

# Persistent Foundation Report 2013-14

## About Persistent Foundation

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

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

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

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

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

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

## Management of the Foundation:

The Trustees of the Foundation as on March 31, 2014 were as under:

- A. Mrs. Sonali Deshpande, Chairperson
- B. Dr. Anand Deshpande, Founder Trustee
- C. Mr. P. B. Kulkarni, Founder Trustee
- D. Dr. Mukund Deshpande, Founder Trustee
- E. Mr. Pradeep Kumar Bhargava, Trustee
- F. Mr. Dilip Kale, Trustee
- G. Mr. Sameer Bendre, Chief People Officer of Persistent Systems Limited – Ex-Officio
- H. Mr. Rohit Kamat, Chief Finance Officer of Persistent Systems Limited – Ex-Officio
- I. Cpt. Kedar Paranjpye, Chief Admin Officer of Persistent Systems Limited – Ex-Officio

# Persistent Foundation Report 2013-14

## Projects executed by the Foundation since its inception:

### Hallmark Programs initiated & institutionalized by Persistent Foundation -

#### ➤ Four-year old programs:

1. Breast Cancer Screening Program for slum/rural women – 1500+ women have been screened till date and necessary medication was provided
2. Girls' Scholarship Program - Partial annual scholarship of Rs. 25,000 per year till completion of the Engineering degree has been given to 43 girls pursuing the Bachelor of Engineering & 2 girls pursuing Masters in Life sciences.
3. Village Upliftment Program - Till date, four such villages i.e. Salumbre, Kodawadi, Udas and Velhe Cluster are being covered under this program

#### ➤ Three-year old programs:

1. 20 Point Clinical Health Check-up and Weekly Doctor Facility at slum/rural schools - More than 10,000 students have been benefited in this Program in last two years.
2. Persistent Foundation E-School Lab - E-learning educational set-up has been provided to 35 slum/rural schools
3. Dram Job - Career Guidance seminars by experts of various fields for students of 8<sup>th</sup> to 10<sup>th</sup> standards.

#### ➤ Two-year old programs:

1. Jointly running the Elderly-care centers - Till date, two such elderly-care centers are covered under this program
2. Facial Cleft Program - Till date, 55 poor children have been operated for the facial cleft palate
3. Doctor Facility Project: till date doctor facility is running at 13 slum schools, 5 primary schools, 3 special schools & 2 old age homes
4. Mobile Medicare Unit (MMU): till date we are supporting MMU for poor elderly in slum areas of Pune & Goa

### Hallmark Projects completed by the Foundation in FY 2013-14

#### ➤ Health:

1. 20point Clinical health check-up & Doctor facility project for 7500 students from slum schools in Pune and Nagpur
2. 225 cataract operations completed at Pune, Nagpur, Hyderabad and Goa

