

Persistent Foundation Report 2012-13

About Persistent Foundation

To institutionalize the Corporate Social Responsibility initiative of Persistent Systems Limited (“the Company”) and to develop a systematic approach to administer the process of grant of donations, Persistent Foundation (the “Foundation”) was formed on October 29, 2008. The Foundation was registered with the office of the Deputy Charity Commissioner, Pune on March 21, 2009. Donations to the Foundation are eligible for 50% tax exemption under Section 80G of Income Tax Act.

Presently, the Foundation primarily works in three focus areas - Health, Education & Community Development in Pune, Nagpur, Hyderabad & Goa, locations where Persistent Systems has its offices.

In each of these focus areas, the key areas of work chosen by the Foundation for executing its own projects are as follows –

1. Health: Child Health, Women Health, Healthcare for differently-abled & elderly people and Blood Donation
2. Education: Education for the poor, Computer Education and Girls’ Education
3. Community Development: Village upliftment, Urban Upliftment and welfare of differently-abled & elderly people

At broad level, the modus operandi of the Foundation’s work is as follows –

1. Designing, planning its own social projects and implementing the same with the help of Persistent Systems’ employees or implementation partner/s from the respective domain
2. Supporting & Facilitating the social projects initiated and driven by Persistent Systems’ employees
3. Providing monetary support to a number of social initiatives of Associate NGOs by generating funds through cause-specific donation drives among Persistent Systems’ employees, on monthly basis
4. Capacity-building of the Associate NGOs by providing them donations on annual basis
5. Organizing social events for networking or knowledge-sharing.

Management of the Foundation:

The Trustees of the Foundation as on March 31, 2013 were as under:

- A. Mrs. Sonali Deshpande, Chairperson
- B. Dr. Anand Deshpande, Founder Trustee
- C. Mr. P. B. Kulkarni, Founder Trustee
- D. Dr. Mukund Deshpande, Founder Trustee
- E. Mr. Pradeep Kumar Bhargava, Trustee
- F. Mr. Sameer Bendre, Head of HR function of Persistent Systems Limited – Ex-Officio
- G. Mr. Rohit Kamat, Head of Finance function of Persistent Systems Limited – Ex-Officio
- H. Mr. Kedar Paranjpye, Head of Administration function of Persistent Systems Limited – Ex-Officio
- I. The Maharashtra Executor and Trustee Company Private Limited (METCO)

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Projects executed by the Foundation since its inception:

Hallmark Programs initiated & institutionalized by Persistent Foundation -

➤ Four-year old programs:

1. Breast Cancer Screening Program for slum/rural women – 1100+ women have been screened till date and necessary medication was provided
2. Environment Conservation - Activities such as sapling distribution, tree plantation, awareness initiatives at schools were conducted by Persistent Systems' employees
3. Computer Education Program - Through this program, Persistent Systems' employees provided computer education to slum/rural students on regular basis. Also, various inter school IT competitions were organized.

➤ Three-year old programs:

1. Girls' Scholarship Program - Partial annual scholarship of Rs. 25,000 per year till completion of the Engineering degree has been given to 31 girls pursuing the Bachelor of Engineering.
2. Village Upliftment Program - Till date, four such villages i.e. Salumbre, Kodawadi, Udasa and Velhe Cluster are being covered under this program
3. Social Entrepreneurship Program - This program aims to develop social entrepreneurs among Persistent employees by supporting and facilitating social projects of the employees. Till date, 24 such projects have been supported by the Foundation under this Program.

➤ Two-year old programs:

1. 20 Point Clinical Health Check-up and Weekly Doctor Facility at slum/rural schools - More than 7,500 students have been benefited in this Program in last two years.
2. Persistent Foundation E-School Lab - E-learning educational set-up has been provided to 12 slum/rural schools
3. Dram Job - Career Guidance seminars by experts of various fields for students of 8th to 10th standards.

➤ One-year old programs:

1. Jointly running the Elderly-care centers - Till date, two such elderly-care centers are covered under this program
2. Action Oriented Social Awareness Program - This is a certificate volunteering program for IT employees and college students. Till date, more than 400 students and 300 employees are a part of this program and nearly 30 NGOs are associated with this program.
3. Facial Cleft Program - Till date, 15 poor children have been operated for the facial cleft palate

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Hallmark Projects completed by the Foundation –

➤ Health:

1. Jaipur Foot Project - provided Jaipur Foot to 115 poor differently-abled individuals
2. Anti-addiction Short film - as an awareness initiative at school and junior-college level [need to elaborate this in couple of sentence more]
3. Cataract Operations project - Operated more than 400 elderly people [need to elaborate this in couple of sentence more]

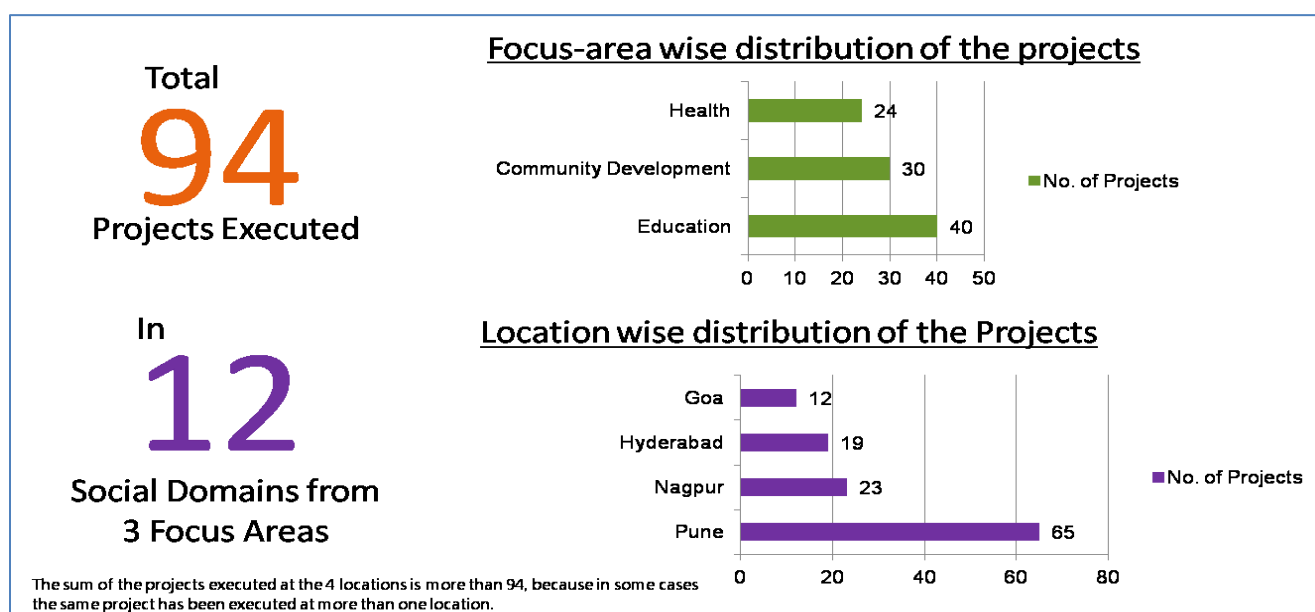
➤ Education:

