

**Persistent Foundation
Decade Report**

FY 2009-19



A Decade of Commitment
2009 - 2019

Table of Contents

Message from the Chairperson	4
Our Trustees.....	6
Persistent Foundation Team.....	7



Health Care

Introduction	9
Flagship Project – Support to Facial Cleft and Palate Surgery	10
Key Initiatives	11
Conclusion	13



Education

Introduction	15
Flagship Project – Kiran Girls' Scholarship and Mentoring Program	16
Key Initiatives	20
Conclusion	21



Community Development

Introduction	23
Flagship Project – Watershed	24
Flagship Project – Green Energy Initiatives	26
Flagship Project – Drinking Water	27
Tree Plantation	28
Conclusion	29

Media Coverage	31
-----------------------------	-----------



Employee Engagement

Introduction	32
Volunteering is a way of living.....	32
Donation Drive.....	33

Message from the Chairperson



"Persistent Foundation completes a decade of commitment towards society". These words ring in my ears and fill me with gratitude, humility, satisfaction, contentment and also pride. Looking back, I take immense pleasure in all the work that we have been able to accomplish in this period of a decade. I am able to measure the impact that we have been able to achieve because most of it has been tangible. This decade has definitely been one of learning and experimenting and one of tremendous personal growth.

Over the last 10 years, we have come a long way towards fulfilling our Corporate Social Responsibility. We started out taking tentative steps which have now become bigger, bolder and more confident. These steps also were in the right direction which has been endorsed by the findings of the Impact Assessment Study. Our Charter consists of three focus areas of Health, Education and Community Development, which were decided upon after research and discussions among the Board of Trustees.

We decided to take up Health as our focus area to be able to provide healthcare facilities to people for whom

going to the Doctor is lowest priority. We started out with doing Breast Cancer screening for women, providing health check ups to school children and distribution of spectacles to senior citizens. 10 years later, we have progressed to providing artificial limbs to physically disabled individuals and helping them become useful members to their families. Getting cleft lip and palate surgeries done on babies born with this disfigurement and being able to give them an opportunity to enter the mainstream society after being shunned, has been a very emotionally fulfilling experience. The cataract surgeries on senior citizens have helped give them a new lease of life. The specialized paediatric surgeries, dialysis sessions, a blood bank, breast cancer treatment for women, mobile medicare vans in villages are some of the many medical services we have been able to provide. Our work done with school children shows improved health parameters, better attendance in class and more concentration in general.

Education is a field where the more you do, the more you need to do. We began with sponsoring the education of school students and awarding scholarships to girls to pursue their engineering degrees. These programs have now blossomed into our biggest and most successful ones till date. Along with providing financial support, we are now also able to provide guidance, training and mentorship to these students, thus helping in their holistic progress and development. These interventions have shown better and improved scholastic performances of school students. The girls show excellent results in placements and future career prospects. The concept of Study Centers has been pioneered by us. With our intervention, students are able to study better and improve their academic scores. These results have indeed been very encouraging for us.

Pune is surrounded by villages. Hence, Community Development was an obvious thought. Over the last decade, we have been able to construct wells for easy access to drinking water. We have also empowered the farmers and the local population to help build check dams and widen and deepen canals and streams. This has helped enable more water storage during the rains and increase in the ground water table. These initiatives have shown very encouraging and tangible results. Most villages are more prosperous, more aware and knowledgeable about proper use of water and are able to cultivate an extra crop. The stored water also lasts for a longer period and can be used for most part of the summer as well.

The Foundation's initiative of construction of Solar PV plants at Pune and Nampalli railway stations has profitably helped the Railways save a significant amount of money in terms of consumption of electricity.

Tree plantation has also been a very rewarding activity. We have seen enthusiastic participation from the employees and their families. We feel good that we have contributed in a significant manner towards making the Earth greener.

The Foundation team is a very young, energetic and dedicated group who is forever looking out for new and interesting projects that we can be a part of. It has been their hard work and integrity that have brought us to this point of success. The team members at our locations in Nagpur, Goa, Hyderabad and Bangalore, have been our Ambassadors and have motivated their colleagues through the monthly donation drives and the various volunteering activities conducted at their respective centers. They have been the pioneers of the concept of Individual Social Responsibility.

Here, I would like to acknowledge the contribution of the employees of Persistent Systems. Over the years, they have played a key role in shaping the size and scope of many of the projects we have undertaken. The financial contribution has been tremendous and overwhelming. The hours they have given to volunteering towards many projects have been with great sincerity and commitment. As a result, we have been able to achieve greater impact. Our volunteering commitment is truly noteworthy and I truly believe that the employees are the true assets of any organization aspiring to achieving excellence in CSR.

As a result of these Herculean efforts contributed by everyone, the Foundation has received many accolades and prestigious Awards.

1. Best Corporate Social Responsibility Practices by Global CSR Excellence & Leadership Awards in 2012.
2. Best CSR Strategy by India Human Capital Awards 2012
3. Award for HR Practices in Corporate Social Responsibility by ET NOW Talent HR Leadership in 2013.
4. Late Shri. B.G. Deshmukh IAS, Corporate of Social Responsibility Excellence Award by MCCIA in the year 2017.
5. CSR-Award- Environment & Sustainability by HYSEA in the year 2017.

The Board of Trustees is a very significant part of the Foundation. Each Trustee has individually been a guide and mentor to us and has given timely advice and suggestions whenever any of us has needed them. I am truly indebted to them for their close involvement in the proceedings and for their timely encouragement and appreciation of our efforts.

Looking forward, I feel extremely energized and invigorated and motivated to take the Foundation forward towards the next decade of operations. I sincerely believe that we are ready and restless to take on the society and the world at large. I feel no project is too small or no cause too big. We are ready to face all adversities and are well equipped to handle any challenges that might come our way, to overcome them and move towards our goals. We are inspired by good and noble people around us and we aspire to do our best to reach higher and conquer the skies. I have unshakable faith that the Foundation will continue to do more exemplary work in the future and make all of us proud of being a part of the Persistent family.

Thank you,

Sonali Deshpande

Chairperson, Persistent Foundation

Committed to Change: Persistent Foundation Trustees



Sonali Deshpande
Founder Trustee and
Chairperson



Dr. Anand Deshpande
Founder Trustee



P. B. Kulkarni
Founder Trustee



Pradeep Bhargava
Trustee



Dilip Kale
Trustee



Sameer Bendre
CPO, Persistent Systems
Trustee (ex officio)



Capt. Kedar Paranjpye
CAO, Persistent Systems
Trustee (ex officio)



Sunil Sapre
Executive Director and CFO
Persistent Systems
Trustee (ex officio)

Persistent Foundation Team & Volunteers



Pune Team



Hyderabad Team



Goa Team

Core Team

Akshita Vyas
Anaya Netanrao
Mahalakshmi K
Neha Barde
Rushikesh Barsawade
Vaibhav Nikam
Yogita Apte

Admin Team

Amar Thakur
Amol Undre
Anil Wadhwa
Arvind Indalkar
Bharat Lele
Dattatray Prabhune

Hanumant Dighe
Jitendra Dhadve
Prakash Limaye
Prakash Niphadkar
Ravindra Dighekar
Rupesh Pansare
Sachin Shinde
Sagar Gawade
Sanjay Choudhary
Tejas Bhasme
Tukaram Bhosale
Vidyadhar Purandare

Corporate Secretarial Team

Amit Atre
Chandrashekhar Sahasrabudhe
Madhav Oak

Finance Team

Nayana Bhandari
Rajiv Bapat
Saket Rajurkar

Hyderabad Team

Ishita Sen
Rachabattuni Swaraju
Rahul Agrawal
Suresh Sadhu
Vanita Mandala
Vijesh Rangaswami

Goa Team

Girish Bharne
Nadia Isabel Fernandes
Ramanand Sharma
Vincent Paul Gracias Flor

Persistent Foundation Team & Volunteers (contd.)



