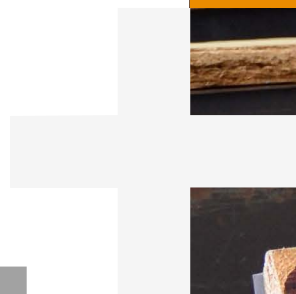
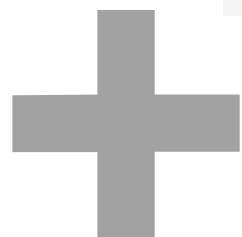


Reaching out

PwC's Corporate Responsibility

FY Newsletter 2020-21





Message from the Chairman and Vice Chairman



The world today is at a critical juncture. Looking back at a year that brought the world around us to a grinding halt and challenged us as a society, there emerges an urgent need to rethink and reconfigure our approach – a need to be purpose driven and cognisant of our role in society. The world is divided today, the trust deficit is deepening, and societal and geopolitical polarisation defines our lives. In the midst of this, the ability of each and every one of us to give back and make a difference, to work towards building an equitable and inclusive ecosystem, remains central to building trust.

We are proud and deeply inspired by the commitment and energy that our people and partners brought to the various programmes we implemented in the past year. Across both urban and rural India, we are committed to pushing the boundaries of how we engage with the communities that need our support the most. Since its inception, the PwC India Foundation (PwCIF) has been working in collaboration with civil society and government organisations in the areas of education; environmental sustainability; water, sanitation and hygiene (WASH); social entrepreneurship; and humanitarian response, including capacity building of communities to withstand disasters. The COVID-19 pandemic drove us to broaden our scope, think innovatively, and reach out in an even more effective and efficient manner.

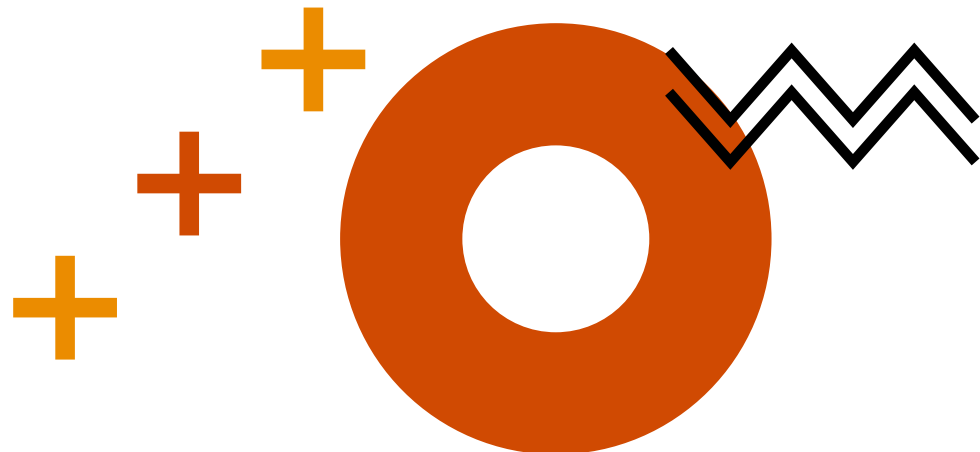
Our teams were quick to adapt and created a host of virtual initiatives – giving our PwC family the opportunity to continue to engage and participate in these programmes. The various sessions organised were not just enriching experiences for our beneficiaries but also learning opportunities for our PwCIF volunteers. These helped us gain a much better understanding of the challenges and issues impacting so many communities, which in turn will enable us to create even more value going forward. We would like to extend our heartfelt gratitude to each one of our volunteers – each of you is an embodiment of our values and you inspire us to continue to drive change and make a difference.

Sanjeev Krishan

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

Jaivir Singh

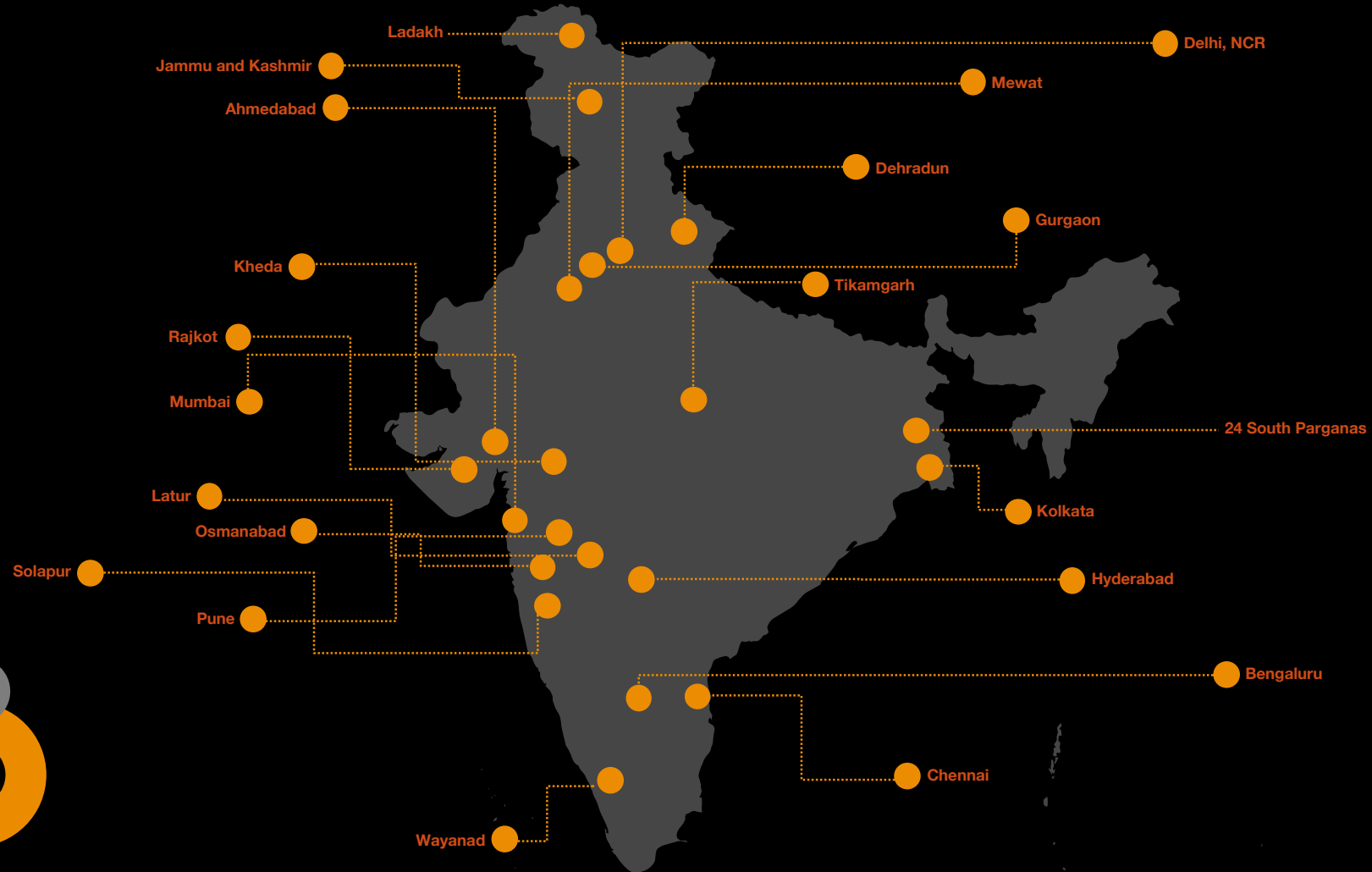
Vice Chairman, PricewaterhouseCoopers India Foundation (PwCIF)
Leader, Global Office for Humanitarian Affairs





