



**Persistent** Foundation  
Let us be the 'Agents of Change'



Empowering individuals and transforming  
communities for sustainable development

Persistent Foundation

14<sup>th</sup> Annual Report 2022-23







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**Dr. Anand Deshpande**

Founder, Chairman and  
Managing Director



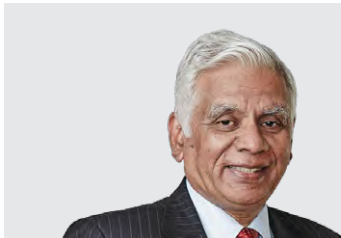
**Sonali Deshpande**

Founder Trustee and  
Chairperson



**P. B. Kulkarni**

Founder Trustee



**Pradeep Bhargava**

Trustee



**Sunil Sapre**

Trustee



**Jayant Konde**

Trustee



**Sameer Bendre**

Trustee



**Dilip Kale**

Trustee



**Yogesh Patgaonkar**

Trustee

# The Foundation Team

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## The Foundation Core Team



Chitra Byregowda



Yogita Apte



Rushikesh Barsawade



Vaibhav Nikam



Mahalakshmi K



Pooja Kulkarni



Suparna Deshpande



Siddhi Aroskar



Asim Kumar Mandal



Swathi Himaja Yarram



Amandeep Singh



Amar Thakur



Amit Atre



Aneesh Gundu



Anil Wadhwa



Arpita Patil



Arvind Indalkar



Bhagwan Bhosale



Dattatraya Prabhune



Dilip Shinde



Dinesh Wankhede



Dipak Naik



Hanumant Dighe



Kevin George



Madhav Oak



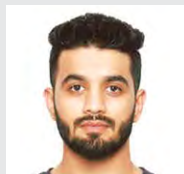
Nayana Bhandari



Niranjana Joshi



Paresh Raithatha



Prathamesh Sathe



Rahul Vibhandik



Rajiv Bapat



Rohit Bansal



Rupesh Pansare



Sachin Sabale



Sagar Gavade



Saket Rajurkar



Sameer Pandhare



Sanjay Chaudhari



Shashikant Mahajan



Suresh Bidkar



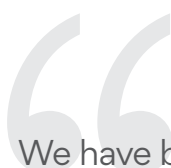
Tanuj Joshi



Tejas Bhasme



Vidyadhar Purandare



We have been able to extend our help to various segments of the population because of our strong relationship with our partners. The active engagement and participation of stakeholders in project planning and implementation is a key factor that contributes towards achieving a positive impact on the community. The contribution made by Persistent employees through ISR (Individual Social Responsibility) in the form of time, skill, and money adds value to every project and enables the CSR team to make the best use of all available resources for the larger good.

**Yogita Apte**

Lead-CSR, Persistent Foundation

## Message from the Chairperson



The Foundation has decided to spread its wings to Indore and Gurugram for increasing the CSR activities. We have also decided to venture into a new area of Wildlife Conservation and Restoration of Heritage. This would include preservation of wildlife and restoration of museums and heritage sites.

This past year has been rich in experience and fulfillment yet again. COVID-19 was a nightmare that needed to be firmly buried in the past, and the Foundation's efforts were in full motion. As Persistent evolved into a billion-dollar company, we've grown and expanded significantly. Our funding has increased substantially as well, and we look forward to strengthening some existing partnerships while forming new ones.

Talking about some of the key highlights in Education, we welcomed a new batch of Kiran Scholars and successfully bid adieu to the graduating batch, who have secured good jobs. Through Akshaya Patra, we were able to provide meals to about 2,000 children. Our funds helped improve school infrastructure by installing rooftop

solar plants, constructing a hostel building, setting up a Science lab, and more. Our Study Centers and Support Classes helped the students with extra coaching outside of the academic curriculum. In skill development, we have girls undergoing training in nursing, beauty salon, call center operatives, goat rearing, and others. We also collaborated with Ashray Akruti, a school for children with hearing disabilities in Hyderabad, and have assisted in funding cochlear implant procedures, along with speech therapy, computer training, art and craft exposure, and other services.

In the Health sector, we were able to sponsor 800 cleft lip and palate surgeries through Akila Bharatha Mahila Seva Samaja (ABMSS) across Maharashtra, Hyderabad, and Bengaluru.



We also provided dental care, nutrition, speech therapy, and nasal correction surgeries. The Foundation funded almost 700 cataract surgeries across Pune, Nagpur, Hyderabad, and Bengaluru. Furthermore, the Foundation also financed around 300 pediatric surgeries with the “Swami Vivekananda Medical Mission” and 15 supra-specialized pediatric surgeries with the Balshalyakriya camp in collaboration with the “Gaud Saraswat Brahmin Sabha” in Nagpur. The nutrition program performed by Annapoorna in Hyderabad and Bengaluru resulted in significant health improvement of around close to 1,000 children who participated in this initiative. It was so heartening to see these babies gradually grow healthy and strong!

In Community Development, we planted over 8,000 trees and nurtured another 5,000. We helped in the construction of two wells, encompassing a cluster of 4 villages and helping 280 people with drinking water issues. Additionally, the small rooftop solar plants and solar water heaters have made a big difference in the rural community. According to the Impact Assessment Report annual revenue of farmers has increased by 66% in our intervention regions. These projects were executed with the help of BAIF and included cattle artificial insemination facilities, silage production, farmer training, capacity building, health camps in the villages, and many more. Livelihood support was provided to more than 1,250 individuals which encouraged them to apply their abilities and become financially independent. Some of the key initiatives included bamboo plantation and nurturing, food production, soft skills, marketing, and sales. The Econplast waste management project was a huge success as well. They manufactured paving slabs for road construction out of recycled trash.

Dr. Partha Pratim Talukdar was awarded the “ACM India Early Career Research Award” for the year 2022. This is a very prestigious award in India and is sponsored by The Persistent Foundation.

I would like to thank the Persistent Systems Board and the CSR Committee for their continued faith in our work. The Foundation Board is always encouraging and guiding us in our journey of constant learning and development through the years. The Foundation team exemplifies dedication, persistence, and enthusiasm. I am filled with great pride, respect, and admiration for their commitment to the Foundation.

And the year ended on a great high! Persistent crested a billion dollars in revenue! We are so proud of all the employees, the leadership, and the Board who have worked very hard to make this a reality. Heartfelt congratulations to each of the 23,000 stars for their passion and aspirations to achieve this significant milestone. We wish them the best for their bright future and look forward to more participation and collaboration with the Foundation initiatives.

—

### **Sonali Deshpande**

Chairperson, Persistent Foundation

Learn more about Persistent Foundation:

[https://www.persistent.com/  
company-overview/community/](https://www.persistent.com/company-overview/community/)



# Foreword

This year, we continue to focus on our thrust areas of Health, Education, and Community Development along with COVID Relief Work, specifically on Entrepreneurship Development and Education.

