

Persistent Foundation Report 2010-11

In order to fulfill the Company's Corporate Social Responsibility, Persistent Systems Limited (the "Company") was donating to the institutions, working primarily in the field of Health and Education since Financial Year 1995-96.

To institutionalize the Corporate Social Responsibility initiative of the Company and to develop a systematic approach to administer the process of grant of donations, the Company formed a public charitable trust, named Persistent Foundation (the "Foundation") on October 29, 2008. The Foundation has been registered with the office of the Deputy Charity Commissioner, Pune on March 21, 2009.

Management of the Foundation:

The Trustees of the Foundation are as under:

- a. Mrs. Sonali Deshpande, Chairperson and Founder Trustee
- b. Dr. Anand Deshpande, Founder Trustee
- c. Mr. P. B. Kulkarni, Founder Trustee
- d. Dr. Mukund Deshpande, Founder Trustee
- e. Mr. Rajesh Ghonasgi being Head of Finance function of Persistent Systems Limited
- f. Mr. S. R. Joshi being Head of Administration function of Persistent Systems Limited
- g. Mr. Kishor Bhalerao being Head of HR function of Persistent Systems Limited
- h. The Maharashtra Executor and Trustee Company Private Limited (METCO)

Financials

During the year under review, the Foundation has received donations as per details given below:

Sr. No.	Particulars	Amount in ₹ Lakhs
1	Donation towards corpus	
	- Persistent Systems Limited	57.70
	- From Trustees and Employees	1.11
	Sub-total (A)	58.81
2	Donations towards charity operations	
	- Persistent Systems Limited	50.00
	- From Trustees	5.00
	Sub-total (B)	55.00

The list of donations received by the Foundation is attached as **Annexure 1**.

As on March 31, 2011, the corpus of the Foundation is ₹ Rs. 2.20 Crores.

The Foundation received an interest income of ₹ 16.09 Lakhs on the investments made.

The funds available for Foundation's activities were ₹ 86.99 Lakhs as per the following details:

Sr. No.	Particulars	Amount in ₹ Lakhs
1	Donations towards charity operations as per the preceding table	55.00
2	Interest received on Fixed Deposits (including tax deposited as source by Banks)	16.09
3	Donations received from employees towards Students' Scholarship Program (Project executed through CASP)	15.27
4	Donations received from employees towards Breast Cancer Screening Program (Project executed through Samavedna)	0.63
	Total Funds Available for Foundation's Activities	86.99

The details of utilization of funds of the Foundation during the period under report are as under:

(Amt. in ₹ Lakhs)

Sr. No.	Particulars	Amount Donated to other Institutions	Amount used for Projects by Foundation	Total Amount
1	Education	15.50	29.08*	44.58
2	Healthcare	8.25	8.18**	16.43
3	Community Development	8.75	4.31	13.06
	Total	32.50	41.57	74.07

(*Includes amount of ₹ 17.45 Lakhs utilized for Students Scholarship Program from donations received from employees)

(**Includes amount of ₹ 0.63 Lakhs utilized for Breast Cancer Screening Program from donations received from employees)

The remaining amount of ₹ 12.92 Lakhs [₹ 86.99 Lakhs minus ₹ 74.07 Lakhs] was partly utilised for establishment and other expenses (₹ 1.93 Lakhs. The balance amount of ₹ 10.99 Lakhs has been shown as surplus in the Income and Expendure Account.

Foundation's Activities:

Financial Year 2010-11 was the second year of operations of the Foundation. As per the current Donation Policy of the Foundation, the Foundation undertakes the projects / makes donations to those institutions which are in the immediate vicinity of the offices of the Company viz. Pune, Nagpur, Goa and Hyderabad.

The Foundation focused its resources in the following areas for aid, assistance and conducting programs during this year.

1. Health
2. Education
3. Community Development

The Foundation carried out its activities under aforesaid areas through the following verticals:

1. Donations to Institutions: Foundation provided aid and assistance to institutions working in the focus areas. The list of institutions to which donations are made by the Foundation during the year under review is attached as **Annexure 2**.
2. Projects by the Foundation: Foundation conducted certain projects in the focus areas. The Foundation carried out these projects through its volunteers. The details are explained later in this report.
3. Contribution by employees: Employees of the Company initiated some drives and contributed through voluntary participation along with donating for various causes. The details are explained later in this report.

