

January 2021

Reaching out

**PwC's Corporate Responsibility
Newsletter**

2019–20



Message from the Chairman and Vice Chairman

Dear readers,

Since its inception, the PwC India Foundation (PwCIF) has worked to empower communities by building resilience through participative decision making and actions. Our vision includes leveraging our people's skill sets to serve the most vulnerable in complex geographies through initiatives that are designed to be inclusive and impactful. We contribute towards societal goals by anchoring our interventions in education, environmental sustainability, sanitation, social entrepreneurship and humanitarian response to natural disasters.

In FY 2019–20, our projects reached more than 46,000 beneficiaries in 74 villages and 12 cities. Our Foundation supported 29 unique projects in 17 states, covering 14 out of the 17 Sustainable Development Goals adopted by all United Nations (UN) member states. We also planted over 12,000 locally adaptable saplings as part of our efforts towards building a greener environment. We also responded to two natural disasters and helped rebuild the lives of over 3,000 individuals affected by those disasters.

What makes our efforts in the previous year even more rewarding is that more than 21,000 of our beneficiaries were children. Our interventions for children provided them with healthcare services through mobile health vans visiting remote locations and education services, including doorstep schools for nomadic tribal children. We also built shelters for children living in difficult circumstances and provided physiotherapy support for those with special needs.

The successful execution of multiple projects was made possible by the commitment and relentless efforts of our people, who contributed over 13,000 hours towards volunteering initiatives. We also spent over 4,500 hours on pro bono initiatives, supporting NGOs through building capacities in resource mobilisation, financial modelling and social research design.

As we continue our fight against COVID-19, our efforts have been directed towards those severely impacted by the crisis. Since mid-March 2020, PwCIF has been working closely with local government bodies and NGOs to identify and serve the most vulnerable groups and public services personnel, including frontline health workers and police personnel. We continue to be grateful to our partner organisations, people and the Foundation team for their selfless commitment that reinvigorates our mission and values as a firm.

Regards,

Sanjeev Krishan

Chairman, PricewaterhouseCoopers (PwC) in India and PricewaterhouseCoopers India Foundation (PwCIF)

Jaivir Singh

Vice Chairman, PricewaterhouseCoopers India Foundation (PwCIF)
Leader, Global Office for Humanitarian Affairs

Corporate responsibility scorecard 2019–20



Beneficiaries

46,000+



Saplings planted

12,000+



Volunteering hours

13,000+



Children

21,000+



Individuals skilled

1,200+



Pro bono hours

4,500+



Social entrepreneurs

18



Volunteers

1,700+



Institutions supported

12



Contribution of PwCites
towards Bihar floods and
Odisha cyclone relief

830+



Reach

74 villages and

12 cities



states

17

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1 Education



For FY19–20, 21 projects focused on education and skill development of children, adolescent girls, differently abled people, tribal communities and women. These projects provided out-of-school learning, infrastructural support, skills and entrepreneurial training to empower beneficiaries with access to quality education and confidence in their learning abilities.

Doorstep (makeshift) school project, Maharashtra

PwCIF collaborated with the NGO Bhatke Vimukta Vikas Pratisthan (BVVP) and took up the challenge of transforming the lives of nomadic communities. Several children belonging to nomadic tribal communities are unable to enrol in regular schools as they lack permanent abodes and travel continuously. BVVP has developed a highly flexible schooling system through a doorstep (makeshift) school project. The project is supporting ten doorstep schools and reaching out to 324 children from nomadic communities in Latur, Solapur, Osmanabad, Pune and Kalyan.

Building quality infrastructure to facilitate learning outcomes for the youth with Read India in Gurgaon

To provide good infrastructure that facilitates improved instruction and student retention, PwCIF collaborated with Read India, a development programme that has set up a library and a resource centre that serves 523 young and adult beneficiaries.

The READ Library is a fun and interesting learning space for both kids and adults. Children and young adults from the community are the primary beneficiaries of the library. The age group of these beneficiaries is between 12–25 years. Libraries for children and young adults are essential for them to gather information and develop themselves.

The young beneficiaries are either studying in school or college, and are enthusiastic about learning new concepts and participating in various activities and sessions planned by the centre staff. These include videos and presentations on specific topics, reading newspapers and books, and English-speaking and reading sessions.

Nurturing confident young women with Voice for Girls in Hyderabad

PwCIF has collaborated with Voice for Girls to create a learning atmosphere that encourages campers to think critically, speak in English confidently, be reflective and creative, and have fun. Long-term impact is created from applying classroom learning to real-life situations and challenges.

The intervention is empowering over 500 girls through critical knowledge about health, safety and self-awareness, and building their communication skills for negotiation and self-advocacy across five low-cost private schools in Hyderabad. The unique activity-based curriculum contains core and elective chapters.

“I’m excited to be a part of the Parichay camp. From today’s session I understood that in the coming days, I’m going to build my confidence levels through activities and be more aware of the changes in my body. Today we went through camp topics, came up with classroom rules and even explored our camper books. I’m looking forward to developing my confidence and becoming a source of information for my friends and family members.”

Fouzia, a class seven student from Lohia’s Little Angels school

“We learned how to run village affairs. We learned to take decisions by community consensus, volunteer for villages and pursue the Government to deliver dues. These are the gifts Vayam gave us to build a true Swaraj in our pada (hamlet).”

Dhavji Wangd Wangadpada village



Ajay Sankole, a seven-year-old member of the Masan Jogi tribe and beneficiary of our doorstep school

project with the BVVP

“My days were spent collecting scrap and scavenging for food with my family. When the teacher approached my parents to enrol me in the doorstep school, they were reluctant and I wasn’t interested. But the teacher was persistent and I was enrolled. I hated school so much that I would run away in the middle of the day. My parents needed a helping hand with their work too. But with time, I started enjoying the songs, stories and games taught by our teacher. Now, I study in the 1st standard at a Government school. I have stopped working with my parents altogether and they are pleased with the progress I’m making at school. My younger brother also goes to school now! I don’t want to become a scrap seller anymore when I grow up. I want to become a policeman.”

This initiative has helped in Ajay getting admitted into a formal schooling programme after nine months of support.

Capacity building for gram sabha members in Palghar

PwCIF collaborated with the NGO Vayam to provide intensive capacity-building inputs to ten gram sabhas in the tribal belt of Jawahar (Palghar) and make them self-reliant in management of natural resources and local self-governance. All items procured have the desired impact, viz. amplification of lectures and other sounds, comfortable sitting and light. About 700 participants have benefitted from various training sessions so far from these facilities in the training centre.

The project aims at capacity building of village institutions – gram sabha for democratic governance and sensitisation of villagers about laws and benefits related to the Mahatma Gandhi Employment Guarantee Act (MNREGA) and forest laws.