Nagpur Team

Aditi Baitule
Atul Khandalkar
Hemant Moharil
Rohit Bhargav
Roopesh Verma
Shailesh Wadhankar
Shyam Dhanotiya
Snehal Admane

Suhas Katulwar
Supriya Chatterjee
Suraj Manekar
Vijay Dharmik
Yogesh Joshirao
Yogesh Joshirao
Yogesh Karmarkar

Bengaluru Team

Arpitha K
Asim Kumar Mandal
Byasadev Nayak
Gunasekaran
Krishna Halder
Nanda Pattanashetti
Phani Muppatty

Prakash Pun
Shylaja Narahari
Vinothkumar



Health Care

Breathing new life into Health Care for the young and the old



Introduction

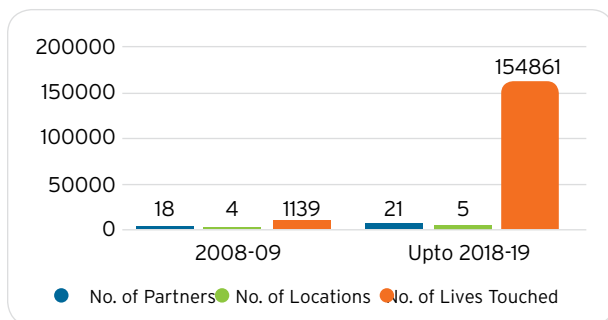
The Persistent Foundation was established in line with Persistent Systems' core values. Right from its inception, the charter of The Foundation was to have Education, Health & Community Development as our three thrust areas of work. In the thrust area of Health, the Persistent Foundation began with a preventive approach. Over the years, however, we have expanded our efforts to include curative approach.

Initially, the Foundation concentrated purely on making donations. We took up projects with a specific aim. The experience we gained from working on small projects helped us realize the need for an output-oriented approach, and so we moved to a project-based model. We started dialogues with our associated NGOs and initiated pilot projects such as School Health Program, Breast Cancer Screening Program and Mobile Medical Unit. The focus of these initiatives included component of awareness for preventive healthcare and curative healthcare services.

Our preventive healthcare efforts were initially event-based, as with our Breast Cancer Screening Program. However, we soon realized that to take our findings from these preventive healthcare programs ahead, the Foundation would require the right infrastructure, facilities & expertise. Procuring these would demand a high investment, one that would yield incommensurate results.

In light of this, we gradually moved to curative healthcare. Here, we could provide support for cancer treatments, facial cleft surgeries, cataract operations, support for dialysis and other procedures. We found that the NGOs and hospitals associated with us were reliable and the best in their sector. They had an extensive reach in their respective locations as well as in the health sector overall. The impact of our investment in curative projects was immediate and visible in the form of improved life span and quality and, in some cases, proved to be lifesavers.

The transition from preventive to curative occurred over a few years and is still in motion. Here are the numbers up until 2018-19.



Here are some of the Persistent Foundation's initiatives over the past decade.

Flagship Program – Support to Facial Cleft and Palate Surgery



The Foundation offers this support to children with a cleft lip or palate who are from a financially/economically challenged background. A hospital in Pune approached us to request support for children with a cleft lip or palate in 2012-13. In India, poor awareness and superstitions have transformed a curable condition like facial cleft lip and palate into a stigma. While facial clefts are treatable, a complete cure demands a series of surgeries, along with other treatments like speech therapy for a continued period of time.

Not many corporates have supported this cause. The Persistent Foundation stepped in and took this up as a flagship project with Akila Bharata Mahila Seva Samaja (ABMSS) in the year 2017-18.

Case Study

Rishika is a one-year and 4 months old girl child who hails from a very poor family from Warangal of Telengana state. She is the first child of the family and only one in their village to have born with cleft lip. The neighbours and relatives were believing in the myth which says if a pregnant woman cuts a lemon during lunar eclipse she will be giving birth to a cleft baby.

Rishika's father Vikram works in a private company and he is the only bread earner of the family. However, Vikram decided to consult a doctor for her daughter's cleft condition. While the surgeon assured them that the cleft can be treated but he offered a fifty thousand rupees for the surgery which was shocking for him. It is not that he did not want to treat her daughter but they were in no condition to pay for the surgery. They consulted another doctor for the same but the news was almost same.

Her mother tells "Once I had gone to temple in one occasion with my daughter and where people around were unhappy that i have brought my daughter to a holy place like temple".

Rishika's family came to know about our free cleft services during a search and awareness camp organized by our Hyderabad cleft center, in association with the department of education, Govt. of Andhra Pradesh under the Sarva Siksha Abhiyan (SSA) scheme. Subsequently, Rishika's lip surgery was scheduled in October 2018 and she looks like a normal child now.

Vikram says "I could not believe when I saw my daughter after surgery. There was a little scar though but I could see a huge difference in my daughter's face. I can't express how happy I am. My little angel has a brighter future now and I will invest everything to my capacity to make her educated and lead a dignified life"

Year	Beneficiaries	Year	Beneficiaries
2012-13	15	Upto 2018-19	1273

Some of Our Key Initiatives

Breast Cancer Screening Program



Immediately upon the registration of The Persistent Foundation, we began working with and supporting Samavedana – charity arm of the Sahyadri Hospital, a key partner of the Foundation's. At this point in time, Samavedana was already conducting breast cancer screening as a trial program. The Persistent Foundation began working with them in the core area of creating awareness and providing screening facilities for positive cases identified during the program. With the Foundation's support, they were able to expand their scope, function more efficiently, and grow this into a full-fledged program. This helped them reach a more significant number of women in need. We focused on and funded these efforts from 2010-11 to 2017-18. In 2018-19, with renewed vigour towards a curative approach, the Foundation supported the treatment for the women who tested positive for breast cancer.

Year	Beneficiaries	Year	Beneficiaries
2010-11	356	Upto 2018-19	7635

Jaipur Foot

The Persistent Foundation started this program at Goa in conjunction with the Rotary Club Mapsa in the year 2012-13. As part of this initiative, the Foundation provides artificial limbs to individuals who belong to socio-economically challenged section of society. . It enables them to be independent and self-sustained, and to lead a full and functional life without being a burden to their family. In FY2017-18 , this project was adopted as a flagship project with Bhagwan Mahavir Vikalanga Sahayata Samiti (BMVSS).