1. Mobile Science Lab - Science Lab on wheels for 10 rural schools [need to elaborate this in couple of sentence more]
2. Operation Blackboard & Seating - Provided blackboards and benches to more than 25 slum/rural schools [need to elaborate this in couple of sentence more]
3. Study Center Projects - at slums in vicinity of Persistent offices [need to elaborate this in couple of sentence more]

➤ Community Development:

1. Cyber Lab & Forensic Lab - for Pune Police
2. Infrastructure Development Projects - for more than 15 associate NGOs
3. Water Supply Projects - in rural areas and communities in vicinity of Persistent offices.

Where do we stand today?



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Donation Drives among employees:

➤ Health (Top 2):

1. Blood Donation Camps - More than 3500 bottles of blood
2. Spectacles Donation Drive - More than 900 spectacles

➤ Education (Top 2):

1. Student Sponsorship Program - More than 350 slum/rural students
2. Uniform, School Kit, School Book Donation – More than 4000 students

➤ Community Development (Top 2):

1. Jai Jawan - Gifting Diwali Sweets & Greetings to more than 4500 Indian Jawans at the border
2. Joy of Giving Week - a week-long donation drive to support associate NGOs of the Foundation

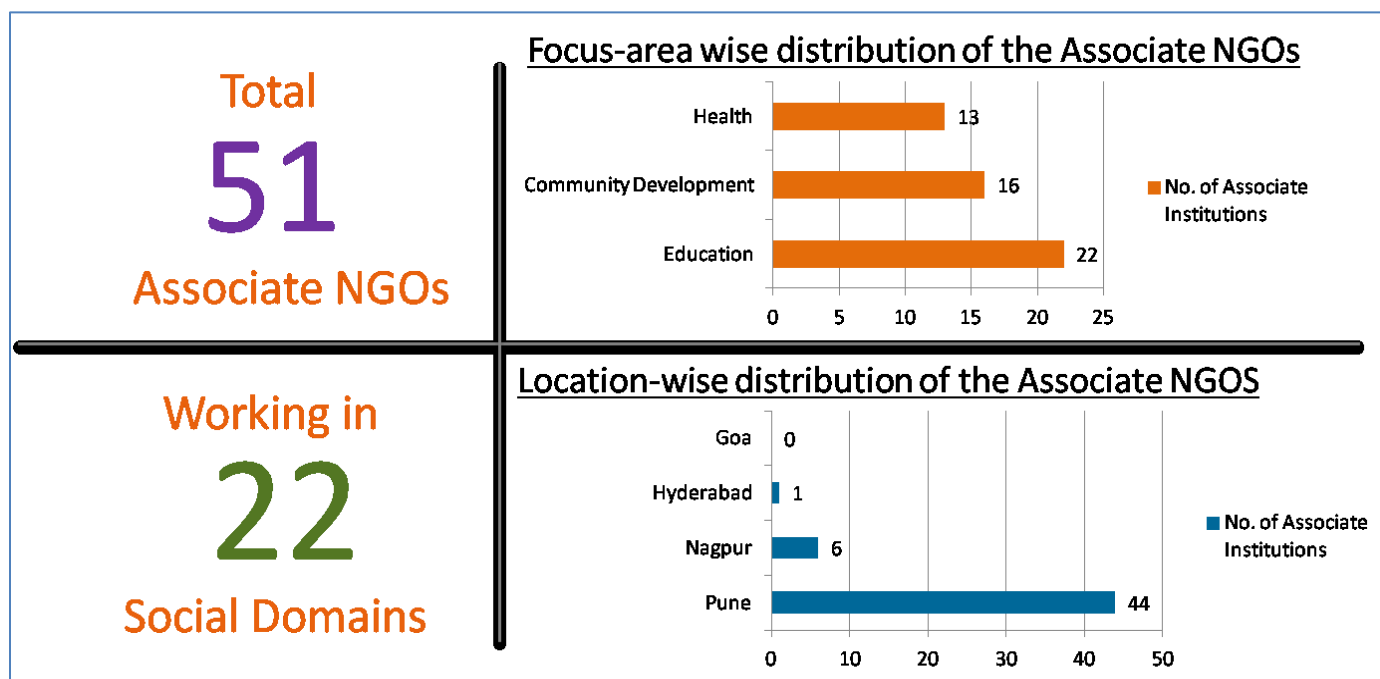
Where do we stand today?

<p>Donation Drives</p> <p>are organized on Monthly basis</p>	<p>Participation by 2800+</p> <p>Employees (Approx 45% of Total Employee Strength)</p>	<p>More than Rupees 98</p> <p>Lakhs Donated by the Employees</p>
<p>HYD</p> <p>is the Best in '% Employee Participation' (Donors Vs Location Strength)</p>	<p>Pune</p> <p>Donates Maximum Funds</p>	<p>85%</p> <p>of total 'Employee Donations' in Education Area</p>

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Building relationships with NGOs, since its Inception:

Regular Donations to Associate NGOs:



Special Achievements:

Persistent Foundation is proud to mention that Persistent Systems Limited has been awarded with the following awards for its CSR activities and the Foundation's activities have contributed in a big way:

- The ET Now Award for the best HR practices in the Corporate Social Responsibility for the Financial Year 2012-13;
- The India Human Capital Awards 2012 – Best Corporate Social Responsibility Strategy for India's West Zone.

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Foundation's activities in FY 2012-13:

Financials

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

Sr. No.	Particulars	Amount (₹)
1	Donation towards corpus	
	- Persistent Systems Limited	67,27,000
	- From Trustees and Employees	1,05,000
	- Transferred from Income & Expenditure Account	12,00,000
	Sub-total (A)	80,32,000
2	Donations towards direct expenses on objectives	
	- Persistent Systems Limited	65,80,000
	- From Trustees	4,00,000
	- From Employees	44,45,169
	Sub-total (B)	1,14,25,169

The Foundation received an interest income of ₹ 32,23,517 Lakhs on the fixed deposits investment made by it.