COVID-19 has left a long-lasting impact on people's lives. As a responsible corporation, The Persistent Foundation assisted 5,109 individuals and 150 families in India in FY 2022-23 as part of the COVID Relief work.

Each thrust area of the Persistent Foundation is tied to sustainable development goals, which aim to create a shared blueprint to achieve peace and prosperity for people and our planet.

Thrust Area	Education	Health	Community Development	COVID Relief focusing on livelihood and Education	Lives impacted through CSR programs
Our Reach	7,623	5,144	5,547	5,109	23,423
SDG	Goal 1. End poverty in all its forms everywhere  Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all  Goal 8. Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all	Goal 3. Ensure healthy lives and promote well-being for all at all ages	Goal 1. End poverty in all its forms everywhere  Goal 2. End hunger, achieve food security and improved nutrition, and promote sustainable agriculture  Goal 6. Ensure availability and sustainable management of water and sanitation for all  Goal 7. Ensure access to affordable, reliable, sustainable, and modern energy for all	Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all  Goal 1. End poverty in all its forms	





# Education

As a result of the COVID-19 pandemic's aftereffects, a significant number of students were forced to discontinue their education. Students were compelled to abandon their studies due to a lack of resources, such as the inaccessibility of smartphones and the internet in rural areas. The academic performance of the students with whom we work plummeted, prompting schools and study centers to identify an urgent need for intervention.

The inclusion of life skill workshops in the curriculum has raised students' awareness of stereotypes, gender roles, and gender equality. Quality education demands proper infrastructure and facilities, which leads to improved learning outcomes. Access to safe drinking water and sanitation is a fundamental right of children, and instilling the value of keeping them safe and clean is a joint responsibility of the school and teachers.

This year, our interventions have created the following impact:

**Education — aimed at improving the infrastructure and quality of education.**

**11**

Projects

**5**

Locations  
in India

**11**

Schools

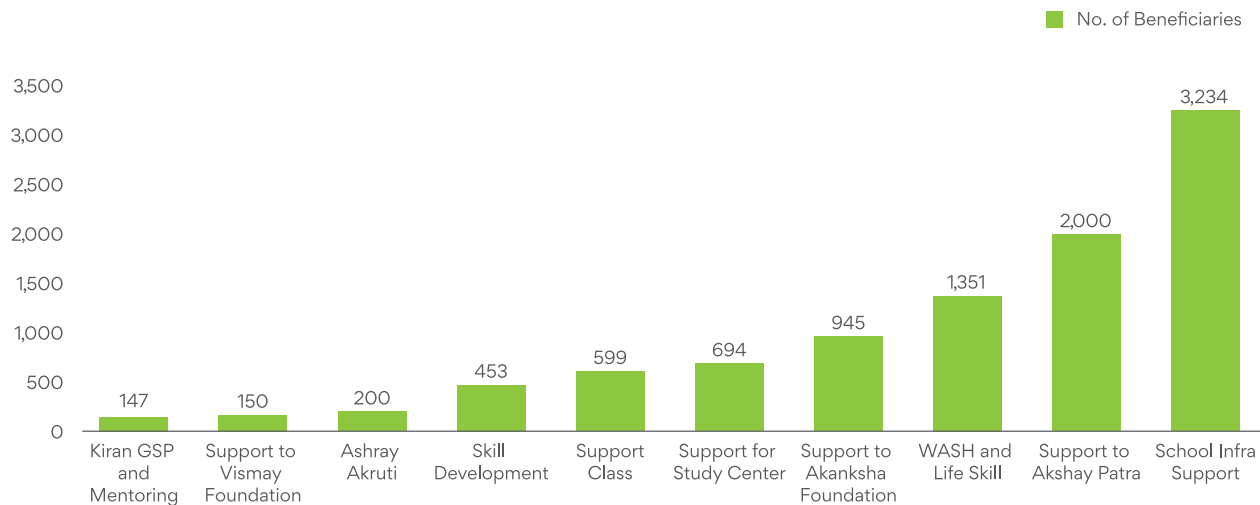
**15**

NGO  
Partners

**3,234**

Students

\*Unique no of students calculated



## Kiran Girls Scholarship and Mentoring Program

The Kiran Girls Scholarship and Mentoring Program continues to be our flagship program through which we educate underprivileged girls in information technology and computer science. This program is designed to equip them for job prospects in the industry.

In FY23, a fresh batch of 45 Kiran Girls scholars will be assisted to complete their B.E./B. Tech. degree in Computer Science/ Information Technology/Data Science with specialization in Artificial Intelligence and Machine Learning. They were selected and recruited from a pool of 889 applicants. From the creation of the aptitude exam through to the final selection, our staff has demonstrated a strong interest and engagement in the program. 66 Persistent employees contributed around 233 hours to this year's Kiran Girl Scholarship Program selection process.

Mentoring is also an essential component of the program, in which every student interacts with the mentor over the course of several sessions to get guidance. As a part of our one-to-one mentoring program, 92 Persistent

employees mentored the girls on topics like project work, career planning, coding basics, time management, and the value of education, totaling 202 hours of volunteer time.

Sessions on strengthening PowerPoint abilities, programming skills, career guidance, and job preparedness were held as part of the group mentorship program. This year's summer and winter school themes were Design Thinking, Computational Thinking, and Creative Coding.

Additionally, we also conducted a hybrid summer school in Pune, with 42 students from the first and second years participating. For the third year, 68 students attended virtual summer school. All of these training courses resulted in the successful placement of 38 girls from a batch of 45 graduating this year.

This year's initiative has been expanded to include laptop donations as well. So far, eight girls have benefited from this initiative.





### Feedback from a Kiran Scholar

*I am Tanushree Mahato from Kiran Girls Scholarship Program. I have been in the Kiran Scholarship program for 3 years, from my first year of engineering till now. It has been an amazing journey to be a Kiran Scholar. I have had many amazing learning sessions during my summer and winter school on topics like data structure and algorithms, Python, mini-project, placement preparation, and preparation for interview questions. I have learned many new concepts and logical ways of thinking; that has helped me grow, learn and develop new skills, and all my doubts were cleared on the spot. We were assigned mentors who helped and guided us in our journey of learning. The mentors were always ready to help us and be there for us. I am very grateful and thankful for the learning sessions provided by Persistent Foundation and mentors.*

**Tanushree Mahato**, Kiran Scholar — 3<sup>rd</sup> year

### Feedback from a Kiran Alumna

*I joined Kiran Girl's Scholarship Program in my second year of college. Being a student who came from a village, I had big dreams but needed the right guidance to be successful. Kiran Girl's Scholarship Program has provided that direction that helped me to not only be successful in academics but also become capable enough to enter into the corporate world and work for MNCs like Barclays. I am always grateful to Persistent Foundation for their support and would like to contribute back in any way possible.*

**Gauri Deshmukh**, Kiran Scholar — Barclays Pune

## Skill Development

Empowering lives through skill development and creating livelihood opportunities for youth and women.