**Sultana Sheikh,
Hope for
the Children
Foundation, Pune**

“My father is a

driver and his income is not enough to support a family of four people. I had to discontinue my education after class ten, which affected my confidence severely. In July 2018, my friend told me about the Atmanirbharta project which offers vocational skill development for women. When I told my family about the course, they were not supportive of me stepping out of the house. But I had to do this for myself, so I signed up for a mehendi course. I met many wonderful women and a counsellor who helped me cope with my personal challenges. I now earn up to INR 7,000 per month. Today, my family is very proud of me and happy about what I do. My greatest achievement is that I am able to financially support my family. I have also enrolled in fashion designing and cushion making courses. My dream is to start my own tailoring business soon.”

Sultana Sheikh is one of the beneficiaries of the project that focuses on skill development for women. PwCIF collaborated with Hope for the Children Foundation for the project.

Hope for the Children Foundation, Pune

PwCIF has provided support to Hope for the Children Foundation and helped them in their endeavour to make women independent and self-reliant.

This year, PwC supported the Foundation from June 2019 to May 2020. The Foundation developed a tailoring course for ladies who are housewives or employed in part-time work. Ladies in Kharadi were interested in this course and got themselves enrolled, and eventually started earning reasonably well. They have also started stitching clothes for their children and family members at their homes.

235 beneficiaries have benefitted from vocational training, awareness programmes, entrepreneurship development programmes, income-generation activities, awareness on self-help groups, business management training, counselling and mentoring sessions.

Project Shakti – training rural women in Gujarat with Matruseva Sanstha

Supported by PwCIF, Project Shakti is empowering rural women by providing them with necessary training and helping develop an income-generating business setup in the form of cotton wick production and distribution centre in their respective communities. Additionally, Project Shakti is also focusing on imparting financial literacy among women beneficiaries to help them manage their personal and professional finances better. 12 cotton wick machines were installed and an initial volume of cotton was supplied to train women on how to operate the machines.



Skills training beneficiaries, Pune

“My name is **Ragini** and I used to be a housewife. I have always wanted to earn on my own and become independent. Then I came to know about the Atmanirbharata programme at Kharadi. I got myself enrolled in their beautician course. I practised all that I learned as often as I could and got a job in Smile Touch Beauty Salon as an assistant beautician, earning a salary of INR 6,000 per month. I was also taught about self-help groups and savings, and I am now being trained to manage my finances. I am very happy that I am independent. I am very thankful for the opportunity I got through the Atmanirbharata programme.”

“I live in Shokhada village and occasionally do manual work in agricultural fields. I spend eight hours at a stretch in a field and then return home to finish household chores. We needed extra income so I started working at a cotton wick workshop for four hours a day and earned INR 1,000! The work is not physically draining and the workshop is close to my house, which gives me enough energy to manage my household chores. I am sure I will be able to earn more as I gather more experience.”

49-year-old Kusumben Harijan is a widow who wanted to earn and contribute financially to her brother's household, where she lives with her extended family. She is a beneficiary of PwCIF's cotton wick making project that is developed in partnership with the NGO Matru Seva Sanstha in Ahmedabad, Gujarat.

Data skills and problem solving with Reap Benefit, Chennai

PwCIF collaborated with the NGO Reap Benefit in Chennai to help students develop competency around data orientation, entrepreneurship, applied empathy, grit, community collaboration, communication, problem solving, critical thinking, citizenship and hands-on skills. The project engages with selected students and forms groups of 30–40 students belonging to either the same grade or across grades to identify and investigate civic problems, and eventually solve them. Prototypes of the solutions developed by students are deployed in the programme area to test their viability.

The intervention aims at building problem-solving capacities, inculcating a sense of civic awareness and enhancing leadership skills in 150 school children enrolled in government schools.

After attending a session on reporting issues and following up with authorities, Aswana, a student of an MMDA school reached out to local authorities about a garbage dump in her community. She reported the issue to the conservancy inspector and the dump was cleared within a week.



PwC employees with children at a makeshift school for nomadic tribals

2 Environmental sustainability



In the past year, PwCIF has contributed to environmental sustainability by participating in projects focused on afforestation, alternative livelihoods, artificial glacier building, drought mitigation and adaptation, and clean cooking, in Arunachal Pradesh, Ladakh, Madhya Pradesh and West Bengal.

Conserving forests through community custodianship in Arunachal Pradesh with World Wide Fund for Nature (WWF), India

PwCIF has collaborated with WWF-India to conserve forests for ecological and livelihood security in the western landscape of Arunachal Pradesh. The project involves forming community-conserved areas (CCAs), introducing alternative livelihoods, safeguarding habitats of near-extinct wildlife and preserving agricultural produce by reducing human-animal conflict. The project aims to cover 332 sq. km of forest area spread over three valleys – Chug, Lish and Nyukmadun – covering 913 families in West Kameng district. Collective decision making through participatory processes at the community level, active involvement of block-, district- and state-level

administrations and institution building for enabling community-level management and livelihood security are the pillars of the project.



Khronsgi, headman of the village Maleyama in Chug valley of Arunachal Pradesh

“The hunting of wild animals and felling of trees were putting our beloved forest, which we call Norbu (jewel), at risk. With PwCIF’s efforts, our Norbu has been declared a CCA. Now, there’s a complete ban on hunting and extraction of timber and firewood.”

Khronsgi is the headman of Maleyama village in Chug valley of Arunachal Pradesh. He has successfully mobilised the local community and supported PwCIF’s efforts to protect wildlife species and native trees of the region.

Building ice stupas and engaging in afforestation efforts in Ladakh with SECMOL alternative school

Ladakh faces several man-made and natural challenges and suffers from adverse weather conditions. Ladakh is a high-altitude cold desert where sustaining livelihoods would not have been possible if glaciers were not releasing water for thousands of years. PwCIF is working in the arid mountains of Ladakh to prevent soil erosion and mitigate the incidence of flash floods using an extensive, two-pronged approach. A large-scale sapling plantation project has been started in the valley at an identified site. Simultaneously, PwCIF is working to provide a water source to households in the spring season by freezing waste water in winter months in the form of ice stupas. As these artificial glaciers start melting in warmer months, communities connected to the source are expected to have access to uninterrupted water supply.

Efficient waste management with the South Asian Forum for Environment (SAFE)

PwCIF has collaborated with SAFE to develop a women-led micro, small and medium (MSME) recycling enterprise focusing on capacity development of beneficiaries through scaling up production line, training young women in sales record management, providing advanced-level training to select women for making high-quality bags, purses, laptop bags, curtains, etc.