Brief summary of Foundation’s activities in last two years

Donations to Institutions	Projects by Foundation	Contribution by employees
<p>More than Rs. 55 Lakh donations to 44 Associate Institutions</p> <p><u>Focus area wise break-up</u></p> <ul style="list-style-type: none"> ✓ Health - 10 ✓ Education - 20 ✓ Community Development - 14 <p><u>Location wise break-up</u></p> <ul style="list-style-type: none"> ✓ Pune - 39 ✓ Nagpur - 5 	<p>41 Projects in a span of 2 years.</p> <p><u>Focus area wise break-up</u></p> <ul style="list-style-type: none"> ✓ Health - 10 ✓ Education - 17 ✓ Community Development - 14 <p><u>Location wise break-up</u></p> <ul style="list-style-type: none"> ✓ Pune - 20 ✓ Nagpur - 17 ✓ Hyderabad - 14 ✓ Goa - 5 	<p>Contribution by 2800+ employees in last 2 years through various drives.</p> <p>Preferred modes of contribution –</p> <ul style="list-style-type: none"> ✓ Donation in kind ✓ Donation of funds ✓ Skill and Knowledge Contribution ✓ Time Contribution

Work report of Foundation’s activities in last two years

A) Activities directly executed by Persistent Foundation

The key projects undertaken by the Foundation during the Financial Year 2010-11 are as follows:

1. Rectification work @ Kusumtai Bagal Vidyalaya, Pune



The Foundation provided the financial assistance for fabrication for the roof, erection of new doors and windows for the school building, construction of corridor of the school and painting of the school building.

2. Water Supply @ Leprosy Colony



Persistent Foundation constructed a Farm Pond near the existing well at Leprosy Colony, which supplies drinking water to the adjacent areas. Due to percolation of water from the farm pond to the well, the well has now adequate water in it.

3. Infrastructure Development @ Phoenix School, Pune



During the heavy rains during the first week of June 2010, existing roof for six rooms out of 14 rooms of the school were destroyed due to fall of nearby trees on it. The Foundation provided immediate financial assistance of ₹ 1.10 lakhs for repairing the roofs of six damaged classrooms

4. Provision of benches to Z. P. School @ HJWD



Z. P. School @ HJWD, Hinjewadi requested for a support from the Foundation to provide benches to 5th, 6th and 7th standard students who were earlier used to sit on the floor. The Foundation supported them by donating 175 benches to the school.

5. Girls Scholarship Program:



With an objective to support education of girls pursuing engineering degree from CS or IT streams from colleges in Pune, Nagpur, Hyderabad and Goa; this program was launched. Applications were invited from Associate Engineering colleges and 29 girls were shortlisted for interviews. An eminent panel constituting Chairperson of Persistent Foundation – Mrs. Sonali Deshpande and other prominent personalities in education field selected 10 girls perusing first year of engineering. The Foundation rewarded these girls with a Scholarship ₹ 25,000 per year for the educational year 2010-11.

6. H1N1 Vaccination of Slum area students



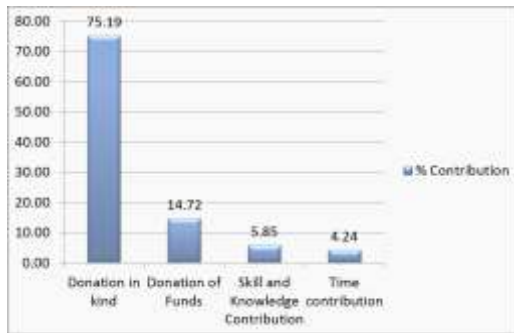
As a preventive measure to protect the slum area children from H1N1 virus, H1N1 vaccination program was conducted by Persistent Foundation in 2 slum area schools in Pune –

- a. Hutatma Rajguru Vidyalaya, S.B. Road, Pune
- b. Prerana Vidyalaya, Ambegaon, Pune