We supported 453 youths through five different courses at Pune, Nagpur, and Bengaluru. All of them are between the ages of 20 and 35; they come from humble socio-economic backgrounds and have educational qualifications ranging from 10th grade to graduation. The placement rates across all of these initiatives are at a healthy 81.5%, with salaries averaging between ₹ 9,000 to ₹ 12,000 per month.

Location	Course Details	No. of students covered
Pune	Support for Patient Assistant -Nursing course	50
Pune	Training for Fabric Upcycling	80
Nagpur	2-year Nursing Course	18
Nagpur	MS-CIT and GCC-TBC	60
Nagpur	Salon Training	20
Bengaluru	BPO, ITS	125
Bengaluru	BFSI and ITS	100
<b>Total</b>		<b>453</b>

### A Special mention for the Nursing Course at Nagpur

As part of their COVID-19 relief efforts, the Persistent Foundation collaborated with NEED (Natural Education for Ecological Development) to provide resources for education and sustainable livelihoods. Six girls from the Kolum tribal community expressed an interest to pursue nursing. Persistent Foundation supported these girls for a 2-year nursing program at Swami Vivekananda Medical Mission.



### Feedback from a first-year nursing student

*I am thankful to Persistent Foundation for allowing me to continue my education. I am giving my best and trying to learn everything taught to me. After completing my nursing course, I want to support my family and help other girls from Maregaon, Yavatmal to complete their education*

**Priyanka Todase,**  
NEED, first-year nursing student





# Integrated School Development Program



This year, we provided six types of services enabling education for 3,234 students across nine schools, including a residential school, a residential rehabilitation center, and two special education learning centers.

As a part of the Integrated School Development Program, we focus on overall development through various programs like the Support Class Program, which improves the quality of education; the Life Skill Education Program, which focuses on students' personality development; and the Infrastructure Development Program, which creates a conducive environment for education.

## The Support Class Program



To develop conceptual clarity and a comprehensive understanding of Math, Science, and Languages, additional sessions are conducted for 7<sup>th</sup> and 10<sup>th</sup> standard students with the help of designed content and workbooks. Under this program, we have five schools supporting about 599 children. This year, the program was launched in Nagpur as well, in addition to Pune. These sessions are conducted at the school on a daily basis. We also have 18 teachers in the program who have conducted 3,072 sessions at the school. The program is tailored to each student based on their pre-assessment scores.

## Parameters used for Language Assessment

The student's ability to recognize and read words, letters, sentences, paragraphs, and stories.

## Parameters used for Mathematics Assessment

Difficulty in identifying numbers and symbols, the ability to recognize and perform one-digit and two-digit math operations, as well as subtraction and division functions.

Students who can read a story in English increased by 28.4%, and those who can read a story in Marathi increased by 2%. Additionally, students' ability to solve mathematical operations increased by 41.57%.



## Life Skills and WASH Program

Life Skills project aims at improving interpersonal skills, decision making capacities and communication skills which helps them to manage their lives healthily and productively. The primary Life Skills curriculum equips youth with the emotional, social, and intellectual tools they need to succeed in life.

Additionally, the New Education Policy also emphasized the significance of life skill sessions at schools, such as communication, cooperation, teamwork, and resilience.



Persistent Foundation has established Life Skill and WASH (Water And Sanitation, Hygiene) lessons with 1,351 students in Pune and Nagpur schools. These sessions have helped the students understand the value of cleanliness and good hygiene. The information the students consume through social media is neither verified nor scientific, meaning they do not understand the concepts. The sessions also provided them with a scientific explanation of how to accept physiological changes that occur during adolescence and how to cope with them.

After attending sessions for a year, all schools have now formed “Child Cabinets/Support Groups” that monitor the hygiene standards of the schools as well as fellow students.

A menstrual hygiene committee is formed to educate girl students on the importance of exercise, nutrition, and proper hygiene practices during these crucial days.





## Major Highlights

Students are increasingly willing to share and express their opinions and feelings

Students are now taking ownership of the cleanliness and maintenance of the school premises and washrooms

Schools have formed “Child Cabinets” to monitor and teach fellow students about personal hygiene

Classes on washing hands properly are strictly followed at school and at home by all students

Girl students are willing to voice the problems and challenges they face during menstruation. During these days, they are educated on the required nutrition and taught exercises

Any misconceptions about love, attraction, and sex that may have arisen as a result of lack of guidance are being addressed, and young students are becoming familiar with the changes that occur throughout puberty

\*Teachers from every school are now trained to guide the students on these topics.

## Infrastructure Development

Along with education and life skills, there is a need for good infrastructure and facilities in schools, particularly in those that do not receive government support to upgrade their infrastructure.





Location	Name of the School	Type of Support	No. of Students Covered
Pune	Aranyeshwar Madhayamaik Vidyalaya	Toilet refurbishment	983
Pune	Abhijat Madhaymik Vidyalaya	Toilet refurbishment	280
Pune	Vidyarthi Sahayak Samiti	Solar Water Heater (4,500 L)	350
Pune	Surhud Muk Badhir Vidyalaya	Rooftop Solar Power Plant (5 kWp)	165
Pune	Saraswati Vidya Mandir	Rooftop Solar Power Plant (13 kWp)	564
Nagpur	Udasa Ashram Shala	Boys hostel construction	434
Goa	Shanta Durga Vidyalaya	Support for benches	120
Hyderabad	Ashray Akruiti — 2 centers	Science lab	166
Bengaluru	Sparsha	Support for classroom aids	172

### Testimonial from Saraswati School

*“We are thankful for giving this environment-friendly solar project for our Shri Saraswati Vidya Mandir Karve Nagar, Pune. Also, I would like to appreciate the contractor’s quality of work. It has been financially beneficial for our school as electricity costs have been reduced drastically owing to this project.*

*Also, it acts as a medium to extend knowledge on solar power for our students.”*

**Sandhya Dambir**, Secretary  
Vidya Pratishthan’s Saraswati Vidya Mandir

### Testimonial from Gurukul Ashramshala, Udasa

*“We are very much thankful to you for considering the earnest need of the Boys' Hostel at our Gurukul Ashram Shala at Udasa. The old hostel premises is of asbestos and is regularly used as Dining Hall. During the rainy season, sometimes we found it inconvenient from the child safety point of view. We are highly obliged for the refurbishment and construction of the Boys' Hostel. Here we have bunk beds ready to cater to 20 — 30 students. We express gratitude towards Persistent Foundation which has extended help to us for this support.”*

**Ravi Kiran Charjan**, Secretary  
VHJP Parent Organization — Udasa Ashram Shala



## Support to Hearing Impaired Students

We're supporting the education of hearing-impaired students at Ashray Akruti. We support the functioning of two centers, which serve 166 students from 7<sup>th</sup> to 10<sup>th</sup> standard. The school has a student-teacher ratio of 7:1



These schools equally emphasize on academics and overall student development. They also include a special lab where audiometric testing is performed, based on which students and parents receive counseling and speech therapy training. The school also helps sell certain craft items made by the students in corporate exhibits, and the money earned is used solely for the students' benefit.