Geographical reach

The efforts of the PwC India Foundation span the country



*Note: Map not to scale



77,000
beneficiaries



Supported grass-roots level institutions across **165** villages in **35** districts from **14** states

Providing a blanket of hope for India

Distributed **1.1 lakh** PPE supplies and protective gear to doctors, nurses, NGO staff, police force and municipal workers



Ration and nutrition support to over **6,200** families, including:

295 families from nomadic tribes

200 people from the LGBTQ+ community

A tech-powered approach to education

6,900 children supported with education-related interventions

Prioritising students' needs beyond the classroom

Provided healthcare to students and children through medical vans

Supplied nutrition and hygiene kits to children



Over **1,100** families affected by Cyclone Amphan were supported in West Bengal

Exploring options such as vegetable farming and selling, which not only provide immediate relief but also help generate funds for future needs

PwC has committed to reaching **net zero** greenhouse gas emissions by 2030

12,000 locally adaptable saplings planted in India

Over **700** smokeless chulhas provided



Support from our PwC family

Joy of Giving – funds raised by our people for **450+** vulnerable families

Stepping forward

Over **700** PwCites #MadeADifference

Over **9,400** volunteering hours achieved

Over **3,300** pro bono hours clocked

Developed study materials for underprivileged kids, sessions on budget and taxation awareness for NGO partners



Overview

The past year has been one of the most challenging in recent history, with the COVID-19 pandemic intensifying health and socioeconomic distress. The PwC India Foundation (PwCIF) responded to the rapidly changing on-ground situation and developing needs, reaching out to more than 77,000 beneficiaries in 35 districts across 14 states in the country. Our support extended across COVID-19 response and resilience; education; water, sanitation, and hygiene (WASH); disaster response and environmental sustainability.

A majority of our projects focused on COVID-19 response, including ration and nutrition, in-kind donation of medical equipment for frontline workers, and livelihood support to communities who were most impacted.

As the pandemic triggered a shift to a virtual learning environment for students, we distributed tech assets to help narrow the digital divide. Keeping in mind the high dropout rate among schoolgirls in India, we offered funding and volunteer support to NGOs who advocate for female education. By leveraging technology to evaluate the children's performance, our NGO partners are now enabled to offer a more meaningful learning environment to help these students succeed.

Even as the pandemic subsided, a number of regions were left devastated by natural calamities. To prepare communities to respond and recover from natural disasters faster, we provided immediate relief and have been helping them to adopt sustainable ways of living. We supported over 1,100 affected families with livelihood augmentation, including vegetable farming.

We continued to take steps to ensure environment sustainability through our commitment to net zero. We planted 12,000 saplings and distributed over 700 smokeless chulhas. Our ice stupa project has benefited 110 households of the Gonpa and Gangles villages, 10,750 cultivators of Leh tehsil.

Even though our volunteering programme had to shift to virtual classrooms, it didn't stop our people from rallying together and helping out in any way they could. Over 700 of our people dedicated more than 9,400 hours towards training and mentoring of underprivileged students and capacity building of NGO partners. Our pro bono teams provided invaluable support to the Foundation's programme, clocking over 3,300 hours.

The Foundation is committed to continuing its support to those most in need!

COVID-19 response

Our thematic areas

Volunteering

Pro bono





Table of contents

1. COVID -19 response	7
1.1 Introduction	7
1.2 Nutrition and food security	11
1.3. In-kind donations	12
1.4. Rehabilitation and resilience building	13
2. Water, sanitation and hygiene (WASH)	15
3. Education and skill development	16
4. Disaster response and resilience building	18
5. Environmental sustainability	20
6. Volunteering with PwCIF	21
7. Our people's skills: Pro bono services	24
8. PwCIF in the media	25
9. NGO speak	26

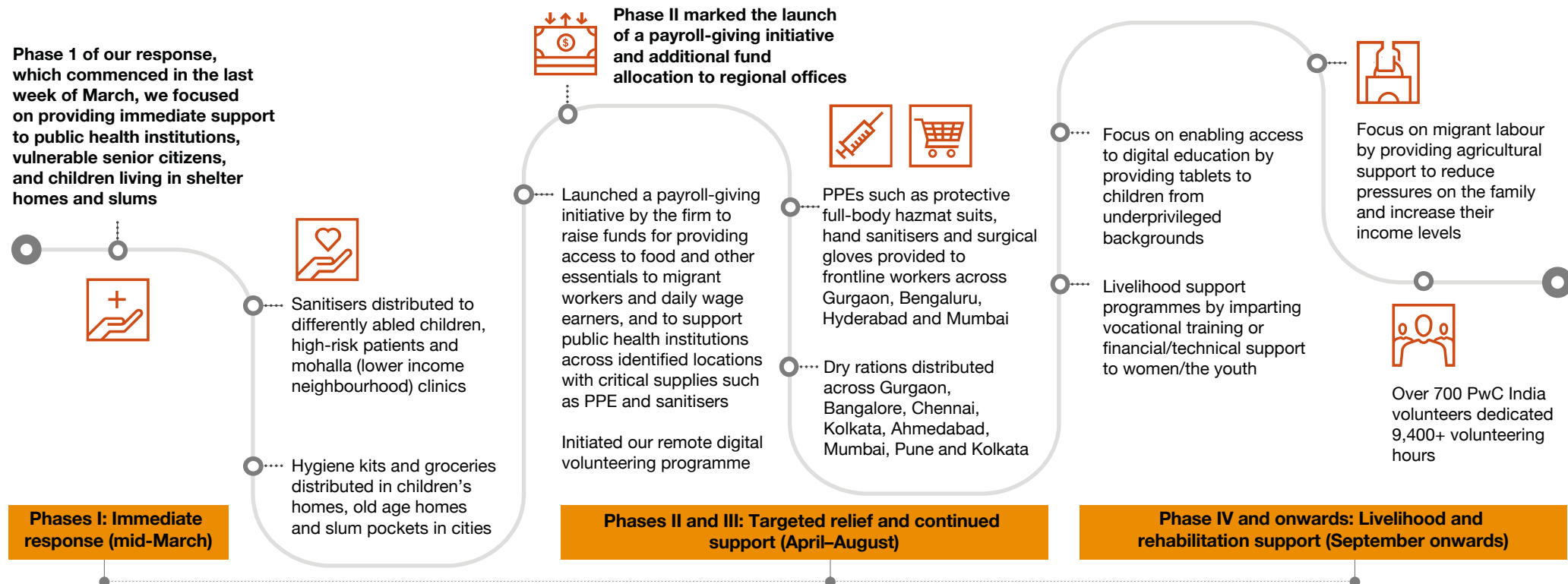


1. COVID-19 response

1.1. Introduction

The ongoing COVID-19 pandemic has led to a health, economic and social crisis in the country. The pandemic and the ensuing lockdown restrictions caused unprecedented loss of livelihood, leading to widespread hunger and homelessness and exacerbating the distress of groups with pre-existing vulnerabilities. Since the beginning of the pandemic, PwCIF has been working closely with grass-roots civil organisations and government bodies to identify and support marginalised communities who were most impacted, as well as public service personnel such as frontline health workers and the police. Our response was carried out in phases which were constantly re-evaluated to meet the rapidly changing on-ground realities.

Our phased response





In the first phase (mid-March 2020), PwCIF focused on providing emergency support – we distributed sanitisers, masks, gloves and soaps to the vulnerable and to public health institutions. In addition to hygiene kits, we distributed groceries to children’s homes, old age homes and slums in urban areas. Launched in April 2020, **phase two** of our response aimed at providing migrant workers and daily wage earners nutritional support¹ and to address the urgent PPE needs of frontline workers. We also started our remote volunteering programmes across India, benefiting individuals from diverse backgrounds.