Sustainable agriculture and Pani Panchayats (water governance units) for drought mitigation in Madhya Pradesh with Parmarth Samaj Sevi Sansthan

PwCIF has collaborated with the Parmarth Samaj Sevi Sansthan to work on a project promoting sustainable livelihoods for small and marginal farmers in five villages of Tikamgarh district in Madhya Pradesh. The project will impact 240 farmer families. The objectives of the project are to promote improved and sustainable agriculture practices and cropping pattern by adopting agri water-use efficiency measures and reducing water scarcity in the areas through artificial groundwater recharge. The project is expected to enhance agricultural incomes by increasing productivity and reducing the input cost in farming, and to increase the resilience of community members to cope up with the adverse effects of climate variability.



Smokeless chulhas (cooking stoves) for Baiga and Gond tribes in Kanha Tiger Reserve with the

Corbett Foundation

As part of its commitment to tackle carbon emissions, PwCIF has collaborated with the Corbett Foundation to provide smokeless chulhas to more than 860 households and 30 schools in areas predominated by the Baiga and Gond tribes in Kanha Tiger Reserve. The initiative, which will impact over 4,300 people of the area, aims to reduce the consumption of firewood by 50% and develop alternative sources of fuel, thereby maintaining the ecological balance of the reserve. Adoption of this energy-efficient cooking medium will not only reduce emissions, but is also expected to bring down instances of respiratory diseases prevalent amongst the tribal women.

The Foundation is also helping in preparing the forest land for planting of fruit-bearing native trees, which will further protect the ecological equilibrium of the area.



Meeting with women members of a Pani Panchayat in village Gyajeetpura



3 Humanitarian response



The manifestation of disasters and their impact on communities are becoming increasingly complex. The subsequent impact on the socioeconomic fabric of communities can be equally multifaceted, causing destruction, trauma and irrevocable loss. Humanitarian action in response to disasters commences with assessing community needs, identifying the most vulnerable amongst prospective beneficiaries, consulting local governments and community-based organisations, and finally, rebuilding and restoring social infrastructure.

For FY19–20, five projects focused on disaster response and resilience. These projects provided reconstruction and resilience-building support post natural disasters in Odisha and Bihar, drought mitigation in Maharashtra and response to the COVID-19 pandemic across multiple regions in India.

Post-flood rehabilitation in Kerala

In 2018, severe floods affected Kerala, resulting in one of the worst natural disasters experienced by the coastal state in recent times. Healthcare,

drinking water and shelters for affected families were the key concerns, especially in the state's remote areas with limited connectivity.



Support to women's groups

Strengthening the livelihood support programme in the aftermath of the

2018 Kerala Floods

PwCIF also collaborated with the NGO Uravu, training women's groups and enabling them to make handcraft items that can supplement their incomes. We supported the refurbishment of a part of a workshop that was destroyed in the floods. We helped in setting up a dust-collector machine and constructing toilets for the women workers. Our actions ensured that the women workers were able to resume production at the earliest. As a long-term initiative, PwCIF also supported the hiring of two employees for Uravu's marketing and outreach activities.

“ I make bamboo pens and I have to use the machine room every day. It was very difficult for me to work during the monsoon as the leaking roof would flood the machine room. The change of roofing was much needed. I am happy that I can use the machine room without being apprehensive of the rains anymore. ”

**Meghala Vijayakumar,
beneficiary of the livelihood
support for women programme
in Kerala**

“ I am allergic to dust. A lot of dust is released while working with bamboo. Though this is my only source of income, I was on the verge of quitting the job due to health concerns. Now, with the dust-blower system installed in the machines, this issue is permanently solved. ”

**Jameela MM, beneficiary
of the livelihood support for
women programme in Kerala**



Infrastructural support to 69 families of Mananthavady municipality

PwCIF, along with its NGO partner SEEDS India, provided transitional shelters and sanitation units to each of the 69 selected families of Mananthavady municipality who lost their houses. PwCIF also worked towards restoring surrounding water systems and generating awareness among the community members on issues such as water, health and hygiene.

“For us, this shelter was a ray of light in the darkness that we were surrounded by. On the morning of 16 August, floodwater was rising at an alarming speed in our house. We managed to escape in the nick of time, though our house was washed away. Since then, the journey has been trying and challenging, yet we feel fortunate that the government and other organisations, such as PwCIF and SEEDS India, supported us. We cannot thank them enough.”

**Pavathy Perikkoda, Pozhuthana
panchayat**

Post-cyclone response in Odisha

PwCIF, in association with the NGO Gram Vikas, supported close to 300 families with water storage systems and refurbished sanitation facilities in Odisha's Daruthenga gram panchayat, which was severely impacted by the cyclone Fani. These facilities were reconstructed by the community members themselves under the guidance of the NGO Gram Vikas. Apart from providing safe drinking water, masonry training camps were also organised to help participants find sustainable livelihood opportunities. 60% of the masons trained were women.

Drought mitigation and adaptation

Since 2015, India has experienced widespread drought conditions. It is estimated that 600 million people in India are presently facing high to extreme water stress.¹ A 2017 study found that nearly 60,000 farmers had committed suicide in the past three decades due to climate change.² While the water crisis may be attributed to climate change, agricultural practices and local issues also play major roles in deepening the crisis.

Sustainable agriculture practices

PwCIF has collaborated with the NGO Parmarth Samaj Sevi Sansthan to work on a project promoting sustainable livelihoods for small and marginal farmers in five villages of Tikamgarh district in Madhya Pradesh. The project will impact 240 farmer families. The project aims at promoting improved and sustainable agriculture practices and cropping patterns through efficient agri-water use and reducing water scarcity through promotion of measures related to artificial groundwater recharge. The project is expected to enhance agricultural incomes by increasing productivity and reducing the input cost in farming, as well as increasing the resilience of the community members to cope with adverse effects of climate variability.

¹ <https://www.lowyinstitute.org/the-interpreter/india-s-latest-crisis-600-million-people-struggle-drought>

² <http://time.com/5302661/water-crisis-drinking-india-drought-dry/>



Jaivir Singh, Vice Chairman, PwCIF, planting saplings with beneficiaries in Odisha post cyclone Fani.

“ Spending INR 5,000 per month to buy water to irrigate my fields was taking a toll. Thanks to PwC’s support, today we have an excellent water recharge structure which ensures that my fields get sufficient water without me spending anything. I use the spare cash to grow more vegetables to meet my family’s daily needs. ”

Kailash, a 36-year-old farmer

Goat rearing as an alternative livelihood

PwCIF has worked in Maharashtra’s Aurangabad district for three years to mitigate the impact caused by recurrent droughts in the region. Apart from building water-conservation structures to support irrigation needs, PwC employees are encouraged to participate in immersive visits to the villages every year. Employees conduct diverse awareness sessions on financial literacy, marketing, health and other issues that are relevant to the needs of the communities.

In Narla village, PwCIF conducted a survey among 209 households to introduce a new livelihood option to support families in responding to droughts. Based on the survey, goat rearing was selected as an alternative livelihood option for 168 select families. PwCIF committed to cover the costs related to animal insurance and vaccination, as well as costs incurred to train the farmer families. The beneficiaries of the projects are small and marginal farmers, and women living mostly below the poverty line.