In addition to the two centers, we also support a pilot project of inclusive education where 34 hearing-impaired students attend a regular school. We provide them with specialized tutors who help them in keeping up with the class.





## Success Story

**Name:** U. Dhanush

**Standard:** 9<sup>th</sup>

**Father's Name:** Laxmi Narayana

**Mother's Name:** Ganga

**Disability Type:** Hearing Impaired

Dhanush, a hearing-impaired 15-year-old, is a dedicated and hardworking student. He enjoys learning and is well-liked by his teachers and other students. Dhanush has many friends as well. He has not let his impairment stand in the way of doing things that kids his age normally do. However, this was not always the case. Before enrolling in ZPH School, Suraram, he attended a local government school in 2016.



His learning was not progressing due to the teachers' lack of awareness of the best ways to teach children with special needs. Dhanush was identified at a medical camp in the region by Ashray Akruti and was promptly enrolled in an inclusive school in the community. Ashray Akruti, in collaboration with the government, facilitates intervention in a few government schools. It is tailored to the requirements of Hearing-Impaired (HI) kids like Dhanush, helping them to study and excel in the classroom. In this case, special educators collaborated with his classroom teachers to help him with understanding the subjects. Speech therapists helped him understand the nuances of communication. Hearing aids, for example, helped him to bond with his peers and make new friends.

Staff, parents, and students were given the opportunity to learn more about the benefits of inclusive education and the challenges faced by HI children through a series of workshops. Initiatives like this have enabled many children like Dhanush to progress and pursue academic goals similar to those of other students their age. Such wins are a testament to our donors' great support. At Ashray Akruti, we will continue to make a difference in the lives of more special needs children, making a bright future the norm rather than the exception.





## Study Center Program

Study centers are after-school centers in the community where students can get help with their studies and an opportunity to explore their potential. The project is being carried out in two cities — Hyderabad and Pune. As of today, there are 17 centers that cater to 694 students from 1<sup>st</sup> to 10<sup>th</sup> standard.



The program in Pune for Math, Science, and Languages included a Support Class for students in 8<sup>th</sup> to 10<sup>th</sup> standard.

We had 12 students in Hyderabad and 42 students in Pune who appeared for the 10<sup>th</sup> standard exam. Hyderabad has the highest percentage score of 9.5 CGPA, while Pune has the highest percentage score of 81.6%. The overall success rate was 100%.



Along with academics, opportunities are provided for the overall development of students. In Hyderabad, students participated enthusiastically in activities such as Ganesha Idol Making, Summer Camp, Yoga Day, Republic Day, and Chiguru. Pune saw active participation from students in events like Diwali Mahotsav, Science Day, Sports Day, Cleanliness Drive, Winter Camp, and Guru Pournima.

Mental Health Awareness Program was conducted in four centers in Pune along with an allied school.

These initiatives have addressed major aspects of confidence building, exam preparation, focus, and concentration techniques in studies, as well as aspects of youth such as love, friendship-attraction, adolescent behavior, and changes. With this program, additional efforts have been taken to keep the students in a consistent educational flow. This approach of individual counseling and group sessions lasted six months.

## “ Testimonial from a student

*I'm Deeksha, studying in 8<sup>th</sup> class. I have been coming here for 2 years, and now reading and learning have become easy for me. My tutor explains difficult subjects simply. Other than this we also have Saturday activities from which we learn many things. We also went to the Chiguru event in which I participated in the dance. We also have many science projects in Chiguru and learned the importance of science. Every Saturday they make us do extra activities that relax our minds and improve skills other than our studies. We also got our health checkup done right here in our Abhyasika. We even went on educational trips from Abhyasika, they took us to visit the Birla Planetarium where I learned many things about space. Our tutor also tells us everything very patiently and is very friendly with us. My parents are also very happy with my marks in school. I love coming here every day. Thank you, Youth for Seva, for doing all this for us.*

## Cyber Champ

Cyber Champ encourages students in 3<sup>rd</sup> to 10<sup>th</sup> standard to express their creativity and vision through various tech events and competitions. This year's theme was robotics and several events were held including a Line Follower Robot Competition, MS Paint, Paint 3D, Scratch, MSWLogo, Quiz Competition, and Science Project Exhibition, which featured a variety of robot models. This was organized at various locations in Goa (28 schools, 16 volunteers, 150 students), Nagpur (65 students, four schools, seven volunteers), and Pune (21 schools, 524 students, 42 volunteers.)





## Employee Contributing towards Education

Employee contributions have played a key role in adding value and complementing our programs through donation drives and volunteering.

We conduct donation drives such as school kits and student sponsorship that provide students with stationery items, educational aids, fees, and uniforms. This year, we distributed chess kits as part of the “Be a Santa — Sporting Smiles” drive to encourage volunteer engagement in schools and centers. Volunteers also participated in knitting activities and quizzes at the school, which allows them to interact with students as part of our Integrated School Development Program.

We appreciate employees who stepped up to donate in-kind through Joy of Giving, helping students with healthy meals through grain contributions, presenting sweaters to keep them warm in the winter through “Be a Santa — Sporting Smiles” program, and other similar initiatives.