In phase three (April–August 2020), we provided targeted and continued support in the form of PPE kits and dry ration distribution across regional offices. We focused on supporting public health institutions and migrant workers. We intensified our efforts to support families grappling with the pandemic and the aftermath of Cyclone Amphan (eastern coast).

Phase four, which started in September 2020, focused on livelihoods and rehabilitation. Our interventions in this phase centred around the rehabilitation of our beneficiary groups. We focused on digital education by providing digital tablets to enable children from underprivileged backgrounds to access digital education. We also organised livelihood support programmes imparting vocational training or financial/technical support to women and the youth.

Covid support in 2020–21

Total distribution (April 2020–March 2021)



6,200+ families received dry ration kits



2,961 PPE items



1,937 litres of hand sanitiser distributed



942 families of **salt pan** workers received ration kits



434 meals served to **migrant workers**



110,000+ safety kits and units of medical equipment donated



2,961 hazmat suits for **frontline workers**



295 families from **nomadic tribes** received ration support



26 NGO partnerships



200 individuals from the transgender community received nutrition supply



40,081 masks provided to **frontline health workers, police and NGO staff**

¹ Where possible, our dry rations were customised as per regional eating habits, e.g. ragi flour for nomadic tribals, and local pulses, including matki and chavli, and poha for marginalised families in Pune. Essential items, including soap and sanitary napkins, were also distributed to vulnerable families.



Diverse beneficiary groups that we reached out to



Urban poor in informal settlements



Families of migrant workers



Families of salt pan workers



Police



LGBTQ+ community



Waste pickers



Families of daily wage earners



Families of tribal communities



Families of nomadic tribes



Hospitals and mohalla clinics





1.2. Nutrition and food security



Food security was one of the most pressing concerns following the outbreak of the pandemic and the sudden announcement of the nationwide lockdown. Along with our NGO partners, we provided immediate food support to the most vulnerable groups, including migrant workers, daily wage earners, residents of slums, tribal community families and transgender communities.

3,156 migrant and daily wage workers benefited from ration support in the West region, including **643** nomadic and tribal families, **500** members of the transgender community, **240** families of migrant workers, waste pickers and slum residents, **11** teachers from vulnerable communities, **70** vulnerable women and **85** children with disabilities

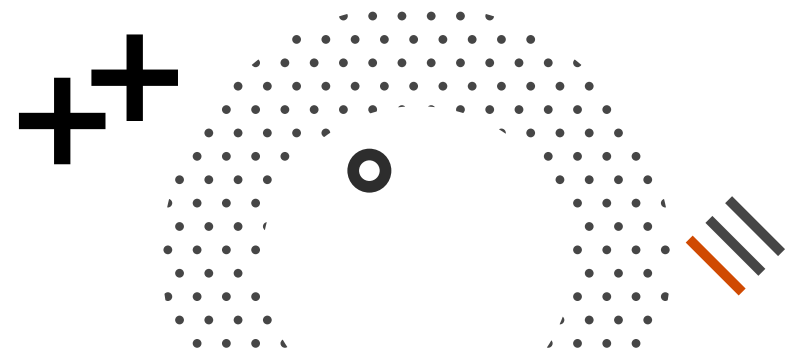
PwCIF provided nutrition supplies to families of waste pickers affected by the lockdown in Pune. This group was already facing difficult circumstances such as unsafe working conditions, challenging living conditions, poverty and high levels of stigma.



1,742 families in the South region were provided with ration and food support, including families living in slums, families with specially abled children and adolescent girls, **700** children in difficult circumstances, **650** children with special needs, and **200** nomadic tribal families.

PwCIF supported the provision of essential supplies and relief material such as hygiene kits for women and food packages to **1,000+ families** living in the slums opposite Chennai Central and other prominent areas.

Commercial sex workers were deeply impacted by the lockdown which intensified their existing vulnerabilities. PwCIF supported the nutrition requirements of these workers and their families in Bowbazaar, Kolkata, in collaboration with South Kolkata Hamari Muskan. **102 families** were provided dry ration for a period of two months.





1.3. In-kind donations



Frontline workers and institutions which were instrumental in providing medical assistance to local communities during the pandemic lacked proper medical equipment. Through our grant projects, the frontline warriors of these institutions were well equipped with protective medical gear, which helped them keep their communities safe. PwCIF provided in-kind donations of critical items to various hospitals, municipal corporations and frontline workers such as the police and NGO workers.

Along with the District Collector's (DC) Office, Gurgaon, PwCIF assessed the items that were in short supply. Accordingly, a month's supply of 16,680 masks, 21,300 gloves and 880 (500 ml) sanitiser bottles were procured and handed over to the DC office for further distribution to public health institutions.

PwCIF supported the Ahmedabad Municipal Corporation (AMC) by procuring and handing over a month's supply of sanitisers in various sizes – 5 bottles of 5 litres each, 190 bottles of 1 litre each, 250 bottles of 500 ml each and 334 bottles of 100 ml each. These bottles were further sent to AMC urban health centres.





1.4. Rehabilitation and resilience building



Keeping in mind the uncertainty of the pandemic and the need to build the capacities and resilience of communities for the future, we supported various rehabilitation programmes that centred around livelihood augmentation and salary support.

Sustainable livelihoods for returning migrants – **Tikamgarh, Madhya Pradesh**

In Tikamgarh, Madhya Pradesh, we focused on livelihood support to marginal workers, particularly returning migrant workers. Along with our partner NGO Parmarth, seed support was given to 500 farmers with less than or equal to 2 acres of land and nutrition support to 200 pregnant/lactating mothers. We also supported the creation of 60 kitchen gardens to improve food security as well as provide additional income.

Livelihood support for rural women – **Wayanad, Kerala**

Infrastructure support along with salary support was provided to 110 tribal artisan self-help group (SHG) members associated with our on-ground partner NGO, to help them sustain themselves in the context of the pandemic as well as repeated natural disasters. The salary support helped the organisation improve its reach and it started receiving online orders during the lockdown.

Salary support for nomadic teachers – **Maharashtra**

We offered monetary support to 11 teachers from nomadic communities in Latur, Solapur, Osmanabad, Pune and Kalyan as part of our COVID relief measures, in collaboration with Bhatke Vimukta Vikas Parishad (BVVP). Through this support, we were able to support the wellbeing of these teachers at doorstep schools – an initiative by the partner NGO to provide nomadic children access to education – who in turn were able to continue to support the children.



Renuka fought against all odds to become the first female teacher in the Masan Jogi nomadic tribal community. Now, she is working hard to help students get access to dry ration kits and is creating awareness about COVID-19.



I wanted the children in tribal communities to enrol in schools. Thanks to PwCIF's, I could successfully set up a makeshift school in my neighbourhood in Latur, which has encouraged them to attend.'

Renuka Ebole, a teacher at BVVP school





1.5. Improving access to healthcare services



PwCIF is supporting the NGO Bal Umang Drishya Sansthan (BUDS) to run a mobile healthcare van. The van enables the delivery of free primary healthcare services in three areas in Delhi – Mori Gate, Sarai Kale Khan and G.B. Road – and 14 locations in the rural district of Mewat in Haryana. General check-ups and treatment for ailments such as malnutrition, anaemia and gastrointestinal issues are provided twice a week by the van. Over 15,000 children have benefited from the healthcare van.