Year	Beneficiaries	Year	Beneficiaries
2012-13	115	Upto 2018-19	1795

Cataract Operations for the Underprivileged Elderly



Cataracts generally affect individuals at an age when they are not contributing members of their family and are often considered liabilities. These unfortunate elderlies are relegated to a corner of the house with little to no medical attention, and they lack the ability to perform simple daily tasks. A simple cataract surgery can help an elderly individual be self-sufficient and independent, at least in carrying out basic day-to-day tasks. To make this solution a possibility for these individuals, we began this initiative with HelpAge India and have expanded with the help of the Dr. Manohar Dole Medical Foundation in Pune, the Hyderabad Eye Institute (Hyderabad) and the Swami Vivekananda Medical Mission (Nagpur). It was taken up by the Persistent Foundation in 2012-13.

Year	Beneficiaries	Year	Beneficiaries
2012-13	172	Upto 2018-19	6820

Mobile Eye Care Unit



This was developed to be a support facility for the Cataract Operation Project. When we started facilitating cataract operations for the underprivileged elderly, the Persistent Foundation realized the need for a mobile

unit that helped not only with transporting prospective patients but also with identifying cataract cases and performing some minor procedures. The Foundation supported this initiative in partnership with the Dr. Manohar Dole Medical Foundation in Pune. This Mobile Eye Care Unit also serves as an effective way to increase awareness around the importance of eye care in rural areas of Pune.

Year	Beneficiaries	Year	Beneficiaries
2015-16	1000	Upto 2018-19	4000

Mobile Medicare Unit (MMU)



Mobile Medicare Unit was initiated in Goa with HelpAge India. MMU dispensed free medicines and basic treatment to destitute older people in rural parts of Goa where basic health care facilities were not available. Each Unit was manned by a MBBS Doctor, a Pharmacist, a Project Officer and a Driver and was fully equipped with essential medical equipment and medicines... Initiated with support to one village presently The Foundation has provided support to 16 villages in North Goa through this mobile unit.

Year	Beneficiaries	Year	Beneficiaries
2012-13	100	Upto 2018-19	6691

Balshalyakriya



This initiative was started to facilitate surgical procedures required by children to treat congenital disorders. These disorders could be due to congenital malfunction in the areas of urology, thoracic, neuro, orthopaedic, gastrointestinal etc. Many of these can be cured by surgical operation but due to waiting period in government hospital, unaffordability and poor awareness, these children couldn't get treated in time.

At Nagpur, in association with Gaud Saraswat Brahmin Sabha, one of our partners, the Foundation decided to take this up as one of our projects in 2015-16.

Case Study

Khushboo Kayal Colostomy



Khushboo Kayal a 1yr old female baby was born without an anal opening, she was passing stool from the urine area, in medical term it is known as Undescended Testis Palbae, to treat this problem Colostomy was performed on her, wherein an opening was created through surgery.

Khushboo lives in Gadchiroli a remote district near Nagpur which is also a tribal and naxal affected area. This treatment is expensive and wouldn't have been affordable for Khushboo's parents had it not been in this camp.

Year	Beneficiaries	Year	Beneficiaries
2015-16	130	2018-19	1337

Conclusion

With the move from focusing solely on preventive healthcare to a broader methodology encompassing both curative as well as preventive initiatives, the Foundation's approach has evolved into a more holistic one.

Below is the data of our reach in the decade

Year	Beneficiaries	Year	Beneficiaries
2009-10	1139	Upto 2018-19	154861

We aim to be inclusive in all our efforts, reaching out to individuals of all genders, ages, able bodied people as well as people with disabilities to ensure that we can make a difference in various segments of society. We have projects that benefit children as well as the elderly, men as well as women, and people with disabilities.

The Persistent Foundation has been able to reach this broad spectrum of beneficiaries only through the help, support, and initiative of our various partners and stakeholders. Without them, we would have all the resources but no way to get them to the end user!

As we expand in that direction, we also plan on increasing our research efforts and finding new ways to support senior citizens and children.





Health Care

Breathing new life into Health Care for the young and the old



Facial cleft surgery before and after



Blood Donation Camp



Mobile Medical Unit



Jaipur foot distribution



Balshalyakriya



Cataract Operation Camp



Medicine Distribution



Education

An Enlightening Experience



Introduction

Education is a fundamental right that helps an individual develop. Access to education remains exclusive in many rural parts of our country. That is the reason the Persistent Foundation selected Education as one of its areas of work, with the aim of improving infrastructure and quality of education.

Based on the stated objectives, initiatives can be viewed in four main areas:

- 1. Infrastructure Development:** Infrastructure improvement in schools and study centers has enabled conducive atmosphere for studies. Refurbishment of libraries and laboratories, construction of class rooms, construction of toilet blocks etc. Improvements in these areas have had a positive impact on the students' attendance and academic performance.
- 2. Improving quality of Education:** Teachers training program, program with students for improving their reading writing skills.

- 3. Increasing employability:** Supporting professional degree courses, vocational courses, mentoring program, vocational and career guidance sessions.

- 4. Over all personality development opportunities:** Life skills, hygiene practices (through our WASH program).

Our journey began in 2009, with private vernacular medium schools, where students are from low socio-economic backgrounds and they are first- or second-generation learners in their family.

Along with schools, study centers - place in the neighborhood/community where a student get help in studies is also supported by Foundation. This aims at helping students after school hours. This program has been a success in our Pune, Nagpur and Hyderabad locations. The enrollment of students has been increasing every year, and the impact on students' development is visible.

Along with school education, support for completing professional/vocational education was and continues to be a challenge specially for a girl child. Taking into

consideration this aspect - Kiran Girls Scholarship and Mentoring Program was started with the objective of supporting the education of girls from CS and IT backgrounds pursuing engineering degrees at colleges in Pune, Nagpur, Hyderabad, Bengaluru and Goa. We aim to achieve 100% placements of the students, so that they can stand on their own feet and become independent.

Flagship Project – Kiran Girls' Scholarship and Mentoring Program

Introduction

The Persistent Foundation launched 'Kiran', a scholarship and mentoring program, in the year 2010-11.

Objective

1. To support girls from underprivileged sections of society, and empower them with education and skills, improving confidence and employability.
2. To improve gender parity in senior positions in IT sector

Student Profile

Girls who are bright but come from low-income homes, with family income less than 1.5 lacs per annum, appearing for Bachelor of Engineering in Computer Science and Information Technology, a Bachelor of Technology in Computer Science and Information Technology, and master's degrees in Computer science, Computer Applications, and Bioinformatics, majority of them are first learners from their family.

A Journey of 9 Years

This program commenced by supporting 10 girls from Pune and Nagpur. In order to reach more students across Persistent's locations, we started onboarding 40 students from the year 2014. The aim of this program is to not only provide a scholarship amount, but to also offer mentorship with the goal of improving technical and soft skills. With that in mind, we started with our Mentoring Program in the year 2016-17. It has both individual and group mentoring components, which includes Winter-Summer residential school for 2nd and 3rd year students, and sessions for 1st to 4th year students. We began this by onboarding 10 Affirmative Action (SC/ST) students. These students are basically a part of Mentoring program.

The process of onboarding a Kiran scholar

The website goes live and students apply. Their application is scrutinized on the basis of selection criteria.

Aptitude test and first round of interviews (Technical & HR round by employees of PSL).

Second round of interviews (by Senior Management & Trustees of the Persistent Foundation).

Finalizing the list as per weightage (40 + 10 candidates).

Awarding scholarship before Diwali.