“The project team helped me buy a goat for INR 4,000. I am lucky that my goat gave birth to four kids last month. In

the next four–five months, I can earn up to INR 15,000–16,000 from the goat. I have become interested in goat breeding as I have realised that I can earn well.”

Jijabai Tupe, Narla



“I am a progressive farmer in Shelgaon. I have been cultivating ginger for the last four years and faced some major

issues. Water availability was a major constraint which resulted in late plantation and premature harvesting of ginger. Shopkeepers would often supply farmers with unnecessary agri inputs like heavy dosage of pesticides, growth regulators and enzymes. This ultimately resulted in high costs and low income.

The project team started to work in our village three years ago. They gradually started desilting, well recharging and plantation, and constructing an earthen check dam and a cement dam so that groundwater recharged rapidly. Farmers got guidance in the village workshops and the project team inspected the demo plot and told us about pest control and treatment. S9 fertilisers, earthworm fertiliser beds and earthworms were provided as part of this project. We have also started using manure and chemical fertilisers. These practices have resulted in cost savings and ginger production has increased up to 110–125 quintals from 50–60 quintals per acre.”

Chandrakant Jaishing Idhate, ginger farmer, Shelgaon village



4 WASH



Access to clean drinking water, sanitation and hygienic conditions is essential for human development. There is severe inequality in accessing such essentials in India, with more than 90% of urban residents having access to sanitation facilities compared to only 39% of rural residents. Additionally, 44% of India's population continues to defecate in the open.³

For FY19–20, five water, sanitation and hygiene (WASH) projects focused on school children, adolescent girls and urban as well as rural communities, providing them with infrastructural support to build gender-segregated toilets with running water and handwash facilities. Waste collection, disposal and management, menstrual health awareness and management, as well as water conservation are the key highlights of our projects in the sector. Upgradation of WASH facilities and training sessions supported by PwCIF benefitted over 5,600 beneficiaries across India.

Wings of Freedom, Ahmedabad

PwCIF collaborated with the NGO Karma Foundation to work towards a shared goal of addressing issues around menstrual hygiene and education. The project reaches out and ensures that schoolgirls from constrained economic backgrounds do not drop out of school on account of menstruation. The project provides a monthly supply of sanitary napkins to over 2,500 girls from 26 schools in and around Ahmedabad for a year.

The project has a two-fold impact as the sanitary napkins supplied as part of the project are manufactured by female inmates at Sabarmati Jail, ensuring skill development for these women and a livelihood option post completion of their jail terms. These napkins are biodegradable and can decompose sustainably.

“ The dedication of Sabarmati inmates is commendable. They are well equipped and take necessary precautions during the production of sanitary napkins. This gave me an opportunity to learn about biodegradable napkins versus napkins that are usually available in the market. ”

Ashi Jain, Advisory

³ <https://in.one.un.org/health-water-and-/>

“ Karma Foundation would like to extend its gratitude to PwCIF for contributing to the project that aims to empower the women inmates of Sabarmati Jail and help them to become self-reliant. This project helps them to explore livelihood options post their jail terms. On the other hand, adequate supply of sanitary napkins ensures that schoolgirls are able to continue with their basic education, as well as become aware of necessary health and hygiene issues. This enables them to spread further awareness among female members of their families. ”

**Priyanshi Patel, Managing
Founder, Karma Foundation**



**Child beneficiary using PwCIF
supported WASH facilities in Jaipur**

Supporting WASH infrastructure



FINISH Society, Rajasthan

PwCIF collaborated with FINISH Society to ensure that students get access to proper sanitation facilities and upgraded infrastructure that will contribute towards their holistic development and provide them with an enabling ecosystem to learn and grow.

Children in six schools were provided with child-friendly functional WASH facilities such as gender-segregated toilets, running water in toilets, handwash units and safe drinking water. The project also aims to encourage school management committees, upskill teachers and form child cabinets to deliver and monitor WASH initiatives.



Reaching Hand, Bengaluru

In collaboration with Reaching Hand, Bengaluru, separate toilets for girls and boys in two schools with running water, handwash and waste collection and disposal facilities have been installed, benefitting 312 students. WASH facilities in the school have made it safer for students to access toilets and created a conducive environment for learning.



Eco-Watch, Bengaluru

PwCIF is working on the Green School Project, which aims at promoting and popularising environmental conservation in government schools. The project is being implemented in Government High School, Kadugodi, Bengaluru. It is an integrated project to sensitise the community and students, demonstrate segregation and disposal of waste, and practice water management through rainwater harvesting units and solid waste management units installed in the school.

Through this project, students were trained and made aware of practices such as rainwater harvesting and waste disposal and management.



“Eco-Watch is associated with various programmes and activities organised by PwC. The partnership is

very meaningful since a large number of people from underprivileged communities have benefitted from the interventions supported by PwC. The association is highly successful due to the diversity of the programmes and projects that are implemented. The activities range from executing green initiatives such as rainwater harvesting, solid waste management, solar power units installation and biodiversity conservation in government schools to increasing the green cover across Bengaluru, restoring urban water resources and helping the needy during the COVID-19 pandemic. The greater objective of sustainability is being addressed through this partnership. The partnership is also responsible for positively influencing the thinking and attitudes of the target communities. We would like to thank PwC for supporting these significant initiatives which play a pivotal role in shaping our lives and making the planet a better and healthier place.”

Suresh Heblikar, Chairman and Trustee, Eco-Watch

“ Good practices related to hygiene and sanitation in government schools bring about behavioural change and reduce absenteeism, school dropout rates and open defecation among the students. The construction of a latrine system by the sponsors in our school was highly valuable as we lacked toilet units, especially for girls. I thank PwC and Reaching Hand for building hygienic toilets. PwC volunteers interacted and engaged with us in sports and other fun activities. Later, sessions on hygiene, menstrual hygiene and sanitation behaviour were conducted. We were also supplied with health kits. ”

Sowmya, Gowtham Aided School, Hanumanthanagar



A WASH awareness session led by PwC volunteers



“We didn’t have a separate toilet in school for girls which made it difficult for us to discreetly dispose sanitary napkins.

So, I chose to skip school when I was menstruating. Many of my friends did the same. The lack of sanitation facilities was putting our education at risk. Things changed when toilets with running water were installed in our school. These toilets have the facility to safely dispose sanitary waste, thus giving us the opportunity to manage menstrual hygiene. Our personal hygiene is now in our hands and we’re happy to attend school daily.”

Nirmala, is one of the thousands of beneficiaries of PwCIF’s WASH project with FINISH Society, which has helped in building gender-segregated sanitation facilities in schools in Rajasthan.