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

Sr. No.	Particulars	Amount Donated to other Institutions (₹ Lakhs)	Amount used for Projects direct (₹ Lakhs)	Total Amount (₹ Lakhs)
1	Education	12,00,000	22,68,053	34,68,053
2	Healthcare	8,01,000	21,87,540	29,88,540
3	Community Development	9,25,000	17,56,763	26,81,763
	Total	29,26,000	62,12,356	91,38,356

The Foundation made Donations to various institutions in terms of the Donation Policy of the Foundation. As per the Donation Policy of the Foundation, the Foundation makes donations to approved institutions operating in the field of Education, Healthcare and Community Development. Exceptionally, the Foundation also donates small sums in special deserving cases to a few individuals.

The list of institutions and individuals to which donations were made by the Foundation during the year under review is attached as **Annexure 1**.

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Foundation's Activities:

Financial Year 2012-13 was the fourth year of operations of the Foundation. The Foundation continued to focus its resources in the following areas for aid, assistance and conducting projects during this year.

1. Health
2. Education
3. Community Development

Brief summary of income and utilization of funds for FY 2012-13 vs. FY 2011-12

A Bird's-eye-View of Total Income (Amount in Rs. Lakhs)

Income Source	FY 12-13	% FY 12-13	FY 11-12	% FY 11-12
Donation from Persistent Systems towards Corpus	67.27	31.32	66.56	32.40
Donations from Employees, Trustees & others towards Corpus	01.05	00.49	02.21	01.08
Donation from Persistent Systems towards Expenses	65.80	30.63	64.70	31.49
Donations from Employees, Trustees & others towards Expenses	48.45	22.56	47.80	23.27
Return on investments	32.23	15.00	24.18	11.77
Total	214.08	100.00	205.45	100.00

A Bird's-eye-View of Utilization of Funds

Focus area-specific break-up (Amount in Rs. Lakhs)

Focus Area	Donation	Projects	Employee Donation	Total FY 12-13	% 12-13	Total FY 11-12	% 11-12
Education	12.00	22.68	27.37	62.05	45.08	65.96	51.71
Health	08.01	21.87	08.03	37.91	27.54	25.42	19.93
CD	09.25	17.57	10.85	37.67	27.37	36.17	28.36
Total	29.26	62.12	46.25	137.63	100	127.55	100

Focus Area	Education	Health	Community Development	Total FY 12-13	% 12-13	Total FY 11-12	% 11-12
Donation	12.00	8.01	9.25	29.26	21.26	28.90	22.66
Projects	22.68	21.87	17.57	62.12	45.14	53.85	42.22
Employee Donation	27.37	08.03	10.85	46.25	33.60	44.80	35.12
Total	62.05	37.91	37.67	137.63	100	127.55	100

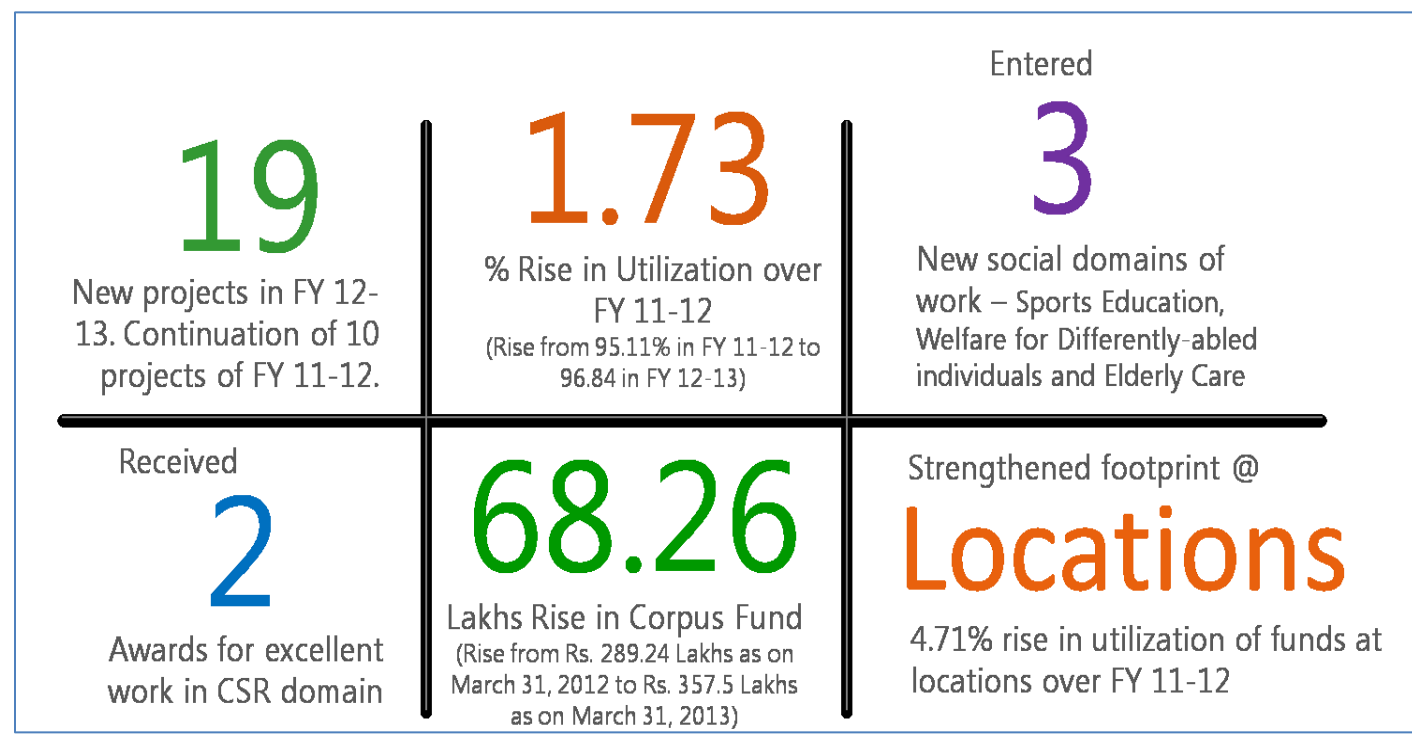
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Location-specific break-up (Amount in Rs. Lakhs)