#### ➤ Education:

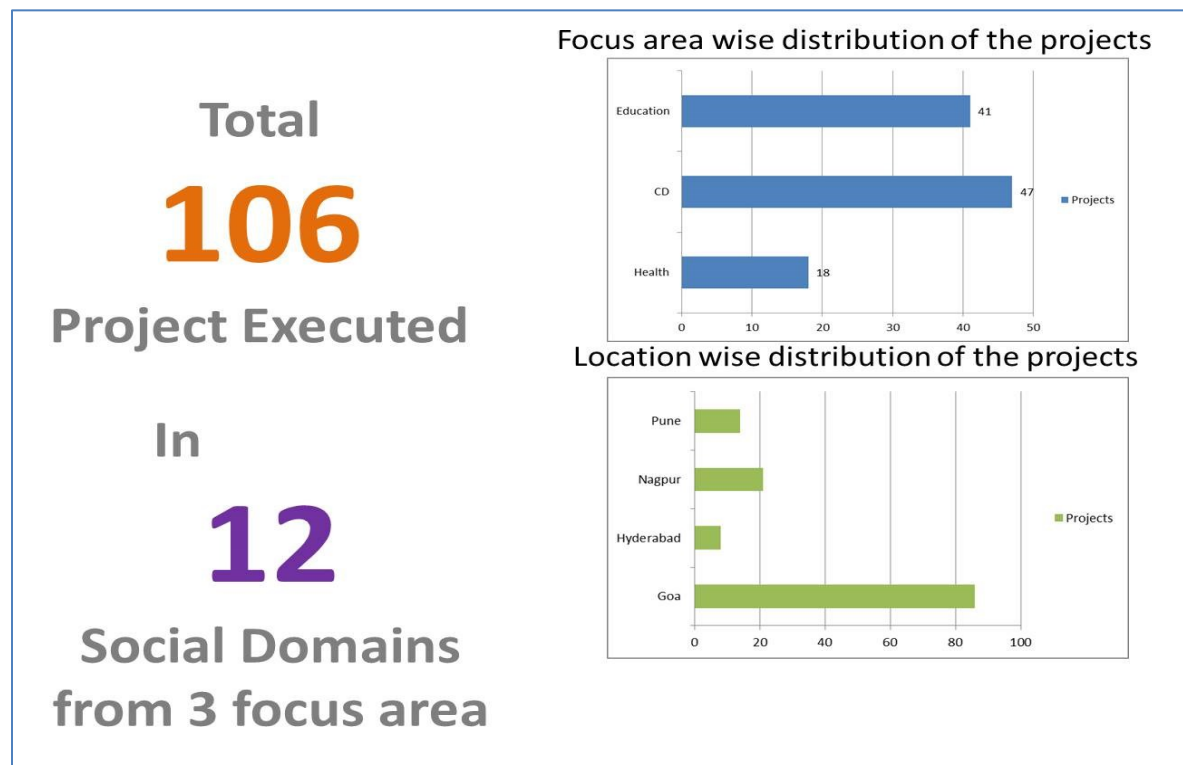
1. Library Project – 7 Toy libraries & 5 book libraries have been set up at schools
2. E school Lab Project: Provided E learning set up to 23 slum / Rural schools in Pune & Nagpur

## Persistent Foundation Report 2013-14

### ➤ Community Development:

1. Water Conservation Projects – Conducted at 3 water scarcity villages Hiware, Velhe, Vegare near Pune
2. Digitisation of Records Project – at BSSK & Bhandarkar Oriental Research Institute

### Where do we stand today?



### Donation Drives among employees:

#### ➤ Health (Top 2):

1. Jaipur Foot – 157 Jaipur Foot donated for amputees
2. Cataract Operation – 279 cataract operations sponsored

#### ➤ Education (Top 2):

1. Student Sponsorship Program - More than 425 slum/rural students supported
2. Uniform, School Kit, School Book Donation – More than 500 students benefited from this

#### ➤ Community Development (Top 2):

1. Jai Jawan - Gifting Diwali Sweets & Greetings to more than 750+ Indian Jawans at the border
2. Donation for restoration of Uttarakhand: more than Rs. 4 Lakhs donated for the cause by PSL employees