Pani (water) Panchayats and WASH initiatives in Tikamgarh, Madhya Pradesh

In order to promote community participation in planning, implementation and monitoring of WASH facilities as well as ensuring communities’ participation in ground water recharging and water management five ‘Pani (water) Panchayats’ are being supported by PwCIF in Tikamgarh, Madhya Pradesh. These Pani Panchayats have been instrumental in the selection and prioritisation of beneficiaries for toilet construction, kitchen garden, and sprinkler distribution at the village level.

A total of 50 toilets have been constructed and are addressing the basic needs of 281 beneficiaries in these villages. Building toilets helps reduce water pollution, improve sanitation, ensure the dignity, health and wellbeing of women and empowers them with their basic rights and safety. Along with this, eight handpumps were repaired in the intervention villages. It is heartening to note that women led water panchayats now directly approach the village gram panchayat for the repair and maintenance of their hand pumps.



A beneficiary of WASH facilities provided by PwCIF in Tikamgarh

“ The household toilets have brought an end to waiting for the sun to set or rushing before sunrise. There is a sigh of relief among women and girls as they are relieved of the burden of walking miles and can now use toilets in the safe and secure environment of their homes. ”

Mrs Sumitra, Household toilet beneficiary, Tikamgarh



5 Social entrepreneurship

PwC India continued to extend its support to the rapidly changing face of the social enterprise ecosystem in India through the School for Social Entrepreneurs (SSE) India. Every year since its inception, SSE India runs a nine-month social start-up fellowship programme which helps passionate individuals from across the country to participate in social entrepreneurial ventures and learn better.

Learning with SSE India is inspiring, action based and accessible. The approach embodies the belief that the enterprise is more likely to succeed in creating social change with proper support and investment. A few key highlights of SSE India's start-up fellowship programme are given below:

151 applications received from **24** states

17 applicants selected

52% of the **17** fellows are females

52% of the fellows are in the age group of **26–35** years

24% of the fellows each are in the **18–25** and **36** and above age groups

14 out of the **17** SDGs are targeted

The fellowship programme supports people from all backgrounds to bring about lasting social and environmental change. In 2019, 17 social entrepreneurs from across 10 states in India developed their capacity in diverse areas which included business model canvas, legal studies and taxation, design thinking, budgeting and financial management, marketing, project management, ethical leadership and social impact measurement. This has enabled them to blossom holistically across key dimensions such as business and

entrepreneurial skills, social impact, emotional resourcefulness and networking. Almost 200 hours were contributed by professionals from PwC in mentoring social entrepreneurs in the 2019 programme. This year, 11 PwC professionals volunteered to mentor SSE India fellows and are actively engaged in development of social entrepreneurs. Partners, executive directors (EDs) and directors from across the firm have contributed towards the programme by taking up mentorship opportunities.





Ginny's Planet

Ginny's Planet is a social enterprise that seeks to bring unity in diversity and encourage conversations on disability. It envisions a world where no one is considered

as an odd one out, based on physical differences. The team believes that disability is a part of human diversity, imperfections are a part of our lives and everyone should have opportunities to flourish.

They design and create age-appropriate tools for children, along with conducting customised training workshops on empathy and embracing diversity for various age groups. Their offerings include dolls, action figures and story books that aim to showcase human diversity. Ginny is one of the lead characters in these story books. These products are currently sold through both online and offline channels. The team is also developing games for children with disabilities. These games promote the value and practice of inclusion.



"In theory, the 'Why' of 'Why corporates should support social enterprises'

was often spoken about and discussed in the last half of the decade. The question now is how. PwC has provided the School for Social Entrepreneurs (SSE) India with its most important resource – time. PwC has also extended support in the form of grants, but we value that along with the time PwC has given to all those who are a part SSE India's fellowship programme. Last year, over 200 hours were contributed by PwC professionals in mentoring social entrepreneurs. Partners, EDs and directors from across the firm have contributed immensely. We are also grateful to PwC for providing office space to the SSE India team. PwC professionals also volunteer with SSE India to help in the recruitment and selection of the fellows. Satyavati Berera, Chief Operating Officer, PwC India, is a regular contributor to the programme and holds a witness session sharing her life's lessons with social entrepreneurs. Our fellows value the inputs from PwC professionals and many of them have forged lifelong relationships with their mentors in answering society's challenges through their work. Through this partnership, PwC has taken a step forward to embed purpose in their culture and impact their core business."

Shalabh Mittal, CEO, School for Social Entrepreneurs India



Kimrus Sustainable Solution, Rutvick Pedamkar (Mumbai)

In order to curb the menace of ever-growing waste, Rutvick invented a solar-powered machine with the ability to convert wet waste into compost, providing a sustainable and low-cost solution for organic waste disposal. The technology processes 1–1,000 kg of waste per day and is designed to keep costs low, thus making it accessible to the economically weaker sections of society. The machine utilises solar energy, making it economical and efficient in operation, and is designed to be as low maintenance as possible. Currently the machines are installed in eight residential societies and 50 individual homes across Mumbai, and are processing 600 kg of waste per day.



SSE fellows participating in a learning session



SSE fellows with Shalabh Mittal, CEO SSE India

6 Issues of urban children



‘Forgotten voices: The world of urban children in India’, a 2016 report prepared jointly by PwC India and Save the Children India, highlighted the issues of healthcare faced by children in urban India.⁴ Acting on the findings of the report, PwCIF committed to providing access to healthcare, focusing especially on urban children. Apart from healthcare, PwCIF also provides nutritional and educational support to children, with a special focus on the girl child.

Improving access to healthcare services through a mobile healthcare van for vulnerable children, youth and community members in Delhi and Mewat

PwCIF supported the NGO Bal Umang Drishya Sanstha (BUDS) by providing a mobile healthcare van. It delivers primary healthcare services to three areas in Delhi – Mori Gate, Sarai Kale Khan and G.B. Road – and 14 locations in the rural district

of Mewat in Haryana. In the past year, over 21,000 children benefitted from the services provided by the van.

The van provides services such as general check-ups, treatment and management of ailments such as malnutrition, anaemia, poor hygiene, multiple gastrointestinal and respiratory tract infections, treatment of ailments related to sexual and reproductive health, non-communicable diseases, substance misuse and injuries.

The van also conducts weekly visits to provide psychosocial support to children dealing with emotional issues, stress, abuse and violence (including gender-based violence). It aims to provide healthcare-based education, information and counselling services using mobile technology. It connects people through mobile phones for timely vaccination reminders, prevention from life-threatening diseases and appropriate referrals to tertiary healthcare services.