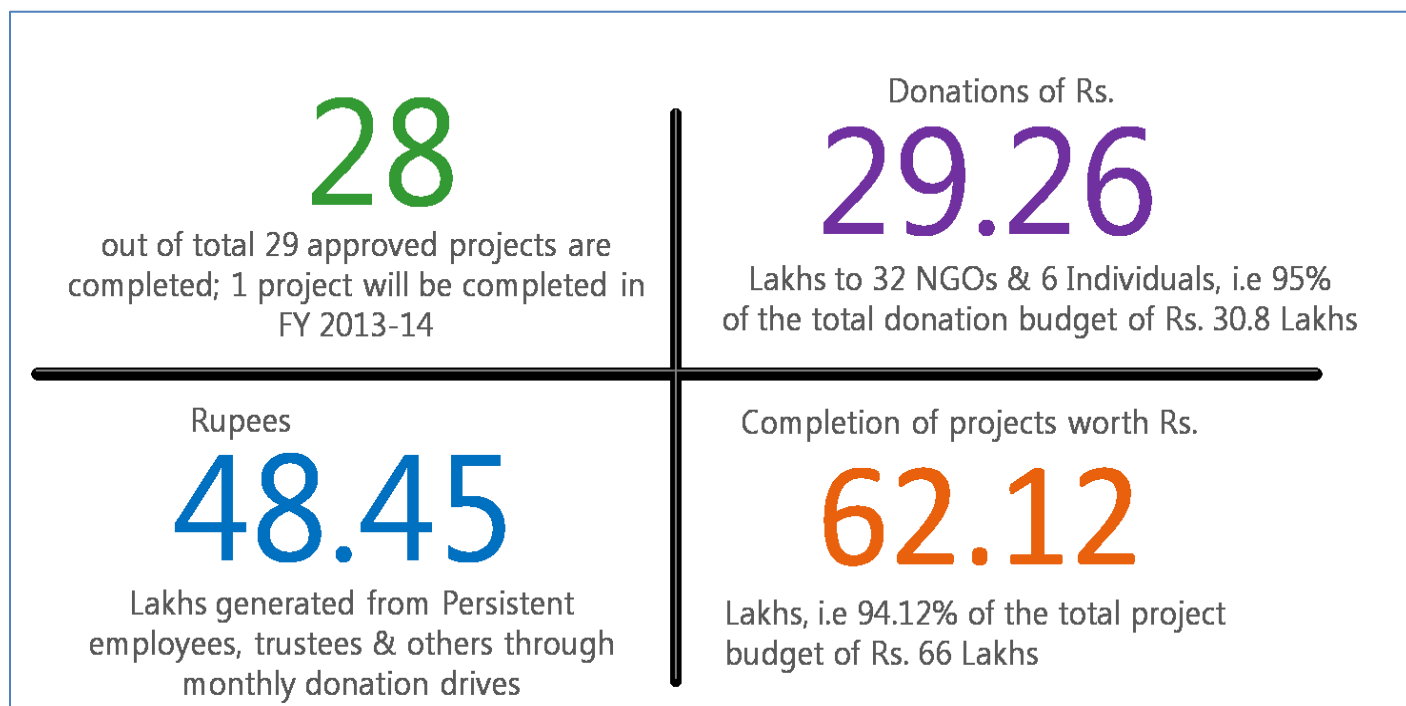
Location	Donation	Projects	Employee Donation	Total FY 12-13	% 12-13	Total FY 11-12	% 11-12
Pune	28.26	42.55	35.91	106.72	77.54	104.93	82.27
Nagpur	01.00	09.28	04.44	14.72	10.70	13.43	10.53
Hyderabad	00.00	08.27	03.10	11.37	08.26	05.21	04.08
Goa	00.00	02.02	02.80	04.82	03.50	03.98	03.12
Total	29.26	62.12	46.25	137.63	100.00	127.55	100.00

Focus Area	Pune	Nagpur	Hyderabad	Goa	Total FY 12-13	% 12-13	Total FY 11-12	% 11-12
Donation	28.26	01.00	00.00	0.00	29.26	21.26	28.90	22.66
Projects	42.55	09.28	08.27	02.02	62.12	45.14	53.85	42.22
Employee Donation	35.91	04.44	03.10	02.80	46.25	33.60	44.80	35.12
Total	106.72	14.72	11.37	4.82	137.63	100.00	127.55	100.00

Key Highlights of Foundation's Activities during the financial year 2012-13:



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New Projects by the Foundation during the financial year 2012-13

The key projects undertaken by the Foundation during the Financial Year 2012-13 are as follows:

FOCUS AREA – HEALTH

In Health focus area, the Foundation executed projects in the following four key areas of work during the year–

1. Blood Donation
2. Child Health
3. Women Health
4. Healthcare for Differently-abled & Elderly individuals

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Broadly, the information about the projects is as follows –

1. Blood Donation

➤ Blood Donation Van for Deenanath Mangeshkar Blood bank, Pune



Persistent Foundation donated a 'Blood Donation Van' to Deenanath Mangeshkar Blood bank. The van is being used by the 'Onsite Blood Donation Camp' team of the blood bank to facilitate travel of the team members and the equipment.

On June 14, 2012, Mr. Sameer Bendre (Chief People Officer, Persistent Systems & Trustee, Persistent Foundation) inaugurated the Van in a ceremony at Deenanath Mangeshkar Hospital, Pune.

➤ Blood Donation Camps in Persistent premises



Since its inception, Persistent Foundation has been organizing the blood donation camps every year.

This year, the camps were organized in Pune, Hyderabad and Goa offices of Persistent Systems in association with Deenanath Mangeshkar Blood Bank, Sahyadri Blood Bank, Janakalyan Blood Bank in Pune, with NTR Memorial Blood Bank in Hyderabad and with Goa Medical College – Blood Bank Cell in Goa, and 758 bottles of blood was collected.

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2. Child Health

➤ Doctor Facility at Slum Schools



With an objective to establish a comprehensive health care system in the slum and rural schools, Persistent Foundation initiated a project of setting up Doctor Facility at following slum schools in Pune:

- ✓ Hutatama Rajguru High school, Pandav Nagar Pune
- ✓ Nutan Balvikas Mandir, Sadashiv Peth Pune
- ✓ Jay Bhavani Vidyalaya, Mohan Nagar Pune
- ✓ Swami Vivekanand Madhyamik Vidyalaya, Yamuna Nagar Pune
- ✓ MSS Mate Vidyalaya, Chinchwad Pune

The Doctor Facility offers:

- ✓ Regular OPD Facility for Students and Family
- ✓ Monthly Health Awareness Drives
- ✓ Focused Health Improvement Programs targeting health problems in the school
- ✓ Emergency Healthcare Support

➤ 20 Point Clinical Health Check-up at Slum & Rural Schools



Persistent Foundation had initiated 'Clinical Health Check-up Project' for the students in slum/rural schools in Pune in FY2011-12 in association with Zenith Horizons. This is a 20-point check-up on a 5 point scale considering Systemic, Dental, Ophthalmic and Generic aspects of the child's health. Continuing this project, the Foundation covered more than 7,500 students in FY 2012-13.



The analysis shows that 'Dental Caries', 'Pallor', 'Ear Wax', 'Worms' and 'Vision Problems' are Top 5 issues observed among the students of the schools. More than 75% percent students are found with at least 1 deficiency and approx. 9% students are found with 4 or more deficiencies.

Persistent Foundation is catering to the issues identified from the health check-ups through a separate project viz., Doctor Facility at school, as explained above.