PwCIF, in partnership with BUDS, has been operating a mobile healthcare service van called 'Doctor on Wheels' to provide free and accessible medical assistance to vulnerable children in Delhi and Ghasera village in Mewat district.

Geeta, a beneficiary turned volunteer for BUDS, is helping children, expectant mothers and other members of the community. We celebrate her for being able to swiftly pick up new skills through the programme and contribute effectively towards improving the quality of healthcare services being delivered!





2. Water, sanitation and hygiene (WASH)

2.1. Introduction



Introduction-PwCIF has been collaborating with several NGOs to expand access to safe WASH facilities as they are a critical focus area impacting the well-being of vulnerable and at-risk communities. We contribute by upgrading WASH facilities, conducting awareness trainings, providing sanitary napkins and helping rebuild toilets for communities affected by natural disasters. Our efforts have benefited schoolchildren, adolescent girls, and both urban and rural communities across India. The infrastructural support we provide includes gender-segregated toilets with running water and handwashing facilities.

Upgrading WASH infrastructure for schools with FINISH Society – Rajasthan

PwCIF collaborated with FINISH Society to ensure that students across seven schools in Rajasthan get access to proper sanitation facilities and upgraded infrastructure that will contribute to their holistic development and provide an enabling ecosystem for their learning and growth.

The students were provided with child-friendly functional WASH facilities consisting of gender-segregated toilets with running water, hand-washing units and safe drinking water. The collaboration also encouraged school management committees, skilled teachers and child cabinets to deliver and monitor the WASH initiatives.

Girls Glory, a school sanitation and hygiene project with Reaching Hand – Bengaluru, Karnataka

PwCIF collaborated with Reaching Hand in Bengaluru and helped install gender-segregated toilets with running water in two schools, along with hand-washing and waste collection and disposal facilities. The WASH facilities in the schools have created a safe and conducive learning environment for the students.

Rebuilding of damaged infrastructure and construction of WASH facilities with Seva Sahayog – Kolhapur, Maharashtra

PwCIF collaborated with Seva Sahayog in Maharashtra's Kolhapur district that is modifying the infrastructure of the village school building. After the previous building collapsed due to heavy rainfall, the school management bought a new building in the village. We helped them with plastering, library flooring, **construction of gender-segregated toilet blocks** and other necessary provisions like chairs and tables. The separate toilets will help in retaining girl students in the school once classes resume.

Safe drinking water facility at Janki Public School – Rajasthan



Sensitisation sessions on menstruation



Separate toilet facility for girls and boys





3. Education and skill development

3.1. Introduction



The pandemic disrupted education and livelihoods, deepening pre-existing vulnerabilities. PwCIF aimed to reach out to those most impacted, with interventions focusing on education and skill development of children, adolescent girls, the differently abled, and vulnerable women. We provided tablets to bridge the education gap and facilitated out-of-school learning and skills and entrepreneurial training to empower beneficiaries through access to quality education.

3.1.1. PwCIF projects and beneficiaries

Bridging the digital divide with Lotus Petal Foundation – Gurgaon

The COVID 19 pandemic has deepened pre-existing disparities, particularly in access to education. In order to bridge the deep digital divide that the pandemic has starkly highlighted, PwCIF supported Lotus Petal Foundation, Gurgaon, by sponsoring the online education of 60 underprivileged students by providing them with tablets. This has not only helped their continued learning and retention within the education system but has also enabled them to enhance their digital skills.

Building quality infrastructure to facilitate learning outcomes with Read India – Gurgaon

PwCIF, in collaboration with Read India, has set up a library and resource centre that serves 523 young and adult beneficiaries. 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. The key objective of this programme is to increase access to information and education, livelihood skills and community development.

Skill development of underprivileged youth with Bosconet – Kolkata

PwCIF is supporting an intervention by Bosconet in Howrah to improve the employability and job opportunities for underprivileged youth through job-oriented skills development. This includes technical training in fields such as electrical works, industrial sewing machine operation (ISMO), refrigeration and air conditioning (RAC), as well as soft skills. Post the training, placements are facilitated through job fairs. Since 2017, more than 150 beneficiaries have been trained and the average placement record is approximately 60%.

Empowering girl children with K. C. Mahindra Trust (KCMET) – Darjeeling

This is a programme supporting underprivileged girl children in Darjeeling by enabling access to quality education and interactive digital learning tools like tablets and promoting concept-based learning. PwCIF is supporting students from standard 1 to standard 5, most of whom are first-generation learners in their families. Regular assessments and evaluation of the girls' learning levels is an integral part of the project. The objective of the project is to reduce the high dropout rate amongst schoolgirls in India.





Gloria has been working tirelessly to help girls get access to education and meet their nutritional and hygiene needs during the pandemic.

#HeroesofPwCIF

‘These are challenging times for young girls and their families, with no access to schools and loss of livelihoods. With PwCIF’s, I could reach out to these girls and ensure that they are not deprived of their basic rights.’

Gloria Lepcha, Nanhi Kali project, Darjeeling

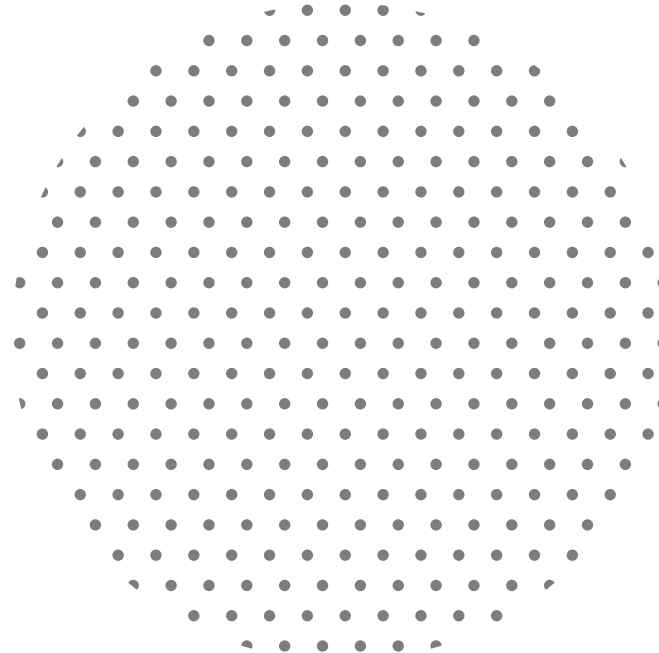
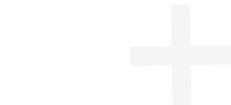


Therapeutics and education for children with disabilities and skill training of mothers – Kolkata

PwCIF collaborated with the Garden Reach Institute for the Rehabilitation and Research (GRIRR) to support therapeutics and special education for children with disabilities and livelihood skill training (tailoring) for their mothers at their Community Rehabilitation Centre of Garden Reach in the slum areas of Metiaburuz in Kolkata. Through this intervention, children receive special education, physiotherapy and speech therapy.

Atmanirbharata, Hope for Children Foundation – Pune

PwCIF supported the Hope for Children Foundation in providing employment opportunities to women and making them self-reliant. Under the Atmanirbharta Women Empowerment Project, vocational training was provided through SHG groups. By the end of 2020, 300 women beneficiaries were trained in basic tailoring, beautician courses, cooking courses and other vocations.





4. Disaster response and resilience building

4.1. Introduction



For FY20–21, three projects focused on disaster response and resilience. These projects provided livelihood and resilience-building support post natural disasters in West Bengal and to communities affected by floods in Bihar.