⁴ <https://www.pwc.in/assets/pdfs/publications/urban-child/urban-child-india-report.pdf>

Providing shelter to children of sex workers in Pune

PwCIF has developed a residential programme that provides day care and night shelter to 85 children of commercial sex workers. These children are aged between six months and 15 years and consent is taken from their mothers to care for them. The primary objective is to provide the children with care and protection since they belong to an extremely vulnerable group. The project provides a creche facility for infants and children up to the age of three years, pre-school education to children aged between three–six years and support classes for children aged between 6–14 years. The project also supports an e-learning centre and provides health and nutritional facilities, including routine check-ups by doctors and special diets for undernourished children.

In addition to the above, hobby classes and educational trips to the zoo and science exhibitions are organised for the children.

“Our aim at BUDS is to make primary healthcare services easily accessible to marginalised communities. We started by attending to patients, mostly children, under trees and sheds, for free. With PwCIF’s support, we launched a mobile healthcare van which enables us to reach areas where access to healthcare was earlier a challenge.”

Dr Rajeev Seth, President, Bal Umang Drishya Sanstha



Beneficiaries of the BUDS health van in Mewat, Haryana



PwCIF supported BUDS health van serving beneficiaries in Delhi



7 Volunteering with PwCIF

For FY19–20, we thank our 1,691 volunteers who volunteered for over 13,000 hours for various initiatives across regions. PwCites observed the Environment Week in June 2019 by partaking in various volunteering initiatives such as segregating waste, planting saplings, making paper bags and educating children on key environmental messages across regions.

We spent over 170 hours in making 30 NGO partners future ready with sessions on various topics to mark the eleventh anniversary of PwCIF. For offsite volunteering, a PwC team spent a weekend in Dehradun building capacities for the staff of the NGO Aasra Trust and conducting sessions on relevant topics for the children who are a part of the NGO.

Paint for Change

300 partners and EDs came together to paint a rural school in Rajasthan's Jaipur and assemble 12 bicycles for girl students during the All India Partners Meet. The colourful school premises were handed over to the children at the beginning of the Foundation Week. The activity benefitted 647 school students who admired the transformation of their school.



school every morning.”

Satyavati Berera, Chief Operating Officer, PwC India

“ Volunteering activities give me the feeling that I’m an unsung hero to someone, somewhere. There is immense self-satisfaction in knowing that someone’s life may be better because of what I’ve done. ”

Gayatri Malhotra

“ Thank you for giving me the opportunity to interact with the children at the Hope for Children Foundation. Though the idea was to help them learn more about hygiene and education, I think we learned a very important lesson from them – cherish the present. Items such as trophies, laptops, chairs and office lighting, that are so common for us, are unusual for these kids. I am happy that I was a part of this initiative which gave me a chance to realise that we are in a much better position than many others and we should cherish the same. ”

Ankita Zunzunwala

“ As a PwC volunteer, I felt privileged to contribute towards many innovative and pathbreaking initiatives during the year, such as undertaking waste-to-wealth initiatives, educating the underprivileged, conserving water, engaging in environmental sustenance and collaborating with other NGOs for extending benefits at the grassroots level. In the present turbulent times, I feel honoured to be associated with an organisation which truly implements values as a part of its routine operations. ”

Trishna Saxena



“It was great to see the enthusiasm of these women as they tried their hands on these machines

to produce cotton wicks. This got me excited and I tried to learn the skill as well. I interacted with many women which made me realise how distant we are from the rural way of living on a daily basis, and there is so much to learn from them.”

Shruti Wadhwa

“ Nothing is more satisfying than watching innocent children beaming with happiness. I was overwhelmed when I got an opportunity to spend a day's time in an orphanage called Sevalya, as a part of PwC's CSR initiatives in Chennai. The volunteers from PwC decorated a Christmas tree with the help of Sevalya's children. The children were very excited and fascinated on seeing us with a bag full of balloons and decorative items. They made me realise that even balloons and chocolates are enough to bring enormous joy to their lives. ”

Karthik Sankaran

“ Teaching has always been close to my heart. But the joy I felt on answering questions asked by the children at Don Bosco, SERI, was fulfilling at a deeper level. During our session on storytelling, I learned a lot about the hardships these students face and how they value their classes a lot. ”

Poulomi Chakraborty

“The visit to meet underprivileged children through our CSR programme was an unforgettable experience. The agenda was interacting with a group of children enrolled in an afterschool tuition centre set up in T. Nagar by the NGO Concern India. There were approximately 40 children aged between 5–14 years. It was very heart-warming to see these children from underprivileged backgrounds sitting together in a small room. They were very spirited and determined to use their free time productively. This made me realise that there is so much more we can do for these children. I definitely look forward to another visit. ”

Maya Ninan

“My experience was nostalgic and enticing as I got an opportunity to go back to the school where I wrote my class ten and twelve board exams. Lady Sivaswami Kalayala, Mylapore, was one of the schools run by National Boys and Girls Educational Society. I was happy that I participated in PwC’s CSR activity and contributed towards my own institution. I felt I was fortunate to be a part of a wonderful experience like this. ”

Venkatakrishna



PwC volunteers conducting an art workshop with children in Kolkata

“ Nostalgia is the best way to describe the visit to a Mylapore school as a part of PwC’s CSR initiative. The entire PwC India Foundation Week was a worthy engagement with certain goals of helping the needy. Overall, this couldn’t have been a better opportunity to go back to our school days. Definitely a worthwhile experience! ”

Swetha S

“ I had a very good experience on visiting the school in Perumbakam and Anna Nagar centres. Interacting with the children, even if briefly, helped me forget my own problems momentarily. ”

Shanthipriya V

“ The stalls displayed at the office premises in Chennai bring a sense of warmth. It’s a thoughtful initiative to put up stalls for the underprivileged inside our office premises and encourage us to help the needy. ”

Antoinette Crystal Pereira



partners painting a school in jaipur



volunteers with saplings

8 Pro bono work

PwCIF's knowledge and expertise are the team's core strengths. Through various interactions with medium- and small-sized organisations, grassroots partners and relevant stakeholders, we identify the bottlenecks they face in implementing programmes and devise solutions to address these challenges as part of our pro bono work. A few examples of our pro bono projects are given below:

8.1. Cost optimisation and financial sustainability for a large hospital (Healthcare team)

A large general hospital offers highly subsidised medical services to people from poor socioeconomic backgrounds and charges regular fees from others. The hospital was looking to optimise its operations and increase the profit margin. Our Healthcare team carried out the assessment of existing cost structures, identified and segregated direct and indirect costs, and designed the cost structures of specialty treatments to take an informed decision on what the hospital's pricing strategy should be to become self-sustainable. The costing assessment helped the hospital arrive at a specialty-wise profitability as well as a room category wise profitability analysis. The study has the potential to help the hospital achieve 5–7.5% reduction in the identified cost base, which would translate into annual cost savings worth INR 30–45 lakh.

8.2. Setting up a university in Leh, Ladakh

PwC helped in setting up a first-of-its-kind university in Leh, Ladakh, focusing on mountain development. With a local, contextual and experiential-based system of pedagogy, the university is expected to cater to indigenous students and students from similar terrains across the globe.