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3. Women Health

➤ Breast Cancer Screening Program



Breast Cancer Screening Program of Persistent Foundation has entered in its 3rd year. With the support by Persistent employees and, in association with Samavedana, in last 3 years, the Foundation has provided financial assistance for screening of 1100+ slum women, of which screening cost of 219 women was sponsored by Persistent employees. The screening includes Gynecological Counseling, Pap smear, Sonography, Mammography, Additional Sono-Mammography and Oncological Counseling.

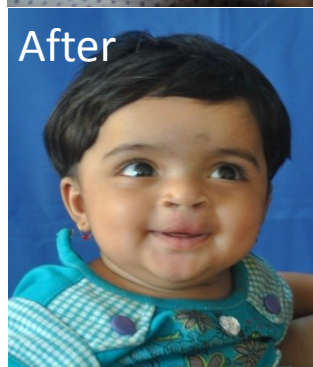
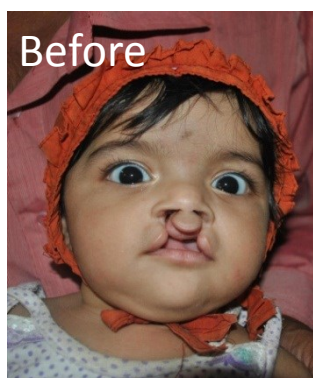


During FY 2012-13, Persistent Foundation has sponsored screening of 275 slum women, of which 75 have been sponsored by the employees.

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4. Healthcare of Differently-abled & Elderly individuals

➤ Facial Cleft Project at Pune



Persistent Foundation, in association with Sai Seva Charitable Trust Pune, successfully executed 'Facial Cleft Surgeries' on 15 children from economically weaker section of the society. Over the period of six months, these children were identified by conducting screening camps in rural parts of Pune district and were operated at Sai Shree Hospital, Pune.

Facial Cleft is a condition resulting in a gap that occurs due to lack of fusion of the lip or roof of the mouth during the first trimester of fetal development. In India, 1 in 781 births is a Facial Cleft case with male: Female ratio of 2:1. The percentage of facial cleft is higher in children from poor socio-economical background. This defect not only has a number of adverse effects from medical perspective but also creates tremendous psychological impact on the child and his/her family. However, the solution of this defect is pretty uncomplicated and involves a small surgery followed by speech therapy for few months.

Persistent Foundation sincerely thanks Dr. Pushkar Waknis, Dr. Neeraj Adkar, Dr. Samrat Sabhlok & Team from Sai Seva Charitable Trust for coming-up with such a noble initiative and executing the same successfully. This project was recommended by Neha Adkar, employee of Persistent Systems.

Persistent Foundation looks forward to continue this initiative & bring smiles on many innocent faces 😊 !

➤ Cataract Operations Project



Persistent Foundation collaborated with HelpAge India to execute the cataract operations for poor elderly individuals in Pune, Hyderabad and Goa.

During the financial year, the project was conducted in these three cities. The screening camps were organized in various slums & nearby communities and elderly individuals with Cataract were identified & operated. As many as 172 individuals were operated at H. V. Desai Hospital at Pune, Lions NAB Eye Hospital at Kankavli, near Goa and M. S. Reddy Lions Eye Hospital at Hyderabad.

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➤ Jaipur Foot Project – Phase 2



In the early part of the year, the Foundation had initiated a Jaipur Foot project at Pune. Through this project, Jaipur Foot was donated to 65 poor elderly individuals.

In Phase 2 of this project, a similar initiative has been taken at Goa in association with Rotary Club of Mapusa. In all, 50 individuals benefited from the project at Goa; taking the overall tally of beneficiaries during the year to 115.

➤ Mobile Medicare Unit



Persistent Foundation & HelpAge India initiated a Mobile Medicare Unit project at three slums in Pune to provide weekly medical facility to poor elderly individuals, at their door-steps.

A mobile van that visits the slums constitutes a doctor facility and medicinal support required for a week's duration. Every patient is charged mere Rs. 5/- for the same. Approx. 100 individuals are expected to get benefit at every site on weekly basis. The project was inaugurated by the Secretary of Persistent Foundation Mr. Vikas Agarwal on February 17, 2013.

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FOCUS AREA – EDUCATION

In Education focus area, the Foundation executed projects in the following three key areas of work during the year–

1. Computer Education / Education through Technology
2. Education for the Poor
3. Girls' Education

Broadly, the information about the projects is as follows –

1. Computer Education / Education through Technology

➤ Persistent Foundation E-School Lab in schools



In association with KOMPKIN, in FY 2011-12, Persistent Foundation had initiated the E-School Lab project at underprivileged schools in Pune and Nagpur. In FY 2012-13, the Foundation continued this project and has set-up E-School Lab at 6 more schools, 3 each from Pune & Nagpur.

Mr. Anand Aurangabadkar, Centre Head, Nagpur & Mr. Kaustubh Bhadbhade, Associate Senior Manager, People Management inaugurated the Labs at Nagpur (July 18, 2012) & Pune (July 27, 2012) respectively.

The names of Schools where E-School lab were set up during the year are as under:

Pune: Arvind Education Soc., Sangvi | Dr. Ambekar Madhyamik Vidyalaya, Vishrantwadi | Gramprabodhini, Salumbre

Nagpur: Blind Relief Association Mundale English Medium School, South Ambazari Road | Bhide Girls High school, Sitabuldi | Ramesh Chandak English School, Mahal

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➤ Cyber Champs – Inter School IT Competition



In the 2nd year of Cyber Champs 2013 competition, Persistent Foundation team continued to play the role of a Financial Sponsor & Knowledge Sponsor, and was responsible for Competition Design, Problem Statements, Supervising, Judging and Evaluation. Thanks to the dedicated efforts of 10 Event-owners, 17 Volunteers and 4 Judges from Persistent; Cyber Champs 2013 was successfully concluded. With 'Internet/Web' as theme and with participation by 400+ students of 3rd to 10th standard from 20 schools, this joint initiative of Persistent Foundation and City Pride School took place on 5th Jan, 2013 in PCMC. The prize distribution ceremony took place on 25th Feb, 2013.

2. Education for the Poor

➤ Operation Blackboard & Seating @ Pune & Hyderabad



This is the third year of this project. In Financial Year 2012-13, Persistent Foundation has executed this project in Pune.

The project has taken place in Pune at Matrumandir Vishwastha Sanstha and in Hyderabad in association with Project 511

Book-racks, Benches, Office Tables, Blackboards & Cupboards were provided to more than 10 schools.

➤ Sports Education project



To promote healthy sports culture at slum/rural schools, Persistent Foundation initiated a Sports Education project at Pune, Nagpur, Hyderabad and Goa.

Necessary sports accessories were distributed at eight associate schools from these four. The project was completed in February 2013.

