster relief for over 50 years.

Duplication of efforts or inefficient deployment of resources is a frequent problem. Citing the example of distribution relief kits following the Nepal earthquake last year, D'Souza spoke of nearby villages that received three or more packages of relief material from different agencies or even the same agency while those in remote locations received none.

D'Souza says that many disasters are becoming repeat occurrences and companies could do well in supporting disaster preparedness "like creating provisions for storage for bank of relief material".

This aspect of disaster relief is catching on among certain companies. For example, Microsoft India is looking to form a disaster management team. Manju Dhasmana, community affairs manager at Microsoft India, explained the transition of the company's disaster management programme to a restructured approach now called humanitarian action programme.

"We felt the need to broaden the approach in order to truly protect the vulnerable communities who become even more vulnerable in times of disasters," Dhasmana said.

The need for rehabilitation has been growing with every disaster and in response some firms are now looking to work with survivors to help equip them with vocational skills and help set up sources of livelihood. PwC India foundation, the philanthropic arm of the professional services firm PricewaterhouseCoopers India, for example has been working in Uttarakhand, Kashmir, Manipur, Chennai and Nepal that have always been hit by disasters in recent years. Jaivir Singh, vice chairman of the foundation, says training the local population in masonry has helped them find employment and earn a livelihood.

"From building shelters and homes in Nepal, Chennai and Manipur, to rebuilding of the school infrastructure in Kashmir, we have responded to most emergencies at the first stage itself with relevant assistance to being a part of the later-stage rehabilitation process," Singh said.

Jaivir Singh shares his views on disaster relief, November 2016

Special initiatives

Different initiatives across the country during the year



Tree plantation



Stall set up by NGO during Diwali



River clean-up drive



Maher selling products during Diwali



School kit donation



Christmas celebration with children



Holi celebration with senior citizens



Different drives across all regions



Sale of recycled paper products

What's in store for the next financial year



Issues of urban children

We aim to extend our learnings from the Urban Child report, 'Forgotten voices: The world of urban children in India', to run pilot-level intervention in the field of health.



Drought mitigation intervention

Using our learnings from Bundelkhand, we will initiate another programme in Aurangabad to provide drought relief to farmers.



Social entrepreneurship

PwCIF volunteers will continue to support social entrepreneurship through initiatives like SSE India and by encouraging entrepreneurs from Ambedkar University. This support will continue through mentorship and knowledge-sharing sessions.



Our website launch

Readers can find out more about us and our initiatives and connect with us through our website.

Notes

Notes



About us

The PwC India Foundation was formed in 2008 with the objective of making a difference in the areas of education and environment sustainability. However, our objectives later evolved to encompass issues of urban children; water, sanitation and hygiene (WASH); social entrepreneurship; and humanitarian needs of people affected by natural calamities. We extend our support by:

- **Doing the right thing:** Playing our part in implementing responsible issues central to our business—from the quality of our services and the diversity of our people to our engagement with communities and our environmental footprint
- **Being a catalyst for change:** Using our skills, voice and relationships to work with others and influence activities that make a difference, create change and make a lasting impact on the world around us

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Acknowledgements

Editorial support

Aakritee Kapoor
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Dion D'Souza
Rishika Kashyap
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Trishann Henriques

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Data Classification: DC0

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HS/AG/December2017-11457