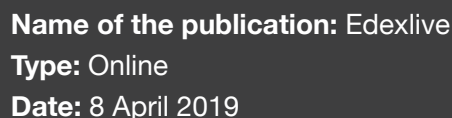
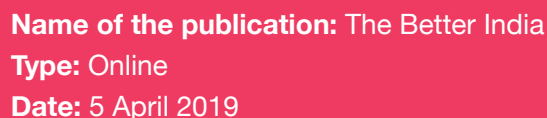
Our teams envisaged the operating model, entity structure, governance mechanism, fund flow mechanism, drafting of articles of associations (AoAs) and memorandums of associations (MoAs), designing and budgeting of the fellowship course, and developing a pitch for donor outreach.

8.3. Assisting a UN agency in developing its resource mobilisation strategy

We assisted a UN agency in humanitarian emergency response by developing a resource mobilisation strategy for the Rohingyas in Bangladesh. This is a part of the larger exercise to help the agency devise post-emergency resource deployment strategies for the Southeast Asia region.



Pro bono support by PwC teams has helped a large hospital strategise for providing continued free services to economically weaker beneficiaries



Surabhi | Aurangabad | Updated on June 20, 2019 | Published on June 20, 2019

Name of the publication: The Hindu Business Line
Type: Online
Date: 20 June 2019

PwC India Foundation reaffirms its commitment to provide safe sanitation infrastructure for students in government schools

Posted on July 25, 2019 by City Today News (Citytodaymedia)



Thursday, 25 July 2019: PwC India Foundation (PwCIF), in collaboration with NGO Reaching Hand, handed over gender segregated toilets and handwash units to two schools in Bengaluru today, helping almost 500 students continue their schooling with dignity and confidence. The project was initiated with the intent to reduce dropouts of girl students in schools due to lack of Water, Sanitation and Hygiene (WaSH) and menstrual health accessibility. As part of the intervention, PwC India foundation also conducted WaSH related trainings for the teachers, and distributed sanitation kits to the children.



Talking about the project's impact, Jaivir Singh, Vice Chairman, PwC India Foundation said, "Our efforts to augment wash related infrastructure in government schools continues. As a responsible business, we are committed to the Swachh Bharat campaign through this and our many interventions across rural and urban India. As we look to the future, we look forward to engaging with Reaching Hand to run sensitisation exercises in the schools, using the passion and skills of our foundation volunteers."

Post the handover of the toilet units, a student WaSH committee and Child Parliament in each school will be empowered to maintain the hygiene and sustenance of the toilets while teachers from the schools will be trained on the management of the facilities. The Foundation will also enable sessions on Menstrual Health Management and Behaviour Change Communication for the students to increase WaSH awareness levels in the school.



This is PwCIF's second year of support to Reaching Hand. Two schools, namely, GGHPs Malur Taluk, and Gowthami High School in Kolar District in Karnataka were identified with poor sanitation facilities and limited access to proper toilets for students. A year-long project to upgrade the WaSH facilities and sensitise students and teachers on safe hygiene habits was rolled out by the Foundation in April 2018.

Name of the publication: City Today

Type: Online

Date: 25 July 2019

PwC India Foundation Provides Safe Sanitation Infrastructure for Students in Government Schools

July 26, 2019

210



Bengaluru, July 25, 2019: PwC India Foundation (PwCIF), in collaboration with NGO Reaching Hand, handed over gender-segregated toilets and hand wash units to two schools in Bengaluru today, helping almost 500 students continue their schooling with dignity and

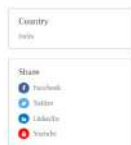
Name of the publication: CSR Mandate

Type: Online

Date: 26 July 2019

Cyclone Fani survivors in Odisha given water storage,

and sanitation facilities



PwC India Foundation, an organisation working in the field of environment and sanitation, in association with Gram Vikas on Tuesday handed over water storage systems and refurbished sanitation facilities to around 300 families of Daruthenga area in Khurda district, which was severely hit by Cyclone Fani last year. These facilities were reconstructed by the community members themselves under the guidance of Gram Vikas, a non governmental organisation, and were inaugurated by Suresh Kumar Routray, MLA from Jajuri in the presence of Shyamal Mukherjee, Chairman of PwC India Foundation.

Name of the publication: Devdiscourse

Type: Online

Date: 8 January 2020

PwC India Foundation provides safe sanitation infrastructure for govt school students

By The CSR Journal - July 26, 2019

SHARE

PwC India Foundation (PwCIF), in collaboration with NGO **Reaching Hand**, handed over gender segregated toilets and handwash units to two schools in Bengaluru today, helping almost 500 students continue their schooling with dignity and confidence.

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Name of the publication: The CSR Journal

Type: Online

Date: 26 July 2019

Cyclone Fani survivors in Odisha given new hope by PwC India Foundation and Gram Vikas

January 7, 2020 390

Bhubaneswar: PwC India Foundation, in association with Gram Vikas today handed over water storage systems and refurbished sanitation facilities to close to 300 families of the Daruthenga Gram Panchayat in Odisha, which was severely impacted by Cyclone Fani. These facilities were reconstructed by the community members themselves under the guidance of Gram Vikas and were inaugurated by Chief Guest Suresh Kumar Routray, MLA, Jatni Constituency in the presence of Shyamal Mukherjee, Chairman, PwC India. This project is part of the PwC India Foundation's efforts to provide support to disadvantaged communities in times of natural disasters.

As a part of the intervention, apart from providing safe drinking water, masonry training camps were also organised to help participants. 60% of whom were women, find sustainable livelihood opportunities.

While speaking to the families during the handover ceremony, Shyamal Mukherjee, Chairman, PwC India said, "As part of our Corporate Responsibility initiatives, our aim is to identify the communities that are most in need, provide timely relief and make a difference to them in a meaningful way, providing what they need the most. Through this project, our two-fold objectives are to provide safe

Name of the publication: Orissadairy.com

Type: Online

Date: 7 January 2020

MUMBAI

The season is dry, but all is not lost in Marathwada villages

Aditya Anand

SHELGAON/NARLA, AURANGABAD, JULY 31, 2019 01:09 IST
UPDATED: JULY 31, 2019 01:09 IST

SHARE ARTICLE



Name of the publication: The Hindu
Type: Online
Date: 31 July 2019

Cyclone Fani survivors in Odisha given water storage,

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Last Updated at January 8, 2020 11:50 IST

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PwC India Foundation, an organisation working in the field of environment and sanitation, in association with Gram Vikas on Tuesday handed over water storage systems and refurbished sanitation facilities to around 300 families of Daruthenga area in Khurda district, which was severely hit by Cyclone Fani last year.