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➤ Capacity Building of Schools



In association with Youth for Seva at Hyderabad, two capacity building projects were executed by the Foundation team at Hyderabad.

A utility vehicle was donated to an orphanage – Krushi and some utility equipment were given to Abhilasha, a school for differently-abled children. Both the projects were executed in February, 2013

➤ School Upliftment Project



Persistent Foundation initiated a School Upliftment Project at Mulshi Taluka in Pune district. The project was inaugurated on Jan 23, 2013.

In the first phase of the project, Persistent Foundation has initiated an upliftment activity at the Zilla Parishad schools in five villages of Mutha cluster – Mutha, Bharekarwadi, Kharawde, Kolawde & Lavarde by donating curricular & co-curricular accessories.

Rotary Club of Shivaji Nagar and NGO Kshitij are the Implementation Partners of this project

➤ Study Centers at slums



To support the poor students in their studies by creating education-conducive environment for them, Persistent Foundation started six study centers – five at Hyderabad and the six one at Goa.

Youth for Seva was the Implementation partner at Hyderabad. The project in Goa was executed at Swastik Vidyalaya, an associate NGO of Persistent Foundation.

Through this project, the Foundation looks forward to support more than 600 students every year.

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3. Girls' Education

➤ Girls' Scholarship Program



The advertisement features a smiling woman in a graduation cap on the left. On the right, the Persistent Foundation logo is displayed above the text "Girls' Scholarship Program 2012-13". At the bottom, a dark blue banner contains the text: "Search for 10 Most Promising Future Women Engineers is ON! Scholarship worth Rs. 25,000/- per year till completion of B.E./B.Tech Degree!"

FY 2012-13 is the third year of Girls Scholarship Program. The girls pursuing first or second year engineering degrees in computer science, IT and ENTC from the associate engineering colleges of Persistent Systems were evaluated through a three-step selection process that constitutes an aptitude test, technical interview and personal interview.

In all, 10 girls were selected for the scholarship of Rs. 25,000/- per year till the completion of the bachelor of engineering degree.

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FOCUS AREA – COMMUNITY DEVELOPMENT

In Community Development focus area, the Foundation executed projects in the following three key areas of work during the year–

1. Village Upliftment
2. Welfare of Differently-abled & Elderly individuals
3. Urban Upliftment

Broadly, the information about the projects is as follows –

1. Village Upliftment

➤ Village Upliftment Project at Velhe Cluster



Persistent Foundation initiated its 4th Village Upliftment Project at Velhe Cluster of Pune district. The first 3 village upliftment projects have been initiated in FY 2011-12 at Kodawadi, Salumbre and Udas.

The project at Velhe Cluster will feature Agro-development activities such as Land leveling, Spring Development, Farm Pond Development; Educational activities such as Vocational Training Courses for children and women; and Community initiative such as providing Solar lanterns to the household in 25 villages in the cluster. Jnana Prabodhini - Gramvikasan is the implementation partner of the project.

On May 29, 2012, Mrs. Sonali Deshpande, Chairperson Persistent Foundation visited the work sites and expressed satisfaction about the progress of spring development and water supply projects

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2. Welfare of Differently-abled & Elderly individuals

➤ Jointly running an old-age home



In Q1 of FY 2012-13, Persistent Foundation entered the “Elderly Care” domain with collaboration with Shri Dada Maharaj Natekar Moraya Trust to run an “Old Age Home” at Chikhali, Pune

On May 31, 2012, Mr. P. B. Kulkarni, Independent Director Persistent Systems & Founder Trustee, Persistent Foundation inaugurated the project in a ceremony at Chikhali, Pune

➤ Persistent Foundation enters “Welfare of Differently-abled People” Domain

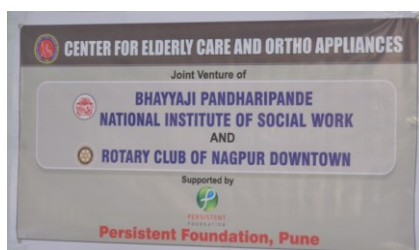


In Q1 of FY 2012-13, Persistent Foundation took its first step in the domain of “Welfare of Differently-abled People”. The Foundation initiated 3 projects:

- Tied-up with Navbharat Vikas Foundation to provide “Jaipur Foot” to 65 poor Physically Challenged People.
- Published a Schizophrenia awareness book “My Dear Ones” in association with Schizophrenia Awareness Association (SAA), Pune. Persistent Foundation’s trustee Mr. Rohit Kamat published the book in a ceremony at Persistent’s Bhageerath office on World Schizophrenia Day.
- Collaborated with Jagruti School of Blind Girls to impart MS-CIT Training to 30 Visually Impaired Girls. The girls completed the certification in July 2012.

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➤ 9 Years Completion of Nagpur Centre: Persistent Foundation launches 2 Social Projects



On the auspicious occasion of '9 Years Completion of Persistent Systems at Nagpur Center', Persistent Foundation launched 2 social projects at Nagpur:

1. Science Laboratory at Gurukul Aashram Shala, Udasa in association with Rotary Club of Nagpur West
2. Collaboration with B.P. National Institute of Social Work & Rotary Club of Nagpur Downtown to run 'Center for Elderly Care & Ortho Appliances'

On 26th Oct 2012, Mrs. Sonali Deshpande (Chairperson Persistent Foundation) and Mr. Anand Aurangabadkar (Centre Head – Nagpur) inaugurated the projects in functions at Udasa and B.P. National Institute of Social Work.

3. Urban Upliftment

➤ Green Initiatives at Goa: Persistent Foundation goes Green with GPC – Goa!



Skit Performance



Sapling Distribution

Thanks to the ever-enthusiastic Green Persistent Circle (GPC) Team at Goa; in collaboration with GPC Goa, Persistent Foundation has successfully initiated 2 Green Initiatives:

1. Green School Initiative: Environment Awareness Skit (written, directed and performed by GPC members) & sapling distribution at five schools
2. Beach Cleaning Activity: In association with BITS Pilani, Goa

With support from GPC Goa, Persistent Foundation looks forward to make a long-Lasting contribution in Environment Conservation domain in Goa.

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Social Drives among/by Persistent employees:

➤ Action Oriented Social Awareness Program (A.S.A.P.)



In association with Shyaamchi Aai & CSR Pune, Persistent Foundation launched Action Oriented Social Awareness Program (A.S.A.P.). It's a Certificate Volunteering Program for College Students and Working Professionals, who are passionate about community service.