PwCIF projects and beneficiaries

1. Amphan response

As a part of the disaster response and rehabilitation efforts, PwCIF identified the urgent needs of the at-risk communities in the Sunderbans region who were badly hit by Amphan. Thus far, we have helped 1,900+ families explore alternative livelihood options like vegetable farming, duck rearing, selling vegetables and tailoring, which will not only help them fight the current challenges but also make them resilient in the long term as they rebuild their lives.

A. Integrated Resilient Farming and Adaptive Aquaculture in New Normal (IRFAAN) – SAFE, Sundarbans

Through this project, PwCIF is developing a sustainable agro-farming framework like construction of floating panels on water and using minimal soil and processed saline water and aqua farming cultivation of crabs in crab cages with feed from domestic organic wastes and food leftover. Livelihood support has been provided to 100 families.

B. Rebuilding the Sundarbans – Baikunthapur Tarun Sangha (BTS)

The intervention was launched with BTS to augment the livelihoods of affected groups in West Bengal's South 24 Parganas district, particularly those of families with marginal landholdings, women-led households and those who underwent reverse migration during the pandemic. We supported more than 1,100 families through soil reclamation and organic vegetable cultivation. Other interventions included duck rearing, vegetable vending, tailoring support and backyard poultry farming.

2. Developing resilience capacity – Gorakhpur Environmental Action Group (GEAG), Bihar

West Champaran is located at the Nepal border and quite vulnerable due to recurring flooding of River Gandak, which impacts healthcare, shelter and drinking water facilities, especially in remote locations. Through this intervention, we developed the resilience capacities of communities affected by the floods through village ecosystem plans, awareness of resilient farm practices and development of information education and communication (IEC) materials in Hindi. SMS-based weather advisories were sent to over 100 farmers in two villages. This intervention has helped 105 families.





PwCIF, along with its partner NGO GEAG, has been working with farmers in Bihar's West Champaran district. Koiripatti village in the district is prone to erratic rainfall and floods, adversely impacting agricultural produce. We supported the farmers with agro advisory and early weather forecasts. **Kutubudin Aebak** is one of the farmers who has benefited from this initiative and reported improved crop production in Koiripatti. To help the larger community, Aebak shared weather forecast reports with fellow farmers, in turn benefiting over 2,500 villagers.

#HeroesofPwCIF



Mamoni Mudi (30 years) belongs to a family of marginal tribal migrant farmers. She lives in Hanschara with four other family members. She has 1.5 bigha of agricultural land that was inundated by saline water during Cyclone Amphan. She lost all standing crops and was unable to cultivate kharif paddy on the entire land. As a result, the family was struggling to make ends meet amidst the COVID-19 pandemic.

Through PwCIF's intervention, Mamoni has started cultivating vegetables (ladyfinger, pumpkin, spinach, radish, coriander, beans) using vermin compost and biofarming techniques on 0.1 bigha of land for the winter season.

With the help of her husband, Mamoni has successfully managed the small vegetable plot and earned over INR 1,600 by selling vegetables at local markets, apart from using the produce for the family's consumption.

Mamoni is now busy in her garden in the daytime, and the monsoon this year has ensured a good crop. She plans to use the vegetables for her family's needs and sell the excess produce.

She now encourages other community members to take up organic vegetable cultivation.





5. Environmental sustainability

5.1. Introduction



In the past year, PwCIF has contributed to environmental sustainability by participating in projects focused on afforestation, artificial glacier building and clean cooking in Madhya Pradesh and Ladakh.

5.1.1. PwCIF projects and beneficiaries

Building ice stupas and engaging in afforestation efforts with the Students' Educational and Cultural Movement of Ladakh (SECMOL) Alternative School – Ladakh

Ladakh is a fragile region which is facing the brunt of climate change and both manmade and natural challenges, including soil erosion, instances of flash floods due to melting glaciers, droughts and low rainfall. PwCIF is supporting the SECMOL to mitigate these issues.

More than 6,000 saplings of indigenous species of trees, shrubs and bushes have been planted for the greening of the Ganges Valley, thereby restoring the ecosystem, aiding in recharging groundwater and reducing incidences and frequencies of flash floods.

Simultaneously, training sessions were conducted to spread awareness on the use of technology for the construction of artificial glaciers to deal with increasing intensity of water scarcity, aid in groundwater recharge, boost local agriculture and economy, and also utilise the water from artificial glaciers for greening when necessary.

Healthy forest, healthy people: Promoting energy-efficient cookstoves for tribal communities – Madhya Pradesh

To secure wildlife habitat and household environment for tribal communities in Madhya Pradesh, PwCIF has launched a project involving the distribution of energy-efficient cookstoves in a few villages to reduce the demand of fuelwood and undertake plantations on community, village or forest department lands to meet future demands from a restricted area instead of the forest. Neerdhur, energy-efficient cookstoves developed by the National Environment Engineering Research Institute (NEERI) have been distributed to the villagers. In order to reduce the demand of fuelwood, 11,000 saplings were planted across 16 hectares of land in a restricted area of the forests.

“With glaciers receding in Ladakh due to the changing climate, we weren’t getting enough water for the last few decades to cultivate our fields. Now, with PwCIF’s support, we’ve been able to build ice stupas (artificial glaciers) that not only help us to conserve water but also reduce flash floods.”

Phunsok Wangchuk, who along with his team of ten, built ice stupas that give the community a steady source of water





6. Volunteering with PwCIF

The restrictions imposed due to the pandemic resulted in our on-ground employee volunteering programme transforming into virtual classrooms and capacity building sessions led by our people. The shift to the online mode came with great uncertainties as to how it would pan out, but our volunteers adapted seamlessly and scaled volunteering efforts up to the national level.

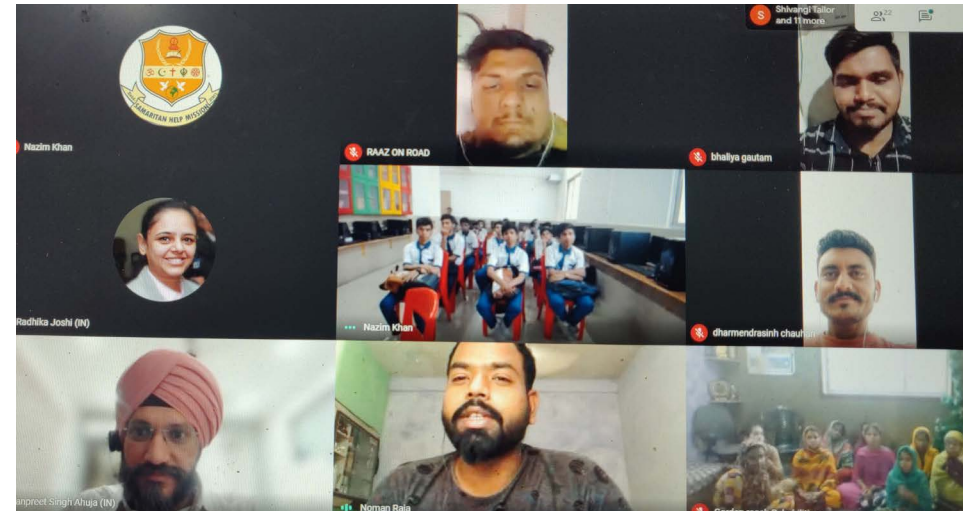
The programmes have been designed keeping in mind today's needs and currently, sessions are being conducted with college students from underprivileged backgrounds to prepare them as they enter the workforce. They are being trained on writing skills and soft skills such as interview preparation, workplace ethics, confidence building and much more.

Over the past one year, over **700** employees have dedicated more than **9,400** hours towards volunteering, playing a vital role in transforming the lives of many young and enthusiastic minds.