Mentoring Program

Mentoring the girls is an integral part of the Kiran Girl's Scholarship Program. Our objective is to prepare the Kiran fellows for the corporate world as well as for the challenges life will throw at them. The Mentoring Program includes individual and group mentoring.

Individual mentoring

An online appeal is made to employees to take on a mentorship role. Based on their interest, each mentor is given the names of their mentees (an average of 4 mentees per mentor). The mentoring process starts after the orientation meeting. The mentors allocate time for personal interactions, group sessions as well as web-based interactions. Inputs on improving technical capability, communication skills, other soft skills, and personality development are shared. The mentors also provide guidance on dealing with various issues pertaining to academics, college/hostel, financial problems, peers, and personal issues if students wish to discuss them.

The Foundation team acts as a link between the mentors and mentees. The Foundation takes regular feedback from both so that the mentoring process is smooth and beneficial to everyone.



the students. This program is organized at 2 locations - Pune and Bangalore. In Pune, students from Nagpur and Pune attend the program. In Bangalore, students from Goa, Hyderabad, and Bangalore attend. All expenses, including travel and accommodation, are borne by the Persistent Foundation. Students stay at the hostel near our local office and are on office premises for the training from 9.00 am to 5.00 pm, just as an employee would be. They get exposure to the corporate environment. This helps reduce their anxiety during interviews and when they start their jobs.

Student's Testimonial

"I feel fortunate to be a part of the Persistent Foundation family. I can pursue my B. Tech with ease because of the Kiran Girls Scholarship Program offered by the Persistent Foundation. There are many other beneficiaries; from 2010, the Persistent Foundation extended its hand to needy and competent girls, helping them become educated, skilled, and employable. In addition to the scholarship, Persistent provides a Mentoring Program which helps us in our overall career development. We also have summer and winter workshops for technical improvement. Under the Mentoring Program, I was assigned to Sameera ma'am. I am very thankful to her. It is because of her guidance that I did well in my college exams. She always follows up of all my activities, despite her busy schedule. Thank you to the Persistent Foundation for supporting us."

- **Monika Ukirde,**
4th year student at VIT Pune

Group Mentoring

The Persistent Foundation organizes various sessions for students in this program. Summer and Winter residential programs are specially organized for 2nd and 3rd year students, with trainers from Persistent. It aims at providing technical and soft skills training to

Student's Testimonial

I joined the Kiran Scholarship Program in 2016, my first year of B. Tech. From that point on, I had access to resources that enhanced my academic experience. For example, I was trained in Python core as well as advanced which was beyond the scope of my academic curriculum. This also gave me the opportunity to travel outside my state for the first time and visit Bangalore. Later, I was trained in the basics of Machine Learning and in the latest web technologies of Angular 6, HTML 5 and CSS 3. Rekha ma'am of Persistent is my mentor, and she helps me a lot in my academics and in my personal life. Persistent has helped me both academically and economically. I feel blessed to have connected with such a kind, responsible organization. I would like to emphasize responsible, because they could easily provide a scholarship and leave it at that. However, they focus on improving students through mentoring and training sessions. For everything the Foundation has done, saying thank you doesn't feel like enough!

- **Siriseti Pranusha**
3rd year student at Mahatma Gandhi Institute of Technology, Hyderabad

Hands-on training, group sessions, web-based interactions are organized for the students. Apart from this, 3rd and 4th year students are sent to various conferences and seminars across India. Students were sent to attend the ACM/MSR Research Summit at Bangalore, IUCAA Pune to attend workshop on "Data Intensive Science", "Grace Hopper Celebration India conference in Bangalore, the Microsoft Research Summit in Chennai, and the ACM Annual event in Nagpur. Students are also given exposure to Semicolons, a hackathon event by Persistent Systems Ltd.

Achievements



The Persistent Foundation has supported 275 girls in the last 10 years. The project is achieving its objective in terms of reaching the right kind of beneficiaries and making a difference in their lives. 137 students have graduated, out of which 107 students are placed in reputed organizations. 3 students are doing internships, 1 student is pursuing a master's at IIM Kozhikode, 1 student is preparing for defense services. 1 student has achieved a job placement with the highest package of 13.5 LPA of all the placements so far. 15 students have been placed at Persistent Systems. The Persistent Foundation also supported a student who dropped out of college due to caste validity issues, paying their full fees for 2 years. We assisted 1 student with accommodation and books. The Foundation conducted health check-up camps to assess the students' health status and educate them about it. This project has been able to prepare capable IT professionals, women role models, and good citizens.

Year	Beneficiaries	Year	Beneficiaries
2010-11	10	2018-19	275

Study Centers

Background: The Persistent Foundation supports study centers, which are after-school facilities for students residing in communities where they find it challenging to study at home. These study centers are set up in the community/slum areas. 25 study centers have been supported at Pune, Nagpur, and Hyderabad for the last 6 years, and they reach out to approximately 1000 students every year. It provides an opportunity for personality development and support for improving academic performance.

Study center at Hyderabad: The Persistent Foundation works with Youth for Seva to support study centers. Out of 55 study centers across Hyderabad, 13 are funded by Persistent Foundation and have run for the last 6 years. The beneficiaries are from economically disadvantaged backgrounds and live in slums. A majority of the families are distressed migrants who work on construction sites and are paid daily wages. These centers work mainly to supplement students' academics, especially in improving their understanding of the subject and helping them in academic projects. The study centers are also instrumental in furthering the personality development of the students as they prioritize their moral education. Chiguru is organized every year, which is an event to showcase the students' talent.

Study center at Nagpur: In Nagpur, the Persistent Foundation works with Niramaya Bahu-Uddeshiya Seva Sanstha, which operates in rural areas of Nagpur. 10 study centers have been supported for the last 4 years. The villages are located on the periphery of the urban area of Nagpur. A large percentage of the population belongs to the SC/ ST category and are daily wage earners who have sold their agricultural land for cash. Tobacco addiction and a lack of education are widespread in the communities across these villages. The initiative focuses on the personality development of school-going youth as well as adolescent children. The organizational objectives of this initiative include improvement in children's educational attainment and offering hands-on guidance to help them make better career choices. Balotsav is organized every year, which is an event to showcase the students' talent.

Study center at Pune: The Persistent Foundation has worked with Seva Sahayog Foundation in Pune for the last 3 years, focusing on urban slums. There are 70 study centers in the area, 2 of which are supported by the Foundation. In addition to bettering the children's fundamental understanding of school subjects, the study

centers focus on their personality development. At the start of the year, a plan is created comprising of a daily schedule and the annual camp for the children. The enrolled students take a pre-test that covers English and Mathematics. A post-test is also conducted at the end of the academic year. These centers have been equipped with a classroom setup along with a library, and school kits are given to individual students. Diwali Mahotsav is organized every year, which is an event to showcase the students' talent.

Year	Beneficiaries	Year	Beneficiaries
2012-13	600	2018-19	4521



Testimonial

The Persistent Foundation and Niramay Bahuddeshiya Seva Sanstha have had a fruitful association for the last 4 years through the Sankalp project for rural children's education. In our initial struggle period of starting the Sankalp project, the Persistent Foundation expressed confidence in our commitment and gave us moral and financial support. Their dedicated team members were empathetic and assisted us at every stage of the initial association. Our field team was given excellent training through Stepping Stones, a week-long program arranged by the Persistent Foundation, which provided a new dimension to counseling for adolescents.