A typical A.S.A.P event features following elements:

- ✓ An Exhibition featuring NGOs working in the fields of Health, Education & Community Development. It could be a 2 hour Exhibition featuring 15 to 25 NGOs. Interested College Students &/Or Working Professionals would visit the exhibition
- ✓ The officials of NGOs would present the NGOs' current projects and also explain the expected roles from the volunteers, once they are placed on the projects. A NGO is expected to select Min 5 and Max 15 volunteers from an A.S.A.P exhibition. Based on volunteers' interest and NGOs' requirement, the project allocation will take place with mutual consent
- ✓ For successful completion, College Students are expected to work for Min 30 hours in 1.5 months' duration and Working Professionals are expected to work for Min 15 hours in 3 months' duration.

Till now, the Foundation has organized 3 A.S.A.P. exhibitions, the first one in Brihan Maharashtra College of Commerce (BMCC) and the other two exhibitions in Persistent Systems Limited. 49 NGOs participated in these exhibitions and till now 312 employees and 438 students have signed-up as volunteers. The exhibition at Persistent Systems was inaugurated by Dr. Mukund Deshpande, Trustee – Persistent Foundation.

Persistent Foundation Report 2012-13

➤ 'Teach for India' invites Persistentians to join the Fellowship Program



With support from Persistent Foundation Team, an introductory session about the Fellowship program was organized in Persistent premises by 'Teach for India' team.

The objective of the session was to sensitize our employees towards community needs and motivate them to join Teach for India's 2 Year Full-time Fellowship Program that intends to not only bring the social change but also develop our Next-gen leaders.

The event got an enthusiastic response from the employees.

➤ Kitting Activity by Seva Sahayog



After the Uniform, School Kit and School Books Donation drive, in association with Seva Sahayog, a contribution activity was organized in Pune on weekends of May, 2012 and Persistent employees were invited to participate in the same.

A school kit comprises of materials like School Bag, Single-line notebooks, Four-line notebooks, drawing book, pencil box (Pencil, Eraser, Sharpener, and Scale), crayons, single liners, geometry boxes, long notebooks etc. The kitting activity comprised quality check of the bags (as per instructions given) and preparing the kits, etc.

More than 50 employees participated in the drive on weekdays.

➤ Tender Leaves 'CuriosITy' Quiz League:

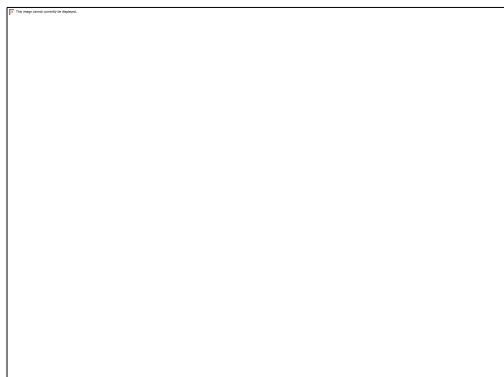


As a 'Fund Generation' initiative for Teach for India, a corporate quiz – 'Tender Leaves CuriosITy Quiz League' was organized in Pune on June 26, 2012.

Persistent Foundation supported the initiative and invited Persistent employees, friends and family members to participate in the event.

Persistent Foundation Report 2012-13

➤ Birthday Celebrations with Orphan Kids at Nagpur



Making a difference and bringing joy has been a constant motivation for the Sankalp team – Persistent Foundation’s Nagpur Wing. And that is what the team aimed to achieve by its initiative of celebrating birthdays of the kids at Balsadan orphanage.

This initiative combines the birthday celebrations of both - the kids at the Balsadan orphanage and the Sankalp team members, at the end of every month. The first step on this path has already been put forward. On 30th June, Sankalp team at Nagpur celebrated the birthday of 3 Sankalp members and 6 kids at Balsadan. The kids had a gala time in helping the team decorate their common room with balloons and streamers. 15 members and around 30 kids of the orphanage sang “Happy Birthday” in unison for the birthday boys and girls over the delicious cakes and snacks. All the expenses for the celebration were borne by the Sankalp members whose birthday was being celebrated. It was heartening to see that such a simple event touched the children so much that they had a hard time bidding a goodbye to the Sankalp team. The event ended amidst lots of candies for the kids and assurances that the team will be back again next month.

➤ Facility Tour for Orphan Kids at Nagpur



Sankalp – Persistent Foundation team in Nagpur is rigorously working for orphanage kids in the field of education, either by taking classes on tough subjects in higher grades or by donating computers to increase the awareness of basic computer functions. Though the team had initiated many plans to make study easy & encourage the kids to study well, the motivation among the kids to make a good career was found missing. So our team planned to organize Facility Tour for orphan kids, to get a real sight of IT company which inspired them

This event took place on 23rd June 12 in which around 200 children from Shraddhanand Anathalaya and Balsadan visited Persistent’s Nagpur facility. Sankalp volunteers conducted the facility tour for the kids. Children were totally fascinated by the infrastructure and facilities available for the employees. They kept asking endless questions out of curiosity about the company, kind of work, how to be a part of it etc. Many games were played at cafeteria by making groups and winners were given prizes. The eager wait was for the animated movie which was screened after games. Followed by movie, we had small music and dance session in which every kid danced to Bollywood beats wholeheartedly. Lastly snacks were distributed which they munched after common prayer at cafeteria. Volunteers worked hard to make this event memorable and fun. The program ended at 5.30pm, but instead of saying goodbye children kept asking, when will be called next time in Persistent?

Persistent Foundation Report 2012-13

➤ 'Lend a Smile Initiative' with Milaap

THIS COULD BE YOU!
LEND A SMILE WITH MILAAP AND GET YOURSELF CARICATURED!




In Just Rs.
200/- Per
Month

Time: 12 to 5 pm
Where: Cafeteria: 7th floor (Pingala - Aryabhata)
What: **Signup for payroll lending**

TOUCH LIVES BY PROVIDING LOANS FOR RURAL ENTREPRENEURSHIP, WATER, EDUCATION AND BASIC NEEDS

IT'S A LOAN, NOT A DONATION

DO GOOD  Y WAY, Do IT ANYWAY!

In association with 'Milaap' that provides Micro-finance to the underprivileged people for setting-up self-employment ventures, Persistent Foundation launched a 'Caricature' Campaign.

Employees were invited to get their Caricatures done and in turn offer loans to support the self-employed establishments, as mentioned above.

The initiative received excellent participation by employees, wherein more than 70 employees supported the cause by offering loans through monthly installments.

➤ Tarpaulin and Raincoat Distribution



To help poor villagers combat the heavy rains, in association with 'Love and Care', Tarpaulin and Raincoat distribution drive was organized on July 1, 2012 at Dhamangaon, on Pune-Rajgurunagar Road.

A team of 13 Persistent employees visited the village and donated 170 Tarpaulins and 525 Raincoats to the needy villagers.

➤ Teaching Activity at Nagpur



Sankalp, Persistent Foundation Team at Nagpur, has started conducting basic computer teaching activity in 2 organizations named Shradhdhanand Anathalaya and Balsadan. The activity included donation of computers to both of the institutions (4 in Shradhdhanand and 3 in Balsadan) so as to set up the basic framework for teaching computers.