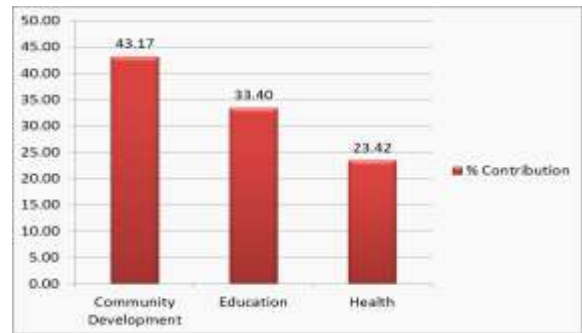
1,050 slum students have been vaccinated. This program was conducted in association with Serum Institute and A. J. Medical Care.

B) Activities executed by Persistent Foundation with support from Persistent employees

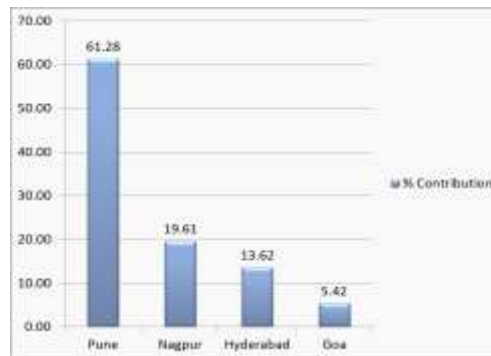
Persistent Foundation has always focused on engaging employees in its work and motivating them to contribute to the society in the structured and constructive ways. The few highlights of employees participation in the Foundation’s activities is as under:



Contribution Based on Nature of Work



Focus Area Specific Contribution



City Specific Contribution

The key projects undertaken by the Foundation with support from Persistent employees during the Financial Year 2010-11 are as follows:

1. Shram Daan Activity @ Nagpur



This activity was about cleaning of Water holes and small dams created by Shrusti Paryvaran Mandal in previous years. This activity is carried out every year just before monsoon, to ensure the water holes and dams are ready for storing rain water. This would ensure that plenty of drinking water is available for wild animals inside the sanctuary and would ultimately reduce man-animal conflict. A team of 30 volunteers led by Yogesh Potdar (Persistent employee) conducted this activity on May 30, 2010. 16 of them were volunteers of the Foundation.

2. Tree Plantation @ Nagpur



This project was executed in association with Srushti Paryvaran Mandal. 50 trees have been planted by the volunteers of the Foundation. 15 volunteers of the Foundation contributed in this drive. Yogesh Potdar led this initiative.

3. Capacity Building of NGOs through Exhibitions



As a Capacity Building initiative for the associated NGOs who work for the needy sections of the society, the exhibitions of the products made by the NGOs were organized in Persistent Facilities during August to October @ Pune, Nagpur and Hyderabad. Some of the stalls were for - Organic T-shirts, Sapling Sell, Rakhi Sale, Stalls to sell the products made by the tribals, Chocolate Sale to support the education of slum students, Diwali Lanterns Stall @ Nagpur by physically challenged children. Dipanshu Mansingka from Hyderebad, Yogesh Potdar and Ujwala Gunderwar from Nagpur, Deepti Nagarkar and Kedar Paranjpye from Pune contributed in organizing these exhibitions.

4. Teach Computers and English Program:

The Foundation Team @ Goa has initiated the project of Computer Teaching at Dnyansagar Mandir, a school which works for the education of slum students @ Goa. Persistent Foundation Team visits the school on regular basis and conducts these classes for the students who have enrolled for the same. Also, the guidance on Computers and usage of Technology is being provided to the Teachers in the school. This is a continuous process. By involving more volunteers in this initiative and by

providing different exposure to the students, the Foundation plans to conduct one day sessions of these students in the office premises of the Company. Chetan Rane led this project.

5. School Education Program in ZPHS Darga @ Hyderabad:



School Education program has kicked off from July 9, 2010 @ ZPHS Darga School in Hyderabad. 12 Persistent employees visit the school on rotation to take Spoken English and English Grammar classes for students of standard 6th to 10th. Total 600 students are being covered and the classes take place from 8 am to 8.45 am. Every day.