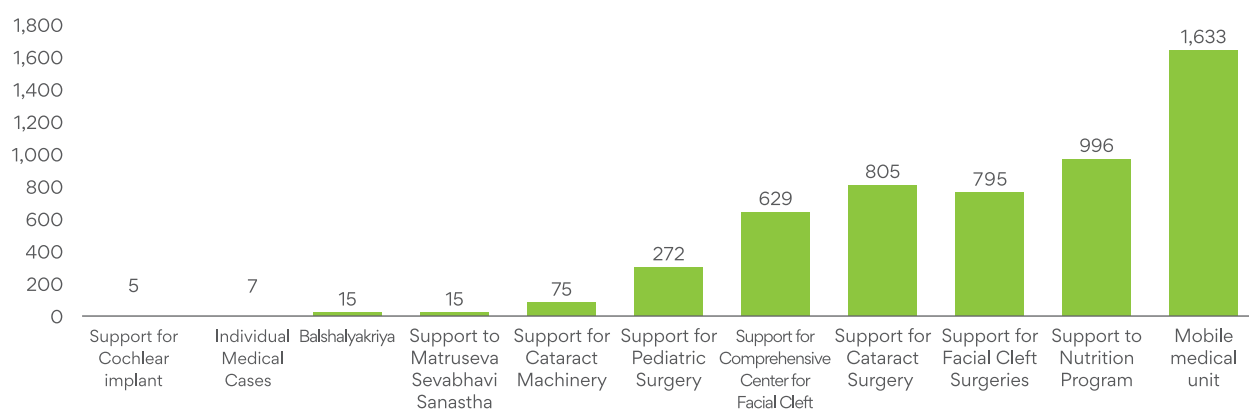




# Health

## Health — Provide Support for Curative Health Care to Improve Quality of Life

Persistent Foundation focuses on supporting pediatric and geriatric curative health care. The goal of providing health care is to improve the quality of life of people and to make them active and contributing members of the family and society.



## Comprehensive Care Project for Children with Facial Cleft and Palate

Cleft Lip and Cleft Palate are common congenital in newborn infants. Unfortunately, Indian society holds many outdated beliefs. The child's mother is blamed and often thrown out of the house along with the baby. Social stigma prevents any action being taken to provide a cure. The child grows up with the deformity and is ridiculed in school, thus losing self confidence and self-esteem.

The cause of this condition is inadequate fusion of the upper lip and palate during pregnancy, which results in the formation of a cleft lip and palate in the child. These congenital problems make it difficult for children to eat and communicate. They may suffer from ear infections, hearing loss, and dental issues.

But this condition is treatable with medical intervention, such as 2-3 surgery cycles. For the past seven years, The Persistent Foundation has partnered with Akila Bharatha Mahila Seva Samaja (ABMSS) to provide free cleft repair surgeries. This is one of Persistent Foundation's flagship projects, accounting for 58% of the overall budget of Persistent Foundation's Health vertical. We have funded 3,704 procedures until FY 2022-23.

Along with the surgery, every child needs additional support to be fit and healthy that includes orthodontics, speech therapy, and dietary support. We at Persistent Foundation have adopted a Comprehensive Care model and provide the aforementioned support to the patients. In FY 2022-23, we supported 795 surgeries and 629 patients for comprehensive care in Maharashtra (Pune, Aurangabad, Pandharpur, Nagpur), Hyderabad, and Bengaluru.

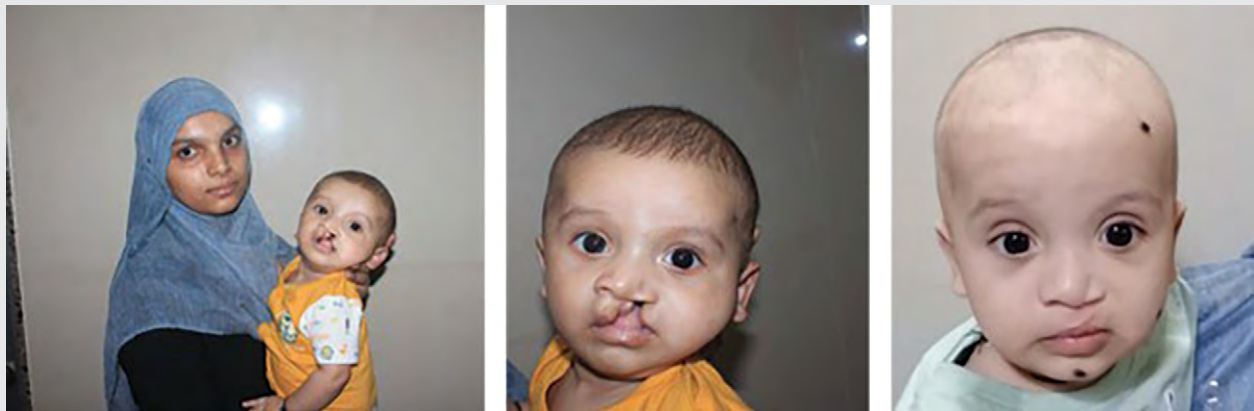
Facial Cleft surgeries is not considered as a priority for the families and often they are ignorant of this facility. ABMSS or contracted hospitals do not seek or receive funds from the government for the treatment of children with cleft lip and palate. ABMSS also serves as a partner of the Rashtriya Bal Swasthya Karyakram (RBSK) and the Sarva Shiksha Abhiyan (SSA), both of which are government bodies that direct beneficiaries to empaneled Non-Governmental Organizations (NGOs).

In FY 2022-23, 60 patients were aged below one year, 504 were in the age bucket of 1 year to 10 years, 162 were in the age bucket of 11 years to 18 years, and 82 were above 18 years. Furthermore, 58% patients were male, and 42% were female.





## Case study



A 28-year-old mother working as a casual laborer was heartbroken when she discovered her baby girl was born with a cleft lip and palate. The mother and her family were both disturbed by their daughter's condition, and her family and friends held the mother responsible. To make matters worse, her second child was also born with a cleft lip and palate. Her family was unsupportive and asked her to leave the house.

She learned about the Facial Cleft Centers from one of her friends. She visited the center, where her daughters received comprehensive treatment for their cleft lips. Now, both girls can look forward to a normal life.

### Highlights

In FY 2022-23, 240 employees of Persistent's donations helped in the treatment of 13 patients.

## Support to Pediatric Care

One of the major areas in Health is Pediatric Care where we cover pediatric surgeries and support for nutrition.

### Support for Pediatric Surgeries

This program is implemented with two partners — Gowd Saraswat Brahmin Sabha, a camp-based service called BalshalyaKriya Camp is offered for highly critical pediatric surgeries. Throughout the year, Swami Vivekanand Medical Mission in Nagpur receives support for pediatric surgeries.

## BalshalyaKriya (Pediatric Surgeries)

This is a pediatric surgery camp held in Nagpur every January by the Gowd Saraswat Brahmin Sabha in collaboration with the Peedh Parai Foundation from the United States of America and Rashtriya Bal Suraksha Karyakram. This year, 120 patients were enrolled for the camp, of which 64 were operated on. Of these, 30 patients were identified whose surgeries were critical, and 15 supra-major surgeries were supported by Persistent Foundation. The youngest patient was five years old, while the oldest was seventeen years old. The average time required for the surgery was six hours. The camp was held in Nagpur's Arihant Multispeciality Hospital.