National volunteering programme

PwCIF is committed to empowering youth from vulnerable communities and hence collaborated with an NGO, **resulting in more than 250 volunteers contributing their time** to mentor over **300 underprivileged college students** from all over the country. Sessions on behavioural traits at the workplace (including how to become a good performer) and time management while working from home or office were conducted.

Our Indian Leadership team also conducted sessions for our NGO partners, youth and school students.





Over the years, I've tried to do my bit by participating in skilling and experience-sharing sessions, especially for those who need it the most. In a workshop on the power of positivity organised by PwCIF, I had the opportunity of interacting with around 200 students across India. It was such a pleasure to speak to such bright, young minds. It's so important to stay positive in these uncertain and challenging times.'

Satyavati Berera, COO,
PwC India



Thinking beyond ourselves and giving back to society, even in a small way, can be an energising and fulfilling experience.

Recently, I interacted with some young minds in a session organised by PwCIF, where I had a discussion on various topics related to 'Why go digital'. The energy and ideas of these younglings, their ability to grasp, and most importantly, their determination to go beyond their circumstances, learn new skills, and contribute to society was extremely heartening to witness.'

Manpreet Singh Ahuja, Chief
Digital Officer (CDO), PwC India



In my experience, even playing a small role in giving back to society has always given me much more in return – a sense of purpose, valuable learning and a more holistic perspective. I recently had one such opportunity where I interacted with some bright, young minds in a session organised by PwCIF. What amazed me about this energetic and sharp group of youngsters is their ability to keep things simple, while making absolute sense of them. I think sometimes as we get older, we tend to make things more complex than they are, and this experience was a breath of fresh air in that sense.'

Sanjeev Krishan, Chairman,
PwC India



In the past few months, I had the opportunity to organise two national initiatives to help 18–25-year-olds get workplace ready. We were able to make a difference to the lives of 700+ young students over the period of two days. I was particularly impressed by the energy and enthusiasm that each one of them brought to the table.'

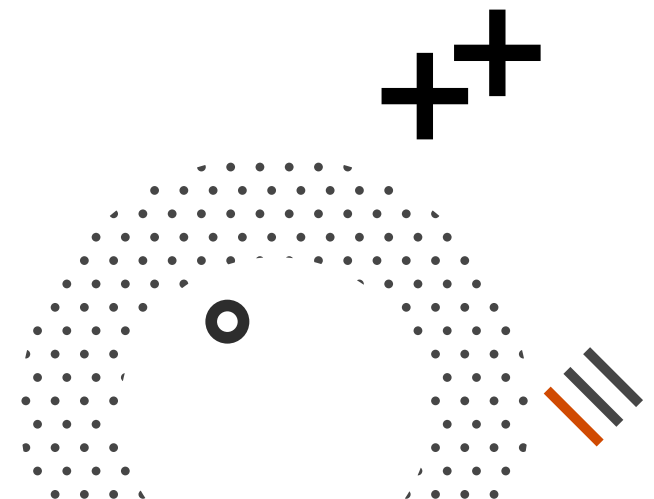
Kaushik Pai, Volunteer, PwCIF



The six months of volunteering were absolutely rewarding and enriching. It reminded me how important it is to give back to society, treat everyone with respect, appreciate small things in life and not let the humanity within you die.

Having said that, every journey we embark upon in life involves its own set of speed breakers and roadblocks. But that's what makes the journey even more memorable. The determination shown by all the people involved in the volunteering initiative indeed made this entire model workable and a huge success.'

Ayushi Jain, Volunteer, PwCIF





PwCIF has always come up with great initiatives for society in terms of education, public health, environment and much more. Even in such uncertain and unprecedented times, we were able to run several successful initiatives.

Participating in these initiatives has always been an extremely enriching experience that gave me a great sense of satisfaction. I personally feel very humbled and privileged to get such opportunities and request my fellow friends and teams to contribute their time for such noble causes. '

Akarsh Jain, Volunteer, PwCIF



Despite being in the middle of a global pandemic, PwCIF brought us all together to map a virtual path for our beneficiaries over the past year, opening up a world of possibilities! Right from curating career counselling sessions for underprivileged school students, helping youth across Maharashtra, Punjab, and Chhattisgarh upskill and be job-ready, and to mentoring women entrepreneurs, it has been my honour to strategise, plan and execute each of these initiatives.'

Mohar Bhattacharya,
Volunteer, PwCIF



I was a part of CSR and Rotaract Club back in my college days. That made me feel connected to society and giving back was one good, pleasant feeling. As DeAnn Hollis puts it, "The heart of a volunteer is never measured in size, but by the depth of the commitment to make a difference in the lives of others."

It is the idea of progressing towards a better and empowered society, and imagining the final outcome of the same that makes me continue to volunteer in the events/sessions.'

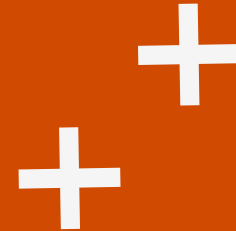
Sindhu Bhagavatha, Volunteer,
PwCIF

Transforming lives – beneficiary speak



I was very afraid as I was about to give my first-ever interview and didn't know what questions to expect. But then I went over the many notes I had made during the session on 'Corporate interviews' conducted by the PwC team. I even practised my answers in front of the mirror. Not only was I able to respond confidently during the interview but I also made it to the top ten candidates of the company. It was one of the happiest days of my life and I promise to pass on this knowledge to others as well. A very big thank you to the PwC team!'

Komal Kumawat





7. Our people's skills: Pro bono services

PwCIF leverages the knowledge and expertise of PwC teams and network to strengthen its impact. Through our pro bono services, we help our NGO partners grow by helping solve critical problems and providing funding and support from our unique resources.

Feasibility study for International Women's Trade Centre (IWTC) in Gender Park – Kozhikode, Kerala

Our pro bono team conducted a feasibility study for the IWTC in Kerala to help the client understand the overall ecosystem to promote women entrepreneurship and well-being, analyse the resources required to operationalise the centre and acknowledge the time required to foresee impact through the centre.

The feasibility assessment report contains details on:

- policy and regulatory environment to promote women entrepreneurship and well-being in India and South Asia
- comparable models in India and South Asia providing women with similar platforms
- operation and maintenance strategy for the IWTC and its sub-elements
- revenue streams and viability
- investment and cost-benefit analysis
- project impact.

Society for Promotion of Eye Care and Sight (SPECs), the charitable wing (not-for-profit) of Bansara Eye Care Centre – Shillong, Meghalaya

SPECs, the charitable wing of the Bansara Eye Care Centre, provides free eye-care facilities to underprivileged people. The Bansara Eye Care Centre was established by Dr. Jennifer and is governed by the local laws of Khasi tribe. The pro bono team helped in migrating from sole proprietorship (owner driven) to a perpetual structure which can be controlled by Dr. Jennifer's family.

Through detailed and intensive discussion with the family members, our team assisted in formalising the family governance framework/constitution documents. These discussions led to the preparation of the family constitution and governance framework from a tax and regulatory perspective.

Impact assessment of aProCh initiatives – Parents of the Park and Street Smart – Ahmedabad, Gujarat

Impact assessments benefit stakeholders as well as local communities. It emphasises a participatory and inclusive approach which recognises different types of knowledge and the importance of representing the views of different groups in society. With the same objective, our pro bono team supported Riverside Education Foundation in assessing the impact of two aProCh programmes.

Primary data collection and analysis as well as the impact assessment reports of two projects and compendium of success stories from the aProCh programmes were produced through this pro bono intervention.