Dipanshu Mansingka, Shalini Singh, Sailaja Prathi, Amit Verma, Madhubabu P, Poosarla Gayatri and Srinivas Kyatham led this project.

6. SCRATCH Teaching Program @ schools in Pune

SCRATCH



To contribute a bit in improving the quality of Computer education in schools, the SCRATCH teaching initiative was taken up by the Persistent Foundation Team at three schools in Pune. SCRATCH is a tool from MIT that aims to develop problem solving and analytical skills in school going children. It enables users to create stories, advertisements, games, cartoons etc. in a multimedia environment. It can be thought of as flash for school children or as the next generation of Logo. The children do not need to learn any syntax or a formal programming language - but end up learning basic and sophisticated programming concepts in a very fun sort of way.

Shekhar Sahasrabudhe, Deepa Deshpande, Sanjeev Khadilkar, Nikita Karla and Sunanda Unni led this project.

7. Cyber Genius and National ICT Quiz - Inter School Programming Contests @ Pune:



Dr. Kalmadi Shamarao High school conducts Inter School Contest 'Cyber Genius' for last twelve years. This is a district level competition (Pune District) and more than 1000 students from 50 schools participate in the contest. Contest is conducted in four groups – Mini (Std. 3-4), Sub Junior (Std. 5-6), Junior (Std. 7-8) and Senior (Std. 9-10). Contest is conducted in different topics for different groups – e.g. Logo and Paint Brush for Mini, Paint Brush and Quiz for Sub Junior, Q-basic and Power Point for Junior and Photoshop and Web designing for Senior. The Foundation supported the cause by providing financial support of ₹ 50,000 and technical support through volunteers. Approx. 60 volunteers worked on this project. On the same lines, volunteer support for end to end execution was provided for National ICT Quiz.

Shekhar Sahasrabudhe, Shraddha Joshi, Sagar Laddha and Amol Kale led this project.

8. School Education Program @ Nagpur:



This is the second year of this program @ Nagpur. In FY 2009-10, a team of volunteers have conducted English and Math's classes for the 10th standard students of Vanita Vikas School. As a result, the SSC result of the school as improved from 50% to 80%. The same program has been initiated since July 2010 at Bal Sadan School and is being continued at Vanita Vikas School, Nagpur. 26 volunteers have participated in this program. Ashish Giri, Yashodhan Gokhale, Shruti Tekade, Gunjan Sharma Dnyaneshwar Warhade, Harsha Kalyani, Nishidha & Ridhima led this project

9. Uniform Donation Drive @ ZP School

With an objective to provide good uniforms to slum area students in Hyderabad, the Uniform Donation Projects was taken up by the Foundation team for the schools - ZPHS, Darga and UPS, Darga. 325 students were benefited from this project. Madhu Vanamala, Dipanshu Mansingka, Kusuma, Amit Verma and Bhanu P led this project.

10. Books Library for ZP schools students

With an objective to provide quality co-curricular education to the slum students, the Library project was initiated by the Hyderabad team for the schools – ZPHS, Darga and UPS, Darga. Libraries constituting 1,000 books each have been set-up in these schools. Dipanshu Mansingka, Kusuma, Amit Verma and Bhanu P led this project.

11. Blood Donation Camps



To celebrate the occasion of October 31, 2010, when the Foundation filed papers with the Charity Commissioner for registration of the Foundation, a blood donation camp was organized in Pune in association with Deenanath Mangeshkar Hospital. 307 Pune employees of the Company donated the blood. Subsequent, camps were conducted at Nagpur, Hyderabad and Goa contributing 255 more bottles of blood. Total bottles of blood donated through the Blood Donation Programs of the Foundation for FY 2010-11 is 562.

Yogesh Leve, Siddhi Pai, Ujwala Gundewar, Sanjay Karmarkar and Mahesh V led this project.

C) Activities executed by Persistent Foundation with the help of outside institutions

The key projects undertaken by the Foundation with the help of outside institutions during the Financial Year 2010-11 are as follows:

1. Drinking Water System for ZP schools in Goa



Rotary Club and Verna Industrial Association undertook a project of setting up safe drinking water systems at 6 schools in Verna Industrial Estate. The drinking water systems constitutes of a feed water pump, water tank, interconnecting piping between system and existing piping and water level controller unit.