## Support for Pediatric Surgeries along with Swami Vivekanand Medical Mission (SVMM)

For the past four years, SVMM has collaborated with Persistent Foundation to provide support for minor surgeries such as hernia/hydrocele/phimosis/orchiopexy surgery. These surgeries are not covered by government schemes such as the Mahatma Jyotiba Phule Jan Arogya Yojana (MJPJAY) or the Pradhan Mantri Jan Arogya Yojana (PMJAY). Doctors are hired at PHCs under the Rashtriya Bal Suraksha Karyakram to visit schools and conduct primary screening of students. These students are then recommended to have hernia/hydrocele/phimosis/orchiopexy operations. Children from economically vulnerable backgrounds are being treated in five districts — Nagpur, Bhandara, Gondia, Chandrapur, and Gadchiroli. Persistent Foundation has financed 272 surgeries this year, with all of them being successful.

Circumcision (Phimosis)	133
Tongue-tie	59
Undescended testes	11
Herniotomy / hydrocele	69
<b>Total</b>	<b>272</b>



## Case study



Mayuri, a 16-year old girl, has been a patient at Bal Shalyakriya Mission (BSM) since early 2019. She has undergone three surgeries in the hopes of living a normal life. Her kyphoscoliosis condition is one of the most advanced cases so far, with her rods protruding from her back. Even with this unimaginable pain, the girl showed up with big smiles to greet the doctors. Dr. David and his team decided to remove all of the rods and let her body recover naturally for a year. Her journey with BSM continues as her nutrition is being looked after. We wish her a speedy recovery!

## Support for Cochlear Implant Surgery

This is the first year of this project, which is being carried out in collaboration with Ashray Akruti in Hyderabad. We reached out to five patients under this program, but this is a life-changing surgery. The age group is 1-6 years. Persistent Foundation has contributed for the complete treatment of these five children, despite the fact that the organization is not eligible for a government medical grant. Cochlear implant surgeries help patients who are unable to hear or speak. A cochlear implant is not the same as a hearing aid. The hearing aid is a gadget that helps to raise the volume of sound so that patients with impaired hearing can hear correctly.

A cochlear implant is a small electronic equipment that helps with the development of the sense of hearing. A microphone, speech processor, transmitter, and receiver/stimulator are all part of a cochlear implant. This equipment detects and arranges sounds in the environment, receives signals from the speech processor, and converts them into electric impulses. If the patient is operated on at a young age, the impact is high.

## Case study



Rithvik Goud, a five-year-old boy with hearing and speech disabilities was born to daily wage laborers in Kesamudram, Mahabubabad. His parents were concerned about his condition since they were struggling to make ends meet with a monthly salary of ₹ 6,000 – ₹ 8,000. Rithvik's parents realized that the child was not responding to sounds at the age of three. After consulting with a nearby doctor, they went for a Bera test. Following the ear diagnostic, they discovered that the youngster had a hearing disability and a speech delay. They learned about Ashray Akruti Organization through the recommendations of various doctors. We enrolled the child in the early intervention program. Rithvik was advised to have cochlear implantation surgery since

the hearing aids provided were ineffective. The surgery would normally cost approximately ₹ 10 lakhs, but owing to the generosity of Ashray Akruti in Hyderabad, the surgery was not a distant dream to Rithvik and his parents. The surgery was successfully completed on December 28th, 2022 at Apollo Hospitals, Jubilee Hills. The child is currently enrolled in speech therapy at SR Nagar AVT Center.

The cochlear implantation marked the beginning of a bright new chapter in Rithvik Goud's life. Overwhelmed with immense happiness, Rithvik and his parents look forward to a great life filled with the sounds of laughter.

## Support for Nutrition Program

The project is being executed in Karnataka and Telangana in collaboration with the Integrated Child Development Scheme (ICDS) and Sri Sathya Sai Annapurna Trust.

The project is currently in its second year. Every year, we reach out to 996 Severe Actue Malnutrition(SAM), Moderate Acute Malnutrition(MAM) children aged 2 to 6 years old through this program. These 996 SAM and MAM children have been identified from 192 anganwadis spread across four districts. 83% of the children have shown an improvement in height, 92% have shown an improvement in weight, and 66% have shown an improvement in mid-arm circumference (MUAC).



## Geriatric Care

As part of Geriatric care, we supported two projects that enable cataract surgeries and support a mobile medical unit. Both these projects assist the elderly from humble backgrounds.

### Support for Cataract

As part of Geriatric support, we sponsor cataract surgeries for patients above 60 years of age. All of these patients come from lower economic backgrounds. So far, we have implemented this project in Hyderabad, Bengaluru, Nagpur, and Pune.

Our partner organizations include Seth Tarachand Ramnath Charitable Ayurvedic Hospital Trust, Pune, Swami Vivekanand Medical Mission, Nagpur, L V Prasad Eye Institute, Hyderabad and Sri Vivekananda Sevashrama, Bengaluru.

Every perfect picture requires the camera lens to be clear. Similarly, for optimal vision, our eyes must be in good health. The human eye lens should be clean for optimal vision, but as we age, it gets clouded or opaque, and light can't pass through it; which is why the patient cannot see properly. This has an impact on routine and increases difficulty with vision at night. As a result, the patient's productivity is hampered. This also makes elderly patients feel like a liability to their family which also affects their self-esteem and confidence.



This condition is treatable within a few minutes of surgery. Nowadays, it is a very common and safe surgery. The procedure includes swapping the eye lens with an artificial lens. The Persistent Foundation has been supporting cataract surgeries for the last nine years in Pune, Nagpur, Hyderabad, and Bengaluru. Every year, the Foundation supports more than 1,000 surgeries. Persistent employees also contribute to this

by donating to this cause. In FY 2022-23, the Foundation supported 805 surgeries, with 189 Persistent employees supporting 136 of them.

### Highlights

The Persistent Foundation has donated a Phaco machine to Sri Vivekananda Sevashrama, Bengaluru. The machine has improved the accuracy of surgeries while reducing the surgery time. As a result, the organization will be able to reach out to 1,500 – 2,000 more patients.

## Support for Mobile Medical Unit

For the past six years, the Persistent Foundation has supported HelpAge India's Mobile Medicare Unit in Goa. The unit served 17 villages in the North Goa district that lacked basic healthcare facilities. Patients were provided with basic OPD services as well as medications. In FY23, units provided 17,483 OPD treatments/checkups to 1,633 unique patients.







# Community Development

## Contribute to the Area of Environment and Livelihood

Our main focus in the field of community development is on environmental conservation and support for livelihood. A majority of livelihood projects are carried out in rural areas. So far, we have worked on environmental initiatives such as tree planting, plastic recycling, rooftop solar power projects, watershed development projects, and open well construction.