Thus, we are thankful for the solid philanthropic support provided by the Persistent Foundation in the overall execution of our Sankalp project.

-Dr. Urmila Kshirsagar

Secretary, Niramay Bahuddeshiya Seva Sanstha

Student Sponsorship Program



A program aiming at supporting deserving students from 7-10 std. Deserving students are identified from the schools that are supported by Foundation. This sponsorship helps the student to pay his/her fees, get school uniform and other required schooling material. This helps the student to complete his/her education up to 10th std. Every year, 375 students are sponsored by Persistent's employees.

Along with these students we also support ward of support staff (conservancy, security, housekeeping) who are with Persistent for more than 2 years. The program was started in the year 2016 and presently there are 37 students who are supported under this program.

Year	Beneficiaries	Year	Beneficiaries
2009-10	291	2018-19	3721



WASH and Life Skills Education Program



The Persistent Foundation started the WASH program, an initiative focused on imparting better hygiene and cleanliness habits among students. The program is implemented in 6 schools in Pune. The objective behind the implementation of this program is sensitizing students to the concepts of sanitation and hygiene in school and at home. Life Skills education is implemented with the goal of shaping adolescents' attitudes towards various aspects of their social lives. It is a 10-day training program. It includes sessions on communication, gender, reproductive health, friendship, love and attraction, menstrual hygiene, and psychological factors including their attitude towards their changing bodies, sex, and damaging behaviors such as addiction, sexual abuse and bullying. This program is of great value to the current generation.

Achievements

Through this program, significant changes have been effected and observed in schools. Since the implementation of the WASH program, WASH clubs have started and students themselves have started implementing various programs. WASH club children make sure that all children wash their hands with soap before they eat. Teachers check the students on cleanliness parameters. Overall, about a 60% change in behavior has been observed. Peer educators are vigilant and bring out problems that they observe. It also encourages leadership development among students along with hygiene intervention. Due to this initiative, one school has received the 'Swachha Vidyalaya Puraskar' from the Pune Municipal Corporation.

Our Life Skills Education Program aims at building strong trust-based relationships with students to encourage them to share their concerns freely. This turned out to

be an eye-opener for many students, as well as for their teachers. We were able to address a sexual abuse case at one of the associated schools. A student came forward and shared about the incident which happened to her.

Case Study

On their way back home from school, 13-year old Rama was telling her 10-year old friend Geeta what she had learnt in Life Skills Class that day. The lesson was about good touch and bad touch. Geeta told Rama that she experienced a bad touch almost every day. Her mother having recently delivered a baby boy, Geeta was sent to live with her mother's parents. Geeta revealed that her grandfather came very close and touched her when everyone else was asleep. Her grandmother turned a deaf ear to Geeta's complaints.

Rama shared this with the counsellor, who had a one-to-one session with Geeta. With Geeta's permission, the case was discussed with her teacher and the Foundation team. The situation needed to be handled with care, as the team did not want to jeopardize Geeta's schooling. We also had to work with the teachers to follow standard counselling ethics and treat Geeta with respect.

Following the counselling session, Geeta went back home and narrated an incident, in her grandfather's presence, to her grandmother. She said that a visiting teacher to their school had instructed all the children on how to care for their safety. A toll-free helpline number had been shared with all the students, Geeta explained to her grandmother, and the teacher had even demonstrated by calling the number there and then - the police were at the school in less than ten minutes. From that day forward, Geeta's grandfather stopped harassing her.

Year	Beneficiaries	Year	Beneficiaries
2016-17	1715	2018-19	1532

Improving Reading & Writing Skills



This project was initiated with Manthan - an implementing partner for the purpose of assessing and providing support to improve the basic reading and writing skills of students. Many students are unable to read and write at their grade level. Identification of the students' literacy capabilities was conducted. Every week, students are divided according to their skill levels and given specific inputs for improvement, and parallel classroom sessions are conducted. For example, Level 1 denotes students who are unable to read all letters and numerals, while Level 5 denotes those with a good vocabulary and understanding of the language. Level 6 denotes good critical thinking.

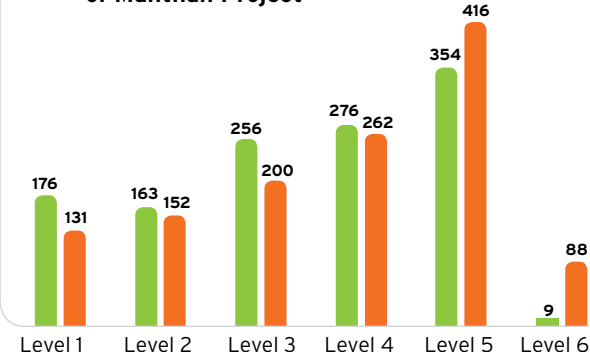
Focused exercises are given to them and as a result, an improvement in their reading ability was observed. As their skills start picking up, they are moved to the next level. According to an internal assessment by our implementing partner, 35% of the children have been upgraded to the next level. Taking the students' performance into consideration, the organization planned a set of new activities such as a fun fair of word games and a film screening. Story reading by visually impaired children was also organized as a sensitization activity. Our first batch of 10th standard students appeared for their board exams in March 2019. We are confident that their results will reflect the improvements they have made through this program.

Achievements

We have observed significant changes in the students. Many have been upgraded to levels 5 and 6. Others experienced reading for the first time in their lives and were extremely happy while reading the alphabet. In some cases, we saw students score better marks in their exams. As students moved to higher levels, they started

taking an interest in reading as a way to explore and further develop their newfound skills.

2 years comparison of Implementation of Manthan Project



Conclusion

The Persistent Foundation aims to reach and help children who lack access to basic, good quality education, and who are unable to continue their studies. Projects implemented by the Foundation prioritize the holistic development of students. While continuing the commitment towards improving infrastructure and quality of education we as Foundation decide to focus on the secondary education, higher education and Vocational education in the years to come. These are the areas where students need financial support and mentoring to shape his/her career.

As we move ahead, we observed that there is a dire need to work on secondary students as they are high chances of them being drop out. In the year 2018, work strategies have been changed and from the year 2019, Foundation will work on secondary education. Our overall goal is to help students get access to the education they require to grow and succeed as individuals.





Education

An Enlightening Experience



Constructivism Learning



Environment Education – Honeybee Conservation Workshop



Drawing Competition Certificate Distribution



Dance Competition



School Kit Distribution



Explaining about Science Experiment



WASH Box Distribution



Community Development

Growing stronger by coming together



Introduction

Community Development (CD) entails the empowerment of a community through various need-based initiatives. At the Persistent Foundation, we strongly believe that if a society develops, so will any organization that thrives in it. Our CD programs are largely need-based and address concerns in both rural and urban communities. These programs are also in line with the United Nations Sustainable Development Goals (SDGs) to be achieved by 2030.

Driving community development programs successfully typically requires four elements:

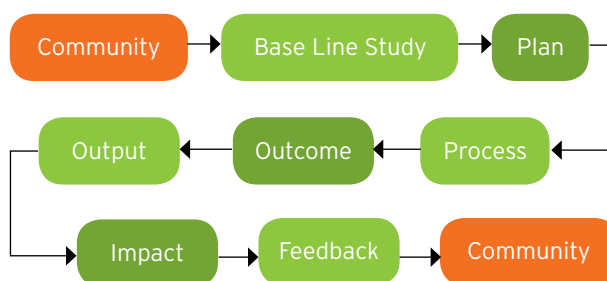
1. Attention to the needs and desires of the people involved as well as to the areas where they live and work.
2. Control by community members, who become active participants.
3. The concept of self-help, which is vital to the community development process.
4. A holistic view of the community, in which groups consider one another's goals.