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The Sankalp team has also started conducting mathematics classes for the 10th standard girls of Shradhhanand Anathalaya. Interested volunteers from Sankalp team are grouped to form various teams who teach in institutes on rotation basis over weekends.

➤ School Kit Drive at Hyderabad



Persistent Foundation organized a School kit donation drive in association with Youth for Seva at Hyderabad. Employees were invited to participate in the same. Out of 350 employees, 110 employees participated as donors. Total 303 school kits were collected through this drive.

The School kits Distribution took place on 30th Jun 2012 at Manikonda ZPHS High School. The Foundation team along with few more employees participated in the distribution drive.

➤ Dream Job: Career Guidance Series at Pune



This is the 2nd year of this initiative. With Maharashtra Times as the Media Partner, this initiative has grown considerably. 9th & 10th standard students of all schools in Pune are invited for the seminars.

2 Seminars: Careers in 'Engineering' and 'Finance', with respectable personnel from industry & academics as the panelists were conducted at Persistent Systems' Bhageerath office.

➤ Seminar of Sarva Shiksha Abhiyaan at Pune

Persistent Foundation Report 2012-13



In association with CSR Pune, Persistent Foundation organized an awareness seminar on 'Sarva Shiksha Abhiyaan' for NGOs working in the domain of Education in Pune.

The seminar took place on Nov 10, 2012 at Bhageerath office of Persistent Systems Limited. Representatives of approx. 25 NGOs attended the event.

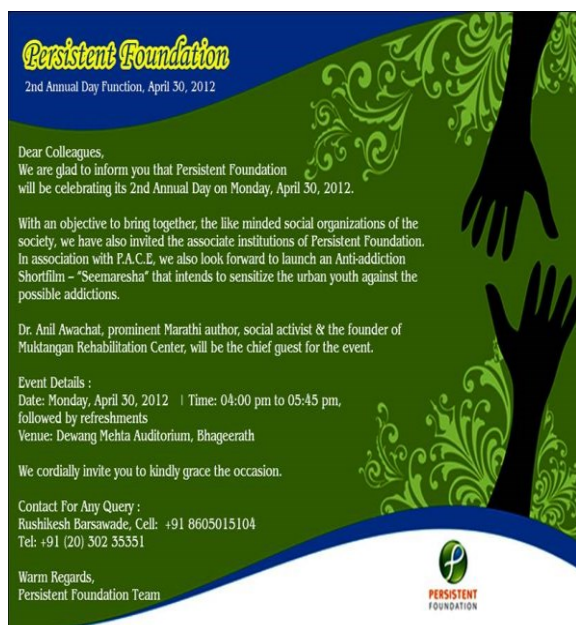
Donation Drives by Persistent Foundation during the financial year 2012-13

Sr. No.	Month	Drive	Focus Area	Funds generated (Lakhs)	Employee Participation
1	April	Uniform, School Kit, School Books Donation Drive	Education	5.53	645
2	May	Student Sponsorship Program	Education	18.5	329
3	June	Tarpaulin and Raincoat Distribution	Community Development	0.65	170
4	July	20 Point Clinical Health Check-up	Health	1.35	430
5	August	Breast Cancer Screening Program	Health	0.92	70
6	September	Semicolons	Community Development	7.2	61
7	October	Jai Jawan: Diwali Sweets & Greetings for Indian Soldiers	Community Development	2.93	824
8	November	Spectacle Donation Drive	Health	1.96	455
9	December	Joy of Giving	Education	1.31	118
10	February	Learn with Fun	Education	0.67	126
11	February	Cataract Operation Sponsorship Drive	Health	2.42	168
12	March	Donate for Charity, Get Tax Exemption	All Three	2.8	110

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Special Events organized by Persistent Foundation:

➤ 2nd Annual Day Function: April 30, 2012



Persistent Foundation organized its 2nd Annual Day Function on April 30, 2012 at Dewang Mehta Auditorium, Pune. Dr. Anil Awachat, prominent Marathi author, social activist and the founder of Muktagan Rehabilitation Center, Pune was the Chief Guest for the event.

The Highlights of the event are as follows:

- ✓ 'ASAP (Action Oriented Social Awareness Program) - Certificate Volunteering Program for college students and employees of Persistent was launched
- ✓ Persistent Foundation launched its 'Facebook Page'
- ✓ In association with PACE, the Foundation released an anti-addiction Short film - Seemaresha
- ✓ A social worker from each of the 3 domains Health, Education & Community Development was rewarded with 'Persistent Foundation Sanmaan' for commendable contribution to the society.

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Annexure 1 – List of Donations made by Foundation during the year:

- Donations to NGOs

Focus Area	NGO Name	Total
Education	The Poona School For Blind Girls	50,000
	Navanath Mitra Mandal	50,000
	Bhagini Nivedita Pratishthan	75,000
	Swadhar	75,000
	Vidya Bharati Paschim Maharashtra Prant	75,000
	Swaroopwardhini	75,000
	Dada Maharaj Natekar Moraya Trust	75,000
	Door Step School	100,000
	Bharatiya Utkarsh Mandal	100,000
	Vidyarthi Sahayak Samiti	100,000
	Kai Ushatai Lokhande Charitable Trust	100,000
	Suparna Charitable Trust	125,000
	Matrumandir Vishwastha Sanstha	150,000
	Sub Total	1,150,000
Health	Mukta Charitable Foundation	50,000
	Jeevan Jyot Mandal	75,000
	Lokmanya Medical Foundation	75,000
	Prashanti Cancer Mission	75,000
	Maitreya Charitable Society	75,000
	Schizophrenia Awareness Association	100,000
	Jagruti School for Blind Girls	100,000
	Tarachand Charitable Trust	150,000
	Sub Total	700,000
CD	Prayas	50,000
	Nirmalya Trust	50,000
	Navabharat Vikas Foundation	50,000
	Awaben Navarachana Sanstha	50,000
	Dyan Devi	75,000
	Annapurna Parivar	75,000
	HelpAge India	100,000
	Jnana Prabodhini	100,000
	India Vision Foundation	100,000
	EDARCH	125,000
	Jagriti Seva Sanstha	150,000
	Sub Total	925,000
Grand Total		2,775,000

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- Donations to individuals:

Sr. No	Name	Focus Area	Amount
1	Ms. Lakshmi Bachal	Education	25,000
2	Ms. Sonali Ghosh	Education	25,000
Sub Total			50,000
3	Mr. Kedar Divate	Health	26,000
4	Mr. Prakash Phale	Health	25,000
5	Mr. Dilip Surve	Health	25,000
6	Ms. Ishwari Kadam	Health	25,000
Sub Total			101,000
Grand Total			151,000