These facilities were reconstructed by the community members themselves under the guidance of Gram Vikas, a non governmental organisation, and were inaugurated by Suresh Kumar Routray, MLA from Jatni in the presence of Shyamal Mukherjee, Chairman of PwC India Foundation.

Name of the publication: Business Standard
Type: Online
Date: 8 January 2020

Skilling for the digital age: Moving beyond literacy

For a digital future, the private sector's involvement to help skill India's population in languages familiar to them, will be crucial. While much has been achieved, much more remains to be done

BY JAIVIR SINGH
4 min read
UPDATED: Oct 29, 2019 10:02:20 AM UTC

FOLLOW ON: t e Full Bio v

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Name of the publication: The Forbes
Type: Online
Date: 29 October 2019

PwC India Foundation, Gram Vikas bring smile on faces of Fani survivors

PBD BUREAU
BHUBANESWAR, JAN 7

AS part of its efforts to provide support to disadvantaged communities in times of natural disasters, PwC India Foundation, in association with Gram Vikas, today handed over water storage systems and refurbished sanitation facilities to about 300 families in three villages under Daruthenga Gram Panchayat in Odisha, which was severely impacted by Cyclone Fani in May 3, 2019.

These facilities were reconstructed by the community members under the guidance of Gram Vikas; and were inaugurated by Jatni MLA Suresh Kumar Routray, MLA in presence of PwC India Chairman Shyamal Mukherjee.

As a part of the intervention, apart from providing safe drinking water, masonry training camps were also organised to help participants – 60 percent of whom were women – find sustainable livelihood opportunities.

Speaking to the beneficiaries, Mukherjee said, "Our two-fold objectives are to provide safe drinking water, which is one of the most basic human needs; and to help create secure, sustainable livelihoods for the people of the three villages... We believe these steps will help the men, women and children of these villages in the most direct manner."

"Our aim is to identify the communities that are most in need, provide timely relief and make a difference to them in a meaningful way, providing what they need the most," he added.

"Our aim was to reach out to the rural communities in the periphery of Bhubaneswar City affected by Cyclone Fani who have been neglected so far. The support from PwC India Foundation was timely and enabled us to rebuild the best possible infrastructure and rehabilitate communities, schools and anganwadis," commented Liby Johnson, Executive Director, Gram Vikas.

Name of the publication: Political Business Daily
Type: Online
Date: 7 January 2020

PwCIF accolades

Mahatma Award for Social Good

PwCIF won the prestigious Mahatma Award for Social Good for sustainable drought mitigation intervention in Hamirpur, Uttar Pradesh. The initiative has benefited 2,500 families spread across ten villages.

Mahatma Awards honour individuals and organisations that leverage their resources, expertise and talent to make a positive impact on society.

The project was implemented in Hamirpur district's Sarila block in collaboration with Parmarth Samaj Sevi Sansthan. The intervention area was in a critical state, having faced droughts for over three years. The aim of our project was to mitigate the effects of drought in ten of Sarila's remotest villages facing high levels of soil erosion and a lack of irrigation facilities. The impact on ground was promising, with over 2,500 families being impacted and 4,948.707 m³ of water being conserved. 1,369,290 kg of additional mustard, wheat and gram was harvested due to improved and sustainable agricultural practices and seed support from the project.

The intervention focused on better management of water in an area that has been historically affected by droughts. This was complemented by an emphasis on sustainable agricultural practices through initiatives such as setting up of seed banks, adoption of techniques such as system of vegetable intensification (SVI), system of wheat intensification (SWI), low external input and sustainable agriculture (LEISA) and the creation of check dams. A critical element of the programme was to sensitise and involve the local community in the programme's conceptualisation and future management. Guaranteed access to year-long food security for 350 families was one of the measurable results of the initiative, an outcome that we are extremely humbled by.

Our intervention has now been scaled up and is being implemented successfully in Aurangabad, Maharashtra and Tikamgarh, Madhya Pradesh.



Receiving the Mahatma Award for Social Good



Female farmers have been empowered and provided food security through training in sustainable agricultural practices



Progressive farming using sustainable techniques in Bundelkhand

“ We are extremely happy with the support that we have received from Parmarth for establishing the kitchen garden. We are now able to eat vegetables daily and the health of my two children has improved significantly. I motivate other women in my village to establish kitchen gardens. ”

Ladkunwar Ahirwar, kitchen garden beneficiary under the Sustainable Agriculture Programme at Gyajeetpura village, Tikamgarh (Madhya Pradesh)

NGO speak

“ For the past two years, we have developed a beautiful partnership with PwC India. We were able to reach out to more beneficiaries last year with PwC India’s continued support. The team at PwC India is very supportive. They really understand the NGO perspective and are always ready to support us in improving our processes and linkages. We are looking forward to continuing our partnership this year and doing further good together. A heartfelt thank you to PwC India. ”

Caroline Audoir de Valter
Hope for the Children Foundation

“ PwC India has truly understood our work and has been a critical partner in our Pune operations for the last two years. Their support has helped us directly impact more than 80 students from low-income vulnerable communities in Yerwada. The fellows sponsored by PwC India have been at the forefront of our work and provided excellent education in these under-resourced classrooms. It’s also heartening to see the on-ground engagement from PwC India employees. We’re grateful for their support. ”

Deepika Guleria
Teach for India, Pune

“ Savitribai Phule Mahila Ekatma Samaj Mandal (SPMESM) and PwCIF started work in Narla and Shelgaon against the backdrop of droughts. For the first two years, even after completing the watershed development work, the farmers remained in distress because of the unprecedented drought situations. During such tough times, PwCIF firmly stood by the villagers and extended various supportive measures. The project eventually became a success and recovered its investment within a single year. It was expected that the project would deliver sooner or later, but the promising association with PwCIF made it easier for the villagers to navigate the tough times. Lessons of structured project management were a bonus to the SPMESM. ”

Dr Suhas Ajgaonkar
SPMESM

“ Very few grantors are willing to fund projects that have the potential to fail. Gramlaxmi, an initiative towards capacity building of women leaders in villages and Padopadi Swaraj, a capacity-building project for gram sabhas or village assemblies were new endeavours. We learned a lot from initial failures. The second year showed excellent results. Large-scale participation of women and men brought about significant development of the villages. I would like to thank PwCIF for not losing faith in us and supporting us despite numerous challenges. ”

Milind Thatte
Vayam

“ Engaging, educating and empowering communities in Sheetla Colony through the Saksharta Se Safalta programme is an achievement worth recognising. The joint efforts of READ India, Read Centre, and PwCIF volunteers will go a long way for the holistic development of all age groups, especially women and children. ”

Geeta Malhotra
Read India

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 155 countries with over 284,000 people who are committed to delivering quality in assurance, advisory and tax services. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

Find out more about PwC India and tell us what matters to you by visiting us at www.pwc.in.

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