We congratulate the PwC team for conducting a successful impact study on the aProCh programmes. The findings and recommendations will help us in realigning our programmes and improving the effectiveness of our participants. Their contribution will help in creating child-friendly cities and we are looking for a long-term engagement with PwC.'

Kiran Bir Sethi, Founder,
Riverside Education Foundation
and aProCh





8. PwCIF in the media

Collaborative projects have significance in J-K, NE: Minister Singh

Singh also said the experience has been that to ensure sustainable development, collaboration with credible private sector institutions, civil society organisations and recognised international agencies helps in overcoming many difficulties in achieving the desired goals. "The collaborative projects have special significance for regions like Jammu and Kashmir, Ladakh and the Northeast due to the constraints of topography, climatic challenges and geographical issues," he said after releasing a book highlighting some of the recent successful projects accomplished by PricewaterhouseCoopers (PwC) and India Foundation in collaboration with various government and departmental agencies.

PTI | New Delhi | Updated: 13-07-2020 20:54 IST | Created: 13-07-2020 20:54 IST



Name of the publication: Devdiscourse

Type: Online

Date: 13 July 2020

Life after a humanitarian crisis: Collaborative response models as a key to rebuilding efforts

Recent natural disasters such as Cyclone Amphan in West Bengal and the floods in Assam and Bihar have further endangered the social safety nets of at-risk populations who were already coping with the impact of COVID-19.

by Jaiwir Singh — September 8, 2020 Reading Time: 4 mins read



We are witnessing concerning new trends in natural disasters that continue to endanger communities and businesses while debilitating state resources. The World Bank estimates that approximately 26 million people are pushed into poverty every year.

Name of the publication: India CSR

Type: Online

Date: 8 September 2020

PwC, Save the Children study highlights how climate change is impacting households, children

PTI, New Delhi, Oct 09 2020, 22:10 IST | UPDATED: Oct 09 2020, 22:10 IST



Name of the publication: Deccan Herald

Type: Online

Date: 9 October 2020



Name of the publication: The Economic Times

Type: Online

Date: 9 November 2020



9. NGO speak



It has been extremely exhilarating experience working with the representatives of PwCIF for over a year now. At the onset of the COVID-19 pandemic, we started receiving several calls seeking relief. At that juncture, PwCIF came as a ray of hope and provided funds, enabling us to reach out to many needy families, the transgender community, etc.

Thereafter, our association has resulted in many successful charitable endeavours. It is so heartening to see that the PwCIF team is always so eager to espouse charitable initiatives and shares with us a mindset of serving the needy.

We are deeply grateful to PwCIF for all the kind support and encouragement. We hope and trust that our noble association continues to benefit the needy in the times to come.'

Bharati Trivedi, Trustee, Nurturing Minds Charitable Trust



PwCIF has been a long-standing partner of Teach For India. The four years of our partnership with PwCIF have enabled us to continue with our efforts to eliminate educational inequity.

Teach For India's core project, our Fellowship, has continued to garner support from PwCIF year after year. In addition to this, this year, when the COVID-19 pandemic and lockdowns led to the closure of schools, we turned to our partners for support to ensure our children keep on learning. PwCIF was one of our generous partners who helped us procure and distribute learning devices for our students. Through the 50 devices that PwCIF contributed to facilitate blended learning for our children, we have been able to reach closer to our goal of ensuring that no child is left behind even in the wake of a global pandemic.

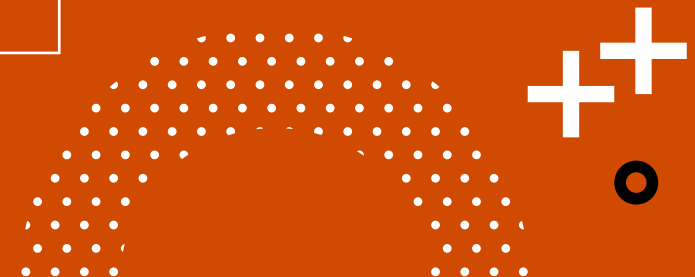
I extend my gratitude to the entire team at PwCIF for continuing to support Teach For India.'

Sara Khan, Director, Development Teach For India



The nationwide lockdown that began in late March 2020 and subsequent restrictions halted most economic activities. Due to this, most of the migrant workers and daily wage earners lost their jobs and revenue streams. A key barrier faced by these workers was the lack of information and inability to access government entitlements and employment opportunities. In response to the debilitating losses experienced by them during the nationwide lockdowns, United Way Mumbai, in partnership with PwCIF, is implementing project Saksham to create safety nets and employment linkages for migrant workers and daily wage earners in selected locations of Navi Mumbai. This initiative will help 500 workers receive the benefits of various social security schemes and create employment linkages for 250 workers. We would like to thank PwCIF for its support.'

George Aikara, CEO, United Way Mumbai





The partnership with PwC is very precious to us. Due to this support, we could provide relief to the poorest people from the backward region of Bundelkhand in critical hours of need. We are very thankful to PwC for enabling us to help needy people during the COVID-19 pandemic.'

Dr. Sanjay Singh, Secretary,
Parmarth Samaj Sevi Sansthan



This has been an incredible journey. For the past two years, 6,500-plus families have benefitted from PwCIF's ration support to South Kolkata Hamari Muskan (SKHM). The red-light area has been badly hit by COVID-19. Most families have lost their livelihoods and both primary and tertiary professions have been affected.'

Srabani, NGO Head, SKHM



PwCIF supported Calcutta Rescue (CR) during these difficult times by providing much-needed dry food rations and sanitation kits to slum dwellers. PwCIF also ensured the safety of CR staff by providing PPE for our health professionals who were having to frequent the slums in the midst of the pandemic. We are very grateful to PwCIF for being by our side and helping us to reach out to the poorest of the poor. Additionally, their employees' online volunteering session with our education project has been extremely enriching for our students. Together, we will continue to create opportunities and transform lives.'

Jaydeep Chakraborty, CEO,
Calcutta Rescue



Our relationship with PwC India Foundation started five years ago when we worked on mainstreaming people with special needs. The project is now into its fifth year and growing stronger day by day. We appreciate the support PwCIF provided to set up the unit and helping us run it for the initial three years. Over the last five years, PwCIF volunteers also helped in conducting capacity-building training sessions for teachers and remedial classes for children at the SETU School. SETU distributed dry ration kits to students primarily from families of daily wagers during the pandemic with the support of PwCIF. We are grateful to the members of the PwC family for helping us with our objective to empower the underserved community.'

Ravi Kaul, Trustee, SETU





FINISH began its journey with PwCIF from Ajmer some six years ago. Since then, we have been to many places together for improving the lives of the underprivileged. With PwCIF's support, we learned, innovated and improved along the way. A partnership in true spirit! Looking forward to co-creating impact for many more years. '

Abhijit Banerji, Secretary, FINISH Society



We had an enriching partnership with PwCIF for helping the poor communities affected by floods and waterlogging in the villages which are largely impacted by transboundary rivers near the Indo-Nepal border. The support galvanised resource mobilisation locally from government programmes and schemes which was quite helpful in changing the life of marginalised communities in these remote villages. The response during the floods of 2020 was quite helpful in saving lives and livelihoods of affected villages. We look forward to continuing with this productive partnership.'

Dr. Shiraz Wajih, President, Gorakhpur Environmental Action Group



Siragu is extremely grateful for the partnership with PwCIF. The members at PwCIF have helped us to support over 25,000 people from low-income communities in Chennai during the lockdown. The PwC team is continuing to support our efforts even today through skill development of women in rural India. We thank them for their continued trust in us.'