Project Details	Project Output
Tree Plantation	8,050 trees planted, 5,370 trees nurtured, covered 15.55 Ha land in one village
Installation and maintenance of Solar Power Project	4 rooftop solar power plants of 148 kWp. 2 solar water heaters of 3,500 liters
Compressive Watershed Development Program — Bhavadi	12 services, 1,308 population, 250 livestock covered
Support for Sustainable Livelihoods and Livestock Development Program — Meravane and Phanashi	8 services, 1,050 population. Livestock services 3, 653 households covered
Support for drinking water	2 wells were constructed, 280 individuals were covered, 5.0 lakh liters of storage capacity





## Tree Plantation

This is the third year of partnership with Wildlife Research and Conservation Society (WRCS) for a plantation drive to help conserve private forests at Koyna. In recognition of their biodiversity, the Western Ghats have been designated as a UNESCO World Heritage Site. It is home to a number of rare and endangered species of flora and fauna. Private forests are extensively found in the Western Ghats and provide an important link in the ecosystem that helps maintain the region's biodiversity. Our intervention in the area has not only improved biodiversity but has helped to create a sustainable source of livelihood through forests like Non-Timber Forest Produce (NTFPs), medicinal plants, spices, fruits, and honey.

**We began the project in 2021, with a three-year maintenance commitment.**

Year	Trees Planted	Survival Rate	Trees Nurtured	Total Area Covered	No. of People Benefitted
2021-22	23,729	79%	24,365	42.7 Ha	65
2022-23	8,050	80%	5,370	15.54 Ha	68
<b>Total</b>	<b>31,779</b>	<b>79.5%</b>	<b>29,735</b>	<b>58.24 Ha</b>	<b>133</b>

This year, we planted 8,050 trees and nurtured 5,370 trees in Vanzole and Koyana villages. The plant survival percentage this year was 80%. In June 2023, the WRCS will plant 20% more trees. The Persistent Foundation also supported the construction of a nursery with 50,000 ready-to-sell saplings, allowing the NGO to become self-sustaining.





## Solar Power Plant

The Persistent Foundation is supporting the installation of solar power plants since 2015-16. In addition to the positive environmental impact, the project had financial success due to reduction in the recurring costs of the organisation.

As part of our commitment, we have installed four solar power plants with a capacity of 148 kWp. In the year 2022-23, these four plants together generated 4,56,559 units of electricity, saving almost ₹ 17.26 lakhs.

The Persistent Foundation also maintained all of these plants until they break even. For the organization, the electricity will be free of cost for the next 20 years.

In 2022-23, we implemented four projects — two in schools, one in a skill development center, and one in a hospital. Along with these programs, The Persistent Foundation also collaborated with these organizations on additional health and education initiatives.

Sr. No.	Plant Name	Capacity	Month of Completion	% of electricity requirement covered by the plant	Annual Cost Savings(₹)
1	Swaroopwardhini – Skill Development Center, Pune	100 kWp	March 2023	40%	11.68 lakhs
2	Charitable Hospital by Matru Seva Sangh, Nagpur	30 kWp	July 2022	100%	3.50 lakhs
3	Saraswati Vidya Mandir, Pune	13 kWp	March 2023	100%	1.50 lakhs
4	Surhud Mandal's School for Hearing Impaired, Pune	5 kWp	March 2023	100%	0.58 lakhs
<b>Total</b>		<b>148 kWp</b>			<b>17.26 lakhs</b>



# Comprehensive Watershed Development Project

The Persistent Foundation has been working on water conservation projects since 2015-16, and the journey continues with the village of Bhavadi in Ambegaon Taluka. The village is located in a rain shadow location and has a population of 1,308, with a focus on potatoes as a cash crop and few water conservation efforts. The highly motivated village has sought an FPO for assistance with watershed interventions and inputs on enhanced agriculture methods.

## The specific goals of the project are:

- 1\ Implement soil and water conservation measures based on watershed management principles
- 2\ To strengthen available natural resources such as land, water, and vegetation to increase groundwater and production
- 3\ Raise awareness of agricultural best practices and water literacy

To meet the stated goals, six different types of services were offered.

## Soil and Water Conservation



Continuous Contour Trenches (CCT), Water Absorption Trenches (WAT), and farm bunds were developed to conserve soil and water by harvesting runoff water and reusing it for greater crop production and vegetation growth in the region. This activity covered



a total of 10 hectare area during the reporting period. The excavation was completed in 3,033.80 Cu.m in order to save 30.33 lakh liters in a single rainfall. We also completed the Plantation Program with 500 plants.

## Drainage Line Treatment



The project “RCC Core Wall Gabion” was built to prevent soil erosion, retain eroded soil, limit runoff water velocity, and encourage water recharge. Over the output of the Gabion construction, RCC Core Wall Gabion provides water storage benefits. Last year, three gabion structures were built, benefiting six farms. It helped in the reduction of water runoff velocity, soil erosion, the extension of water storage, and the year-round availability of 7.50 lakh liters of water.



## Recharge Measures

Water for irrigation is essential for livelihood of farmers. Considering the current climate change scenario, it is critical to increase the water storage capacity in farms — which is why farm ponds and naala deepening work was undertaken. Recharging additional water helps to raise the water level, which is then available for irrigation via wells and bore wells.



\ **Farm Pond:** It helps increase the groundwater level, contributes to agriculture intensification, and boosts farm revenues. It also collects excess runoffs during rainy periods. The stored water can then be used for supplemental irrigation to crops. A total of 13 structures with a total excavation of 10,816.56 cm were built, allowing 10,816.56 lakh liters of water to be recharged in a single filling.

\ **Recharge Pits:** This helps recharge water and is built where the area is limited for farm ponds. We built five structures with 1,210 cm excavation work, allowing for the recharge of 12.10 lakh liters of water over a 10-hectare area.



## Agriculture Development

This sector's services are focused on sustainable agriculture practices such as crop diversification, green manuring, integrated pest control, dry land horticulture, and so on.



\ **Crop Diversification:** In these project areas, potato cultivation is common. In this initiative, we convinced farmers by offering seeds for a range of vegetables such as cucumber, french beans, beetroot, and more to 70 recipients. As a result, we saw an average increase in revenue of ₹ 10,000 to ₹ 20,000 per farmer, as well as an increase in yield with reduced water use.

\ **Agriculture Improvement/Drip/Sprinkler:** This enhanced water efficiency and resulted in water savings of up to 50% for 97 families with a total of 9.70 hectares under micro-irrigation.



## Capacity Building of Community

This segment covers exposure visits and training of farmers. A visit to the BAIF Central Research Station in Uruli Kanchan was scheduled, where 22 farmers received input on livestock management and agricultural development. Many farmers also attended a training at Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri, on issues such

as pest control, fertilizer management, crop science, and livestock management, and asked their questions to scientists.