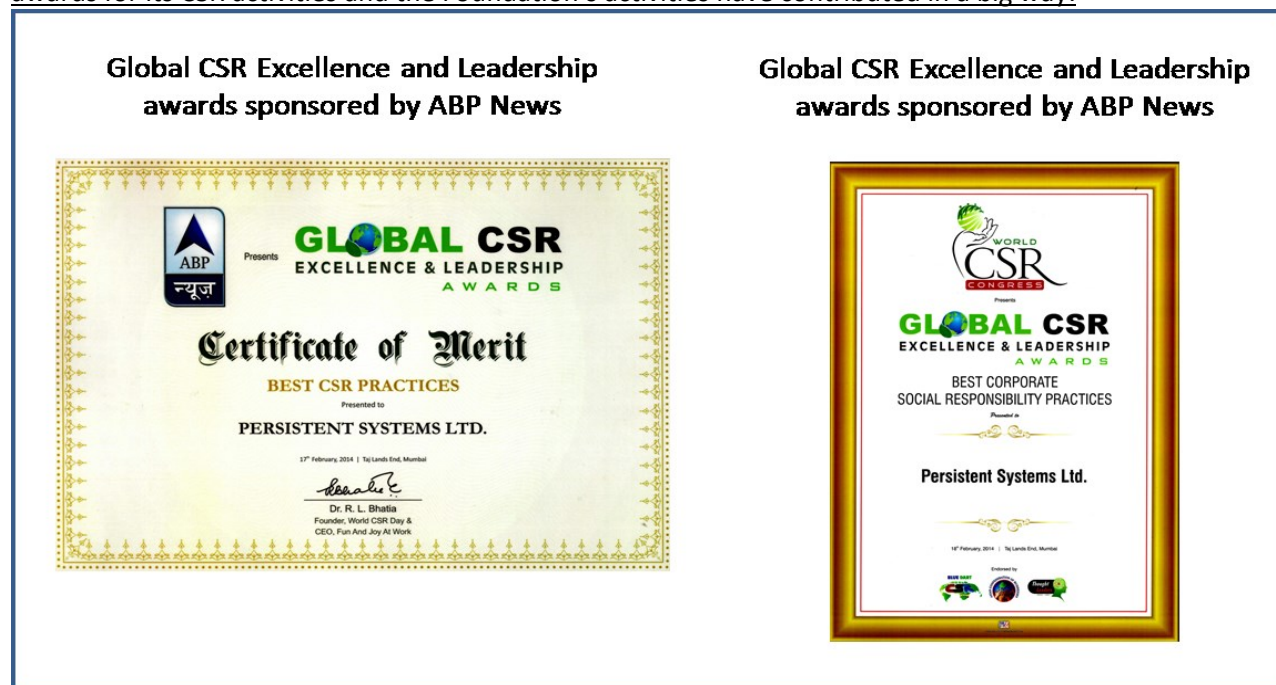
# Persistent Foundation Report 2013-14

Where do we stand today?

<p><b>15 Donation Drives</b> are organized in FY 2013-14</p>	<p>Participation by <b>1579</b> Unique Employees</p>	<p>Rupees <b>56.84</b> Lakhs Donated by the Employees in FY 2013-14</p>
<p><b>Goa</b> Is the best in % Employee Participation (Donor Vs Location Strength)</p>	<p><b>Pune</b> Donates Maximum Funds</p>	<p><b>52.28%</b> of total 'Employee Donations' in Education Area</p>

**Special Achievements:**

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



## Persistent Foundation Report 2013-14

### Foundation's activities in FY 2013-14:

#### Financials

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

Sr. No.	Particulars	Amount
1	Donation towards corpus	
	- Persistent Systems Limited	112.28
	- From Trustees and Employees	7.63
	-Transferred from Income & Expenditure Account	12.00
	<b>Sub-total (A)</b>	<b>131.92</b>
2	Donations towards direct expenses on objectives	
	- Persistent Systems Limited	112.28
	- From Trustees	5.00
	- From Employees and others	56.89
	<b>Sub-total (B)</b>	<b>174.17</b>

The Foundation received an interest income of ₹ 39.95 Lakhs on the fixed deposits investment made by it.

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

Sr. No.	Particulars	Amount Donated to other Institutions	Amount used for Projects	Amount Donated to other Institutions by Employees of PSL through Persistent Foundation	Total Amount
1	Education	12.49	39.67	27.14	79.30
2	Healthcare	8.02	35.13	5.80	48.95
3	Community Development	12.37	34.57	14.83	61.77
	<b>Total</b>	<b>32.88</b>	<b>109.37</b>	<b>47.77</b>	<b>190.02</b>

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

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

# Persistent Foundation Report 2013-14

## Foundation's Activities for FY 2013-14:

Financial Year 2013-14 was the fifth year of operations of the Foundation. The Foundation continued to focus its resources in the following areas for aid, assistance and conducting projects during this year.

1. Health
2. Education
3. Community Development

## Brief summary of income and utilization of funds for FY 2013-14 vs. FY 2012-13

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

Income Source	FY 13-14	% FY 13-14	FY 12-13	% FY 12-13
Donation from Persistent Systems towards Corpus	112.28	33.61	67.27	31.32
Donations from Employees, Trustees & others towards Corpus	7.63	2.29	1.05	0.49
Donation from Persistent Systems towards Expenses	112.28	33.61	65.8	30.63
Donations from Employees, Trustees & others towards Expenses	61.89	18.53	48.45	22.56
Return on investments	39.95	11.96	32.23	15
<b>Total</b>	<b>334.04</b>	<b>100</b>	<b>214.08</b>	<b>100</b>

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

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

Focus Area	Donation	Projects	Employee Donation	Total FY 13-14	% 13-14	Total FY 12-13	% 12-13
Education	12.49	39.67	27.14	79.30	41.73	62.05	45.08
Health	8.02	35.13	5.80	48.95	25.76	37.91	27.54
CD	12.37	34.57	14.83	61.77	32.51	37.67	27.37
<b>Total</b>	<b>32.88</b>	<b>109.37</b>	<b>47.77</b>	<b>190.02</b>	<b>100.00</b>	<b>137.63</b>	<b>100.00</b>