Vedant Raj Lohia, Director, ASWWF – Southern Chapter, and Founder, Siragu



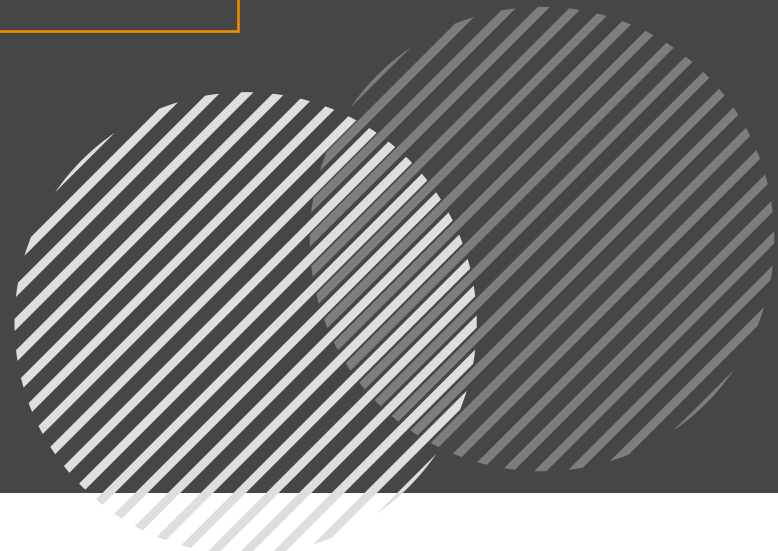
PwC has always risen to the occasion and supported Voice4Girls in new and innovative ways to serve our community. We value our partnership and look forward to further working with them.'

Vanita Prabu, Operations Director, Voice4Girls



We, the management and staff of Reaching Hand, consider it to be a great privilege to partner with PwCIF and engage in various projects for the upliftment of the underprivileged and deprived community. For the past many years, your continual support for the projects we implemented in and around Bangalore made a huge impact on the community. We have received so many testimonies from the beneficiaries on how your support has helped them to progress in life and they are thankful for the opportunities you have given to them. We too, as implementing partners, would like to deeply appreciate and thank you for your valuable financial support on this journey of transforming lives towards secure a better standard of living.'

Santhosh TM, Trustee, Reaching Hand





We are grateful to PwCIF and our partnership has helped in extending CSR support for the Cyclone Amphan Rebuilding Efforts (CARE) project, enabling the BTS team to reach out to the severely affected families in our operational villages of Sundarbans. The project is a boon to the vulnerable families who were stuck in a helpless situation. Their incomes have increased and they find it easy to continue to earn more by optimum usage of the resources that they generated during the project period. We would like to thank Jaivir Singh, Vice Chairman and Trustee, PwCIF, along with other team members for enriching the BTS family with proper guidance, ideas and technical skills to go onward to serve the developing community in BTS operational villages.'

Susanta Giri, Secretary, BTS



We are very grateful to PwCIF for giving us an opportunity to create self-reliance among 54 deprived women by exploring sustainable livelihood opportunities in alternative energy sectors. PwCIF introduced innovative livelihood systems through capacity building, technology transferring and strong backward and forward linkages. The programme (Waste to Green) has continued to flourish during the past year and created economic sustainability for many local women, including indirectly generating supplementary income for them.

The approach we have taken is to focus on small-scale, flexible and efficient action plans to create measurable outcomes for improving the quality of life and enhancing empowerment (particularly among women). '

Amala Charan Chaudhuri, PhD, Trustee, The Purnima Foundation



I wish to thank PwCIF team leader and CSR coordinator for their generous support as we faced daunting challenges during this economic crisis. Your support is a great vote of confidence for our mission. We are indeed grateful to you for your enthusiastic support which helps us in assisting vulnerable people in our community.'

Nazim Khan, Founder Secretary, Garden Reach Institute for the Rehabilitation and Research



The partnership with PwCIF over the last six months has been quite engaging. The monthly reviews helped the team on ground to learn new skills. The visits by the PwCIF team were also fruitful both for the team in terms of learning and development as well as going forward. We look to engage more with PwCIF for volunteering efforts.'

Swarup Ghosh, CEO, Tomorrow's Foundation



BUDS's association with PwCIF has been a long and rewarding one. The mobile health van equipped with state-of-the-art health infrastructure has enabled our team of doctors to reach out to 26,713 beneficiaries in a year. PwCIF has assisted us in providing free check-ups, medicines and referrals to children aged between 0-18 years from low-income families. These services have been a boon to many poor and disadvantaged families during the COVID-19 pandemic. BUDS is very grateful to PwCIF for its continued support towards our efforts in serving poor and vulnerable communities in Delhi and Haryana, and I hope for a long and fruitful association in the years ahead.'

Dr Rajeev Seth, BUDS





9. NGO speak



Through the support of PwCIF, Matruseva Sanstha was able to reach out to the poor and below the pyramid population during the COVID pandemic. Our ration kit distribution programme helped more than 1,000 families of migrants and labourers with their daily needs, and prevented them from slipping into poverty. And our COVID care tiffin distribution programme eased the lives of COVID patients and their families. By providing warm meals and creating awareness about vaccination in Ahmedabad clusters, we could inspire communities to safeguard themselves and fight against COVID.'

Savan Vaghela, President,
Matruseva Sanstha



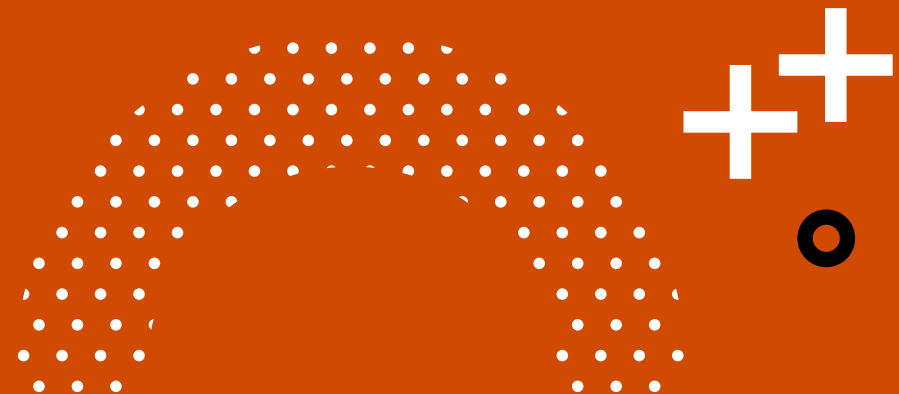
We are really thankful to PWCIF for the help and support to the Right to Cleanliness Project. Karma Foundation has been distributing sanitary pads to teenage girls in the villages of Gujarat for more than a year, so that proper hygiene is maintained and the dropout ratio is reduced. During the pandemic, 1,000 ration kits were distributed to families and 1,000 high-protein peanut butter ladoos were sent to children in the Patdi district in Surendranagar. In addition, 5,000 food packets were provided to a food camp. PwC also arranged various online programmes for NGOs during the COVID pandemic, through which we got to learn many things and develop our skills.'

Mrugesh Mehta, Project Manager,
and Priyanshi Patel, Trustee, Karma
Foundation



At a time when the whole world was disrupted by COVID-19, the problems of the most vulnerable members within our communities, such as persons with disabilities, increased multi-fold. CBM India and like-minded non-governmental organisations work to holistically address these issues and ensure that assistance reaches the last mile and the most marginalised. Funding by partners such as PwCIF has helped CBM to provide quick and timely relief to the most neglected communities, such as migrants and people with disabilities in India.'

Dr. Sara Varughese, Managing
Trustee, CBM India Trust





About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 156 countries with over 295,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

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