We also organized training for six farmers who benefitted from topics like crop diversification, plant nutrients, plant protection, organic farming, watershed development, and agriculture development.





# Support for Sustainable Livelihood and Livestock Development Program

The Persistent Foundation adopted Meravane and Phanashi villages near Pune in 2022-23 based on their needs and requirements.

## Green Fodder Management



Green fodder is available only during the monsoon. To ensure the availability throughout the year, improved fodder seed and silage-making training was offered. A 10-hectare area was dedicated to fodder cultivation, ensuring three months of fodder availability. Silage-making training was provided to 70 families, where the farmers prepared and stored 92 tons of silage, ensuring year-long fodder availability.

## Health Camp

We conducted six health camps where 433 animals were treated. A mineral mixture was used to help boost reproductive efficiency and shorten the inter-calving time. The mineral mix was also utilized by 100 households. 45 animals were treated at the infertility treatment camp. 350 animals were vaccinated against lumpy disease at the vaccination camp.

## Solar Group Lift and Pipeline



This initiative has enabled 47 farmers to harvest a second crop. Fifty acres of land have been cultivated, improving the yearly household income. As the system is solar-powered, the input costs have been lowered, improving the profit margin.

## Agriculture Development



This program supports vermicomposting. 24 farmers prepared 24 tons of vermiculture, saving around ₹ 70,000 in fertilizer. About 20 farmers received aftercare help in the form of pesticides, fungicides, and liquid fertilizers for the gram crop. The overall yield rose by 10-20%. As part of the assistance, 100 spray pumps were supplied.

## Need-Based Support was Provided to 46 Families

This support has helped save money and increase the family's income as well. Ten families have received biogas, saving ₹ 1.20 lakhs per annum with an improved indoor environment. 30 families have received support for cow sheds and mats, which has improved animals' health and has reduced 50% expenditure of the farmer.

## One Jivamrut Kit

Jivamrut is an organic fertilizer that is now available in the village. One entrepreneur supported with the procurement of four tents has encouraged tourism in the village. Helping one painter with a project has

resulted in additional orders and a spot on national television for his art. All of these initiatives have raised each entrepreneur's monthly income by ₹ 4,000 – ₹ 5,000.

Silage making training, jivamrut training, vermiculture training, biofertilizer training, and Sowing technique training were among the exposure trips and training. Kisan Melava, a company that manufactures solar-dried items, was included in the exposure visits.

The second major segment in Community Development is providing support for livelihood projects. We focus on providing support to rural and underprivileged segments of the community. The objective of these projects is to enable them to have a sustainable source of income.

Project Details	Project Output
Support for livelihood — Eklavya Bamboo Artisanship	2 trades, 220 individuals, ₹ 51 lakhs turnover, ₹ 20 lakhs profit
Support for livelihood — Project EconPlast	40 tonnes of plastic recycled, 7 individuals' livelihood elevated, ₹ 3.19 lakhs profit
Support for livelihood — Project Maya Care	Supported the livelihood of 15 individuals. 235 elderly, AGP 11 organizations.
Laptop refurbishment program	Laptops donated (203), CPUs donated (359), Desktops donated (707), Office Chairs (223), IT assets — Monitors and Keyboards (63), Computer Tables (75)
Support to Poornam Eco Vision for a van	Multipurpose van for e-waste collection, clothes collection, stall material movement



## Eklavya Project

The Tree Innovative Foundation implemented a project in Velhe with 40 beneficiaries — 25 men and 15 women. Eklavya decided to be registered as a cooperative. As a result, the training for these shareholders included two components — one related to the trade and one related to managing/running an organization.

Trade training included topics such as bamboo planting, harvesting, processing, and crafting skills. Along with bamboo, several womens' groups wanted to investigate the possibility of manufacturing food products from locally available raw materials. Food processing methods were also included in the training. Training in business skills such as marketing, financial management, and customer service was also provided for business management.

Eklavya is now a registered cooperative company with an annual turnover of ₹ 51 lakhs in FY23. With the support of 220 people, 40 bamboo items and 20 food products are being manufactured. This year, Eklavya made a net profit of ₹ 4.0 lakhs. Out of which ₹ 3.20 lakhs has been reinvested in the business, and ₹ 80,000 was distributed among the members.

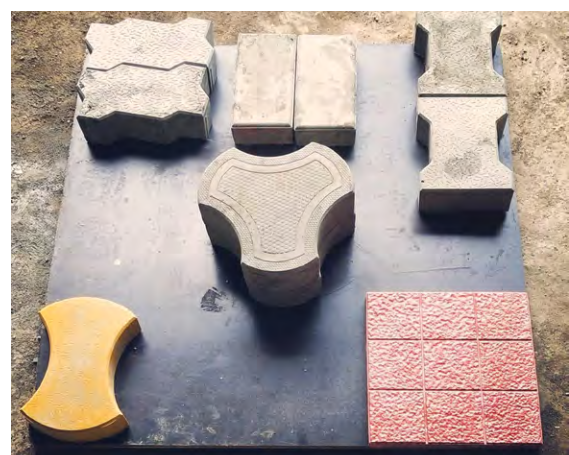


## EconPlast Project

Econplast, a joint effort with Tree Innovative Foundation, recycled 40 tons of plastic to create concrete products without the heat treatment. The plant recycles 0.5-0.7 tons of waste plastic per day into concrete products such as pavement blocks and cement bricks. The plant was able to produce 2,000 pavement blocks/bricks per day.

With a rising demand for this environment-friendly product, the organization saw the need to expand manufacturing capacity. With the additional support, the plant's capacity was increased from 1.5-2 tons per day.

The Tree Innovative has received orders from PCMC, PMC, prominent builders, and Gram Panchayats. In FY 2022-23, the Econplast project employed 7 individuals, generating a business of ₹ 19.96 lakhs, and earned a net profit of ₹ 3.19 lakhs.



## Recycle/Reuse — Laptop Refurbishment Program

As an IT firm, we donate laptops and desktop computers to schools and other organizations in need. This initiative has helped in the establishment of computer laboratories in rural schools, Ashram Shalas, and non-governmental organizations (NGOs) have used these laptops and PCs for their staff members and community centers.

Here's a summary of the systems and laptops donated in the year 2022-23 through The Persistent Foundation across 5 locations:

**203**

Laptops  
donated

**359**

Only CPUs  
donated

**707**

Desktops — CPU,  
screen, keypad,  
and mouse

**75**

Computer  
tables





# Employee Engagement

Employee engagement is an important aspect of social work and contribution. As part of Individual Social Responsibility (ISR), 3,993 employees spent 6,623 hours by volunteering in ISR activities, and ₹ 71.47 lakhs were received as donations from employees.





## Persistent Foundation

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