These elements are essential because they facilitate an "inside-out" community-based approach. Here, community members will not only have a stake but also become engaged and invested in effecting change that will ultimately benefit their community and its future.

30-35% of the Foundation's total budget is spent on community development programs. These programs are implemented across 5 locations in India: Pune and Nagpur districts, Hyderabad, Bengaluru, and Goa.

Executing a project

The implementation of such a successful project requires the following:



Flagship Initiatives of the Persistent Foundation in the area of Community Development

The concept of a flagship project was introduced at the Foundation in the year 2014-15 with 'Swacch Vidyalay Abhiyan' in the thrust area of Education. This was followed by the 'Watershed Projects' in the year 2015-16 in the thrust area of Community Development. Other CD flagship projects include the Solar Power Plant project, Support to provision of drinking water. Supporting homes for elderly and homes for destitute women, waste management program are some of the other key initiatives.

Through flagship initiatives - Watershed, Support for Solar Power and support for Drinking water projects address significant national causes. Our budget allocation and coverage has increased considerably to cater to them.

Watershed Projects

Background

The Government of Maharashtra launched 'Jalyukt Shivar Yojana,' a project aimed at making Maharashtra a drought-free state by 2019. The project involves the deepening and widening of streams, the construction of cement and earthen stop dams, work on streams and digging of farm ponds. This 'Abhiyan' aims to initiate permanent measures to make the state drought-free by 2019 and to harvest rainwater within the village boundaries, thereby increasing groundwater levels. The Government of Maharashtra launched the program with the objective of making 5000 villages free of water scarcity every year.

In service of these objectives, the Foundation began working with Government authorities. We continue to do so in villages either identified by Government departments or referred by NGOs working in watershed management.

Watershed projects: From 2015 to 2019

No of Cement Nala bunds	Deepening /Desilting in Km	No of villages covered	Area benefitted in Hecter	No of villagers
14	55	16	10337	21050

Each project ensures the engagement of the stakeholder in terms of 'shramdan' or material contribution. Their participation helps foster a sense of ownership. While finalizing these watershed projects, we study government

records related to existing CNBs and their condition. We take into consideration any government schemes that are approved for an area, what the villagers feel about the site, and other relevant factors. In addition to collaborating with the Government, we also partner with NGOs that work on watersheds.

For two years the Persistent Foundation has worked in the areas and villages suggested/identified by various government departments. It was observed that despite there being a need for this solution, challenges emerged during project implementation. To ensure maximum utilization of the existing resources, the Foundation decided to continue to work in the area with a changed approach.

The International Association for Human Values (IAHV) is one of our trusted partners for implementing these watershed projects. Shirur, a drought-prone taluka of Pune district, was identified in the 2nd phase by IAHV. Initially, four villages were identified: Jategaon (KH), Khairnagar, Phutanwadi, and Thapewadi.

Village identification process includes meetings with villagers, finalizing the work details, and understanding what the villagers expect of the Foundation. During their need assessment process, villagers had shared that:

1. They were able to cultivate only one crop due to the scarcity of water.
2. Drinking water is only available until January, after which every village needs a minimum of 2-3 tankers of water supplied per village per day.
3. Along with agriculture, all these villagers are in the dairy business. The production of milk is also impacted. At times they have also had to sell their livestock due to insufficient water and chara (animal feed).

Taking into consideration these pointers, work in these villages was finalized with the help of villagers. In all these villages, the engagement of the youth in the program was commendable, which made all the difference. This was achieved through youth Development programs conducted by IAHV. A team of dedicated volunteers on the ground monitored the quality of work, helped resolve issues at the village level, and ensured the engagement of all stakeholders.

Project scope: Watershed work in 4 villages included

- 13.2 km of desilting
- Construction of 4 check dams

The project was completed in a period of 3 months After the completion of the work, it was observed that:

- The desilting of streams and the construction of the check dams led to greater water percolation in the ground, eventually increasing the groundwater table of open wells. This gives farmers access to water up to April, i.e., we were able to increase accessibility by 4 months. Farmers from all four villages have noted that the water level of all surrounding wells has increased by 2 to 3 feet due to this watershed development work.
- Previously, farmers were able to take one crop during the rainy season. Now that water is available to them in streams for an extended period, farmers are able to take two or three crops.
- Farmers spread the desilted soil over farmland which has improved yield. Excavated soil has also been used to fill barren land, which gives them the advantage of utilizing their barren land for cultivation. These factors have increased the annual income of a farmer by 20-30%.



Thapewadi, May 2017



Thapewadi, August 2017

Feedback from Beneficiary

One villager (age 70+) from Thapewadi village said that this is the first time in her life that she has seen water in the vadi's well in the month of April.

As an outcome, neighbouring villages in Shirur taluka in a similar situation also approached us. Watershed work in 3 villages in Shirur and one in Nagpur in the year 2018-19 was completed.

While we were working on these watershed projects, villagers approached us with a request for technological support in their dairy business. As an organization, we aim at the holistic development of communities. That is why we responded to that request by starting a livestock center in the area.

Year	Beneficiaries	Year	Beneficiaries
2015-16	4000	Upto 2018-19	21050

Livestock Center

The project was initiated in the year 2017-18 and it has been providing services to villages in Shirur taluka.

Project Objectives

- To provide quality doorstep livestock based services for livestock development, increase productivity of quality milk and support for enhancing dairy business
- Capacity building of youths to ensure livelihood opportunities through farm, off farm and non-farm based livelihood sources.
- To demonstrate Bio Gas unit for alternative energy solution

It provided the following services to farmers:

- Artificial Insemination: Semen - 1903 cows were inseminated out of which 320 delivered - 198 Male and Female - 122. Conception rate is 53% which is above standard norms
- Artificial Insemination -Sorted Semen- Using Sorted Semen assures 90% of Female calf born as compare to conventional semen which is about 50%. This service is provided to farmer in subsidiary rate by the project. 71 farmers have availed the services. Delivered 15 calves (1 male and 14 female) other result of the same is awaited.
- Mineral mixture -139 dairy farmers were benefitted through this project
- Infertility cum health camp- Infertility is a major issue in Animals. Three camps were organized in which experts diagnosed and treated 474 sub fertile and infertile cattle. Farmers were advised on proper

feeding and other management aspects to ensure that the cattle maintain fertility. On follow up it was found that 310 of the treated cattle were recovered.

Checked Animals	Benefited Animals	Recovered Animals
474	386	310

Fodder Development: Total 183 farmers were benefitted through this activity. Maize, Bajra, Rice and Cactus was distributed for fodder development. Each farmer was provided with seeds. Farmers were able to produce 20-25 tonnes of green fodder in less water in drought condition. Later when water scarcity has reached to its peak throw-less cactus leaves were provided through this project.