The Foundation supported the cause by funding ₹ 25,000.

2. Student Sponsorship Program



This is the second year of Student Sponsorship Program. In FY 2009-10, 256 employees had participated as sponsors. In FY 2010-11, 353 employees have sponsored 326 students i.e rise of 37%. The program was executed in association with CASP, Pune.

Location specific break-up of students sponsorship program is as follows–

1. Pune – 267
2. Nagpur – 34
3. Hyderabad – 28
4. Goa – 24

3. Books Donation Drive @ Pune:

In association with CASP, a book donation drive was launched in the month of May 2010. Employees were invited to donate the books of all kinds – right from academic to extracurricular. More than 1,100 books were donated by the employees of the Company. CASP has taken the responsibility of making these books available to relevant needy students through its various channels such as libraries, donation drives etc.

4. School Kit Donation @ Hyderabad and Nagpur:



In association with Seva Sahayog, a School Kit Donation Drive for slum area students was conducted @ Hyderabad and Nagpur in June '10. 302 kits donated by employees –

- 200 by 91 employees @ Nagpur
- 102 by 61 employees @ Hyderabad

Bharat Dixit and Dipanshu Mansingka led this project.

5. Breast Cancer Screening Program:



In association with Samavedana, the Foundation launched a Breast Cancer Screening program for timely detection of the Breast Cancer, if any, among slum area women in Pune. Persistent Foundation sponsored 300 women (₹ 1047/- per women) and conducted awareness sessions in slum areas as a support to Samavedana volunteers. Also, 60 employees of the Company contributed to fund for the screening of 56 more women. The project was completed by Samavedana in association with Sahyadri Hospital. Yogesh Leve led this project.

6. Cancer Awareness Drive in Schools and Colleges



With an objective to prevent occurrences of cancer among students due to Smoking and Tobacco habits, the Foundation took up the project of conducting various awareness sessions at schools and colleges. The project was done in association with Arogya Bharati – an NGO working in the area of preventive health care for school students. The project constituted 25 awareness sessions followed by a check-up of school students to detect smoking and tobacco habits. The volunteers joined these drives with Arogya Bharati.

In additional, Foundation made donations to 43 institutions to execute social projects in the area of health, education and community development. The list of institutions to which donations are made by the Foundation during the year under review is attached as **Annexure 2**.

Annual Day Celebration of the Foundation



The Foundation celebrated its first annual day on Tuesday, March 1, 2011 at Dewang Mehta Auditorium, Bhageerath, Pune. Officials of 45 Associate Institutions of the Foundation, volunteers of the Foundation and employees of the Company were invited for the event. Mrs. Anu Aga, Chairperson, Akanksha Organization, Trustee of Thermax Social Initiative Foundation (TSIS) and former Chairperson, Thermax Group was the chief guest for the event. The program featured overview of Foundation's by Mrs. Sonali Deshpande - Chairperson Persistent Foundation, presentations by the officials of selected institutions, experience sharing by volunteers and speech by Mrs. Anu Aga. Around 225 people attended the event.

Media Coverage

Persistent Foundation's work and Annual Day program received a wide publicity by many reputed media houses in Pune. The publications covered are:

1. Sakaal
2. Sakaal Times
3. Navbharat Times
4. Lokamat
5. Pudhari
6. DNA
7. Prabhat

Adding to this, DNA published an exclusive interview of Mrs. Sonali Deshpande, Chairperson about activities and plan of the Foundation in March 2011.

Launch of Persistent Foundation Website and Logo:

On the occasion of India's Independence Day on August 15, 2010, the Foundation launched its official website (<http://www.persistentfoundation.org/>) and Logo.



Acknowledgement

The Foundation places on record the help and cooperation received from the Deputy Charity Commissioner, Pune, the Assistant Charity Commissioner, Pune and the Commissioner of Income Tax. It would also like to express its thanks to the Maharashtra Executor and Trustee Company Limited (METCO) for guidance on statutory and operational matters.