Demonstration on Silage Preparation: Availability and production of green fodder has been emphasized, it is equally important to conserve green fodder to ensure availability of the same through out the year. The project covered 94 farmers providing them 150 bags for silage making. This produced 1558 tons of silage. Looking at the drought condition and the benefits received by farmers more and more farmers joined the movement. Total 400 farmers got trained producing 170.56 tones, saving INR 5.00 lakhs.

Exposure Visit: Total 80 farmers were taken for different dairy places. Training and information on Sorted Semen technology, new dairy technology, open housing system, clean milk production, value addition etc. were introduced to farmers

Demonstration Of Bio Gas Unit: 16 families have installed bio gas unit. Installation of bio gas has ensured availability of eco friendly and clean source of energy. The same has ensured saving of INR 5000 as they have to purchase only 1 or 2 LPG cylinders.

Availability of organic fertilizer for farm, this results in saving of INR 10,000 per annum. A package of all these services has enabled holistic development of the region

Green Energy Initiative

These initiatives focus on harvesting clean and alternative energy sources. The installation of Solar Photo Voltaic Plants (SPV) was a new program implemented by Persistent Systems Ltd as a Flagship Project of the year 2016-17 and continued up to 2018.

The objective of the program is to contribute towards the National Solar Mission.

From Feb 2016-March 2018, Persistent has established 3 Solar Power Plants, details as follows:

City	Location	Capacity in Units
Pune	Rooftop of Railway Station building	160 kWp
Hyderabad	Over Platform of Railway Station	228 kWp
Pune- Seth Tarachand Charitable Hospital	Rooftop Solar power plant on the hospital building	63 KWp



Hyderabad Railway Station



Pune Railway Station

The Implementation Process

The process can be looked at in three key components:

- **Pre-work**

The pre-work phase of the project has a major impact on the implementation. It encompassed the finalization of the vendor, a feasibility report, and a responsibility matrix.

- **Designing and implementing the project with timelines**

It included a feasibility report, which addressed the finalization of the location for the Solar Plant installation,

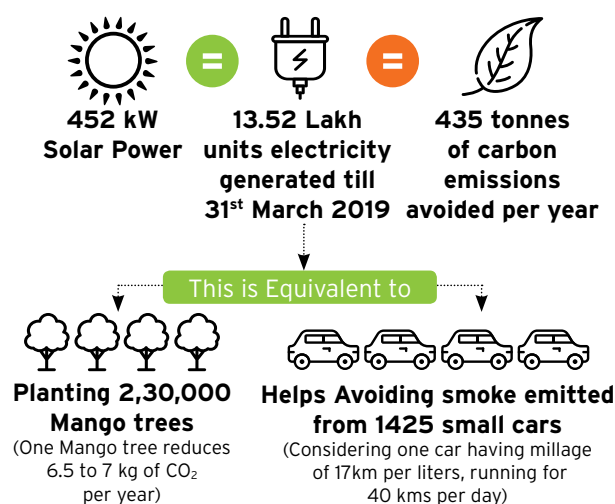
a structure audit of the location, shadow analysis, and future construction plans.

• Monitoring and evaluation

Beyond the installation of the solar power projects, the Foundation has taken up the responsibility of maintaining each one for a duration of 5 years. It is a period of payoff for the project. In addition to maintenance, the Foundation closely monitors project functionality through an online monitoring system, a Supervisory Control and Data Acquisition system (SCADA). It captures daily power generation, any system defects, and generates monthly reports.

Persistent's employees are involved at every stage of the project, from initiation to monitoring. The admin team actively participates in the identification of a vendor, finalizing the project cost, and the monitoring of the project.

• Cumulative output (impact) of the project



(Source: Low Carbon Lifestyles, MoEF, India and Global Environment Facility)

Drinking Water Project

Background

Pasali Sub valley is a cluster of around 25 villages near Velhe. Though this cluster is not more than 50 kilometres from Pune, basic facilities such as drinking water, communication, transport, health services, and quality education are still lacking in this area. There are no roads available, and the electricity supply is irregular.

This cluster is situated at 800 to 1200 meters above sea level in the Western Ghat region. The area receives

approximately 3000 mm of rainfall annually, but due to its hilly terrain, water run-off is very high. At the beginning of summer, there is a shortage of drinking water. During the monsoon season, the rain makes it difficult for villagers to step out of their homes. Then comes the winter, when people walk in search of water for hours. On average, a woman from this community walks 6 to 8 km to procure drinking water. School children need to walk for 5 km every day to get to school.

The Foundation's Involvement

The Persistent Foundation has been working in the Velhe taluka for the past 8 years. It is an area that is difficult to access and encompasses small villages or hamlets that government schemes do not reach on time. Our scope of work includes the deepening and construction of an open well approximately 30 ft x 25 ft in size. To date, the Foundation has constructed 29 open well in 26 villages.

Intervention Strategy

An inside-out approach is central to the Foundation's intervention strategy. As we work to give communities access to basic requirements such as drinking water, we ensure that the community members are actively involved. Villagers can, for example, contribute land and time (shramdan), which gives them a sense of ownership.



Varoti Khurd Open Well

Through this initiative, we aim at creating water bodies that will last for a long time, and ultimately help in reducing the burden on women, who shoulder the responsibility of bringing home water. The Persistent Foundation has reached out to 26 villages, benefiting approximately 5000 villagers year on year. Our primary beneficiaries belong to Dhangar, a small backward community with poor economic conditions. Although their numbers may not appear significant, they are the ones who need our help and are ready to come forward for shramdan.

Outcomes of the Project

- An increased well capacity will help address the water scarcity issue faced by families from remote hamlets/ villages, which are inaccessible in the rainy season
- The severity of the water scarcity in the summer in selected Dhangar hamlets and a remote hilly village has reduced considerably
- The demand for water tankers has reduced. With the hilly terrain and the lack of proper access roads, it is highly precarious for tankers to supply water to these tiny villages
- The long-term impact of the project is that the seasonal migration to cities for livelihood will reduce considerably
- Water availability for cattle will increase considerably

Year	Beneficiaries	Year	Beneficiaries
2011-12	450	Upto 2018-19	6894

Tree Plantation

(Enhancing environmental efforts)

Background

The Persistent Foundation initiated this activity in the year of its establishment by distributing 10,000 samplings to school-going students in Pune, Goa, and Nagpur. Over a period of a year, this was launched as a project supported by employees of the Persistent Foundation and was implemented in urban areas as part of our urban forestation efforts.

We decided to take up tree plantation as a dedicated project together with TERRE Policy Center. The Foundation has entered an MoU with the NGO, who has MoU with the Forest Department. This ensures the survival of up to 85% of the trees. As of now, we have planted 20,000+ trees.

Employees of Persistent Systems actively participate and donate their time and money to this green initiative.



Impact:

- 48 pounds of carbon emission avoided per year by one tree
- "Smrutivan" forest land developed by Persistent Foundation and other corporates promotes urban forestry.

Year	Beneficiaries	Year	Beneficiaries
2011-12	500	Upto 2018-19	10000

Major Projects under consideration for FY 2019-20

As a part of celebrating a decade of the Foundation, we conducted an impact assessment study of all our projects. In the area of community development, the suggestions that we received were:

1. Increasing the engagement of all stakeholders in the project. We implement this across all projects in CD.
2. A holistic approach in our Watershed Projects addresses the issue of water in totality and provides guidance to farmers on its usage as well as offers technological support. A ridge-to-valley water conservation treatment, drainage line treatment, soil and water conservation, agricultural development, capacity building, sustainable livestock development, etc. are included in the project.

3. Skill development

The project was initiated in Goa with Sambhav Foundation in the year 2017. The Foundation supported 105 youth for Assistant Electrician course, out of which 70% are employed earning Rs. 8000-10,000 per month. Each candidate is tracked for a period of 6 months after completion of course.

The project continued for the year 2018-19. The foundation supported 107 female candidates for Assistant Beauty Therapist course. 70% of them are employed and earning Rs. 6000- 8000 per month. Looking at the need, the Foundation has decided to continue with the project and train 450 students in the year 2019-20.

Conclusion

All projects undertaken by the Foundation have been need-based rural and urban community development programs. Programs initiated by the Foundation directly benefit the end users.

Our projects are in alignment with the UN SDGs

- The Open Well Projects align with goal no. 6 (clean water and sanitation)
- The Solar Plant Projects align with goal no. 7 (affordable and clean energy)
- The Tree Plantation initiative aligns with goal no. 15 (life on land)

Community participation and contribution are central to the Foundation's implementation strategy and were considered while executing these projects.



Assistant Electrician Course



Assistant Beauty Therapist Course



Community Development

Growing stronger by coming together





Employee Engagement

The ISR approach



Introduction

Persistent Systems Ltd started addressing social issues in 1995. By 2009, the company had established its own Foundation. This development was a result of careful planning as well as consistent involvement in initiatives that have had a positive social impact. Our CSR projects have grown and evolved tremendously over the years, but what has not changed is the spirit in which we approach them; we do CSR not because we have to, but because it is central to our values to give back.

The focus areas of the Persistent Foundation are Education, Health, and Community Development. Another integral focus area is Employee Engagement. This is not limited to engagement alone but extends to helping employees realize their potential to be the agents of change. This happens when they make contributions in terms of time, effort and/or donations as part of their Individual Social Responsibility (ISR).

How it started

Since its inception in 2009, the Foundation had the support of Persistent Systems employees. Right from the start, these employees have participated in various ways. In our initial years, they executed all our projects and organized volunteering activities at four Persistent locations – Pune, Nagpur, Goa, and Hyderabad. They have shared their knowledge with school students, volunteering to teach English and Maths. They also organized green initiatives and in-kind donation drives. Their efforts are what enabled the Foundation's work to gain momentum.

Volunteering is a way of living

As time passed, employee contributions to the Foundation grew. Every center has its own story about how volunteering became not just an occasional endeavour to do good, but the norm.

Pune: The city is surrounded by many beautiful weekend getaway spots, but our volunteers say that some of the most amazing weekends they have spent are at places such as paddy fields, where they contribute physical labor, saving farmers some money. They also volunteer as shramiks in shramdaan at our watershed project sites, so that the villagers have sufficient water for their farm, family, and livestock. On some weekends, they can be found on barren stretches of land, maintaining the trees we planted, fuelled by their conviction that protecting the environment protects humanity. They also help by sharing their wisdom and knowledge with those who need it. With enthusiasm, they take on mentoring Kiran scholars, grooming the girls to become IT professionals. They use a holistic approach that covers the girls' academics, any personal issues, confidence building, and communication improvement. Our volunteers are always ready to roll up their sleeves and put in the work required to build a better tomorrow.

Nagpur: As the saying goes, a journey of a thousand miles begins with a single step. That's what has happened in the zero-mile center, Nagpur. What started as a social interest group comprising of 5-7 Persistent Nagpur employees is now a volunteer group of 100 members. Sankalp, the volunteer group started in 2007, organizes and participates in the Foundation's volunteering activities. They focus on unique and creative ways to make a difference. To promote para sports, they organized a blindfolded cricket match with a team of visually impaired players. They organized various activities for underprivileged kids of UPAY foundation who are an integral part of Persistent Nagpur center, as their after school classes are conducted in the parking premises of Persistent. 'English-Vinglish' sessions for the security and house-keeping staff was another one of their inventive and impactful projects, enabling them to get in touch with the lost study break. These volunteers have always tried to create a more inclusive environment.

Goa: The city of beaches has seen waves of compassion and generosity created by the volunteers of our Goa center. Its flagship event 'Cyber Champ' is organized by volunteers. Here, different schools participate and compete in using various computer tools. This is designed to develop their interest in technology. The NGO Mela organized by the Goa center gives various NGOs a platform to showcase their products. It also helps them promote their products with employees. Our volunteers in Goa are always up for extending kindness and warmth to other people, just the way the city does!

Hyderabad: Just as this heritage city stands strong like the Charminar, the volunteers at our Hyderabad center stand firm in their commitment to give back. Our employees, as mentors to the Kiran scholars, are dedicated to grooming the girls in their personal and academic lives.

Bengaluru: In the IT capital of India, where it takes long hours to get anywhere, the Foundation's volunteers go the extra mile. They spend time with underprivileged children at the Sparsha center, mentoring them in their studies and supporting their holistic development.

Volunteering has become an important part of Persistent employees' lives. With their commitment, we had 2282 unique volunteers contributing a total of 5366 hours across locations in FY 18-19.

Donation drive



Apart from the 2% that the Foundation receives as a CSR contribution from Persistent Systems Ltd, the Foundation also encourages employees to donate for certain causes, so that we can reach out to more people. Regular donation drives such as School Kit, the Student Sponsorship Program, and Tree Plantation have been on our employees' calendars every year for several years.

As a birthday gesture, some employees contribute a day's salary towards the Foundation's projects as part of a special birthday donation drive organized by the Foundation. Such overwhelming support from employees has helped us make a tangible difference.

Persistent employees are always proactive and vigilant about national crises. They respond immediately with solutions and contributions for major issues such as the drought in Latur, the floods in Uttarakhand & Kerala, and the Pulwama attack. We receive quick and overwhelming amount of support from employees during such donation drives, enabling us to join our implementation partners in offering immediate support to affected locations.

The trust we have built over the years with our employees is such that no matter where their careers take them after Persistent, their support to the Foundation's projects remains persistent!

"By the people, of the people, for the people." In CSR this can be thought of as the profit earned by the people (i.e., employees), which belongs to the organization, i.e., of the people, and which is utilized for the people (i.e., the community). Earlier, fulfilling social responsibility was the domain of NGOs and the Government. Later, because of corporates' involvement, bigger changes came to be. We believe that the next level of commitment to aim for is ISR, wherein each employee contributes their time, effort, knowledge and/or funds on an individual level, all in service of building a better tomorrow.

Engagement in our CSR activities has proven to be a good way to sensitize employees about giving back to society as agents of change. Our approach encourages them to do what they can both as individuals and together as a workforce.





Employee Engagement

The ISR approach



Paper Bag Making



Facial Cleft Camp



Pre-assessment Surveys



Celebrating Raksha Bandhan



Tree Plantation by Students



Celebrating Christmas



Study Center




PERSISTENT
FOUNDATION

Persistent Foundation

Regd. Office: Bhageerath, 402 Senapati Bapat Road, Pune 411 016, India

Tel: +91 (20) 6703 0000 Email: persistent_foundation@persistent.com

www.persistentfoundation.org

 /PersistentFoundation

 @CSR_Persistent