The Foundation also extends thanks to HDFC Bank Limited, Bank of Maharashtra and its officials for extending their excellent support in all banking related activities.

The Foundation also places on record its gratitude to employees of Persistent Systems Limited for the generous donations made by them for the activities of the Foundation. The Foundation acknowledges the co-operation and guidance received from the institutions with whom the Foundation collaborated for its various projects.

The Foundation takes this opportunity to express its sincere appreciation for the contribution made by its volunteers at all levels. The considerable achievement was made possible by their hard work, solidarity, cooperation and support.

Last but not at all the least, the Foundation would like to record its gratitude to Persistent Systems Limited, without whose financial and staff support, it would not have been possible to make any meaningful contribution.

Annexure 1 – List of Donations Received in Financial Year 2010-11

List of Donations received towards expenses of the Foundation*

Name of Donors	Amount (₹)
Persistent Systems Limited	5,000,000
Dr. Anand Deshpande	500,000
Total	5,500,000

(*excludes donation received from employees towards Students Sponsorship Program and Breast Screening Program)

List of Donations received towards Corpus of the Foundation

Name of Donors	Amount (₹)
Persistent System Limited	5,770,000
Dr. Anand Deshpande	100,000
Mr. Kedar Paranjpye	11,000
Total	5,881,000

Annexure 2 – List of Donations made by Foundation during the year:

Sr. No.	Name of the Institution	Focus Area	Donation for FY 2010-11 in ₹
1	Awaben Navrachana Sanstha	Community Development	75,000
2	Balgram Maharashtra	Community Development	50,000
3	Creative Foundation	Community Development	50,000
4	HelpAge India	Community Development	75,000
5	Srushti Paryavaran Mandal, Nagpur	Community Development	50,000
6	EDARCH	Community Development	125,000
7	Queen Mary's Technical Institute for disabled soldiers	Community Development	50,000
8	Bhagini Nivedita Pratishthan	Community Development	75,000
9	Annapurna Parivar	Community Development	25,000
10	Nirmalya Trust	Community Development	50,000
11	Dnyana Devi	Community Development	50,000
12	Dada Maharaj Natekar Trust	Community Development	50,000
13	Gramprabodhini	Community Development	50,000
14	Prayas	Community Development	100,000
Sub-Total (A)			875,000
15	Bal Sadan Sanstha, Nagpur	Education	50,000
16	Swadhar	Education	75,000
17	Utkarsh Vidya Mandir	Education	50,000
18	Vanita Vikas School, Nagpur	Education	50,000
19	Vidya Bharati - Pashchim Maharashtra Prant	Education	75,000
20	Hutatma Rajguru Vidyalyaya	Education	150,000
21	Jagruti Seva Samstha	Education	125,000

Sr. No.	Name of the Institution	Focus Area	Donation for FY 2010-11 in ₹
22	Matrumandir Vishwastha Sanstha	Education	125,000
23	Nutan Balvikas Mandir, Pune	Education	125,000
24	Suparna Charitable Trust	Education	75,000
25	Kusumamai Bagal Vidyalaya	Education	50,000
26	Vidyarthi Sahayak Samiti, Pune	Education	100,000
27	STAPI	Education	50,000
28	Sangise School	Education	50,000
29	Kreedakul JPNV	Education	75,000
30	Fuel	Education	100,000
31	Jnana Prabodhini	Education	50,000
32	Door Step School	Education	75,000
33	Bhartiya Utkarsh Mandal	Education	100,000
Sub-Total (B)			1,550,000
34	Jagriti School for Blind Girls, Alandi	Health	100,000
35	Kalyan Charitable Trust	Health	100,000
36	Schizophrenia Awareness Association	Health	50,000
37	Snehankit Association	Health	100,000
38	The Poona School & Home for Blind Girls	Health	75,000
39	Tarachand Charitable Hospital	Health	125,000
40	Lokmanya Medical Research Centre	Health	50,000
41	Jeevanjyot Mandal	Health	50,000
42	Prashanti Cancer Care Mission	Health	75,000
43	Samavedana	Health	100,000
Sub-Total (C)			825,000
Total (A) + (B) + (C)			3,250,000