Focus Area	Education	Health	Community Development	Total FY 13-14	% 13-14	Total FY 12-13	% 12-13
Donation	12.49	8.02	12.37	32.88	17.30	29.26	21.26
Projects	39.67	35.13	34.57	109.37	57.56	62.12	45.14
Employee Donation	27.14	5.80	14.83	47.77	25.14	46.25	33.60
<b>Total</b>	<b>79.30</b>	<b>48.95</b>	<b>61.77</b>	<b>190.02</b>	<b>100.00</b>	<b>137.63</b>	<b>100.00</b>

## Persistent Foundation Report 2013-14

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

Location	Donation	Projects	Employee Donation	Total FY 13-14	% 13-14	Total FY 12-13	% 12-13
Pune	32.88	93.29	37.70	163.87	86.24	106.72	77.54
Nagpur	0.00	12.10	3.36	15.46	8.14	14.72	10.70
Hyderabad	0.00	1.93	1.64	3.57	1.88	11.37	8.26
Goa	0.00	2.05	5.07	7.12	3.75	4.82	3.50
<b>Total</b>	<b>32.88</b>	<b>109.37</b>	<b>47.77</b>	<b>190.02</b>	<b>100.00</b>	<b>137.63</b>	<b>100.00</b>

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

Focus Area	Pune	Nagpur	Hyderabad	Goa	Total FY 13-14	% 13-14	Total FY 12-13	% 12-13
Donation	32.88	0	0	0	32.88	17.30	29.26	21.26
Projects	93.29	12.1	1.93	2.05	109.37	57.56	62.12	45.14
Employee Donation	37.7	3.36	1.64	5.07	47.77	25.14	46.25	33.6
<b>Total</b>	<b>163.87</b>	<b>15.46</b>	<b>3.57</b>	<b>7.12</b>	<b>190.02</b>	<b>100.00</b>	<b>137.63</b>	<b>100</b>

**Key Highlights of Foundation's Activities during the financial year 2013-14:**

<h1>33</h1> <p>Out of 39 approved projects are completed: 6 projects will be completed in Q 1 of FY 2014-15</p>	<p>Donation Rs.</p> <h1>32.88</h1> <p>Lakhs to 32 NGOs and 6 individuals, i.e. 91.33% of the total donation budget of 36 lakhs</p>
<p>Rupees</p> <h1>56.84</h1> <p>Lakhs generated from PSL Employees in FY 2013-14</p>	<p>Completion of projects worth Rs.</p> <h1>109.37</h1> <p>Lakhs, i.e. <b>93.25%</b> of the total project budget of Rs. 117.28 lakhs</p>

# Persistent Foundation Report 2013-14

## Projects by the Foundation during the financial year 2013-14

The key projects undertaken by the Foundation during the Financial Year 2013-14 are as follows:

### **FOCUS AREA – HEALTH**

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

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

Broadly, the information about the projects is as follows –

#### **1. Blood Donation**

- **Blood Donation Camps in Persistent premises (Total 985 blood bottles collected)**



Since its inception, Persistent Foundation has been organizing the blood donation camps every year. This year, the camps were organized at Pune in association with Deenanath Mangeshkar Blood Bank, Sahyadri Blood Bank and Janakalyan Blood Bank during 2 donation drives. Total 985 bottles of blood was collected across all locations.



## Persistent Foundation Report 2013-14

### 2. Child Health

#### ➤ 20 Point Clinical Health Check-Up @ Slum / Rural Schools (Total 7500 students covered)

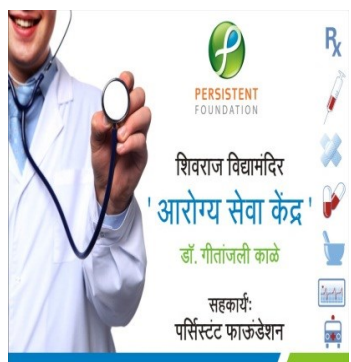


In association with Zenith Horizons, 20-point check-up on a 5 point scale considering Systemic, Dental, Ophthalmic and Generic aspects of the child's health is continued. Under this project, the foundation has covered **7500** students in FY 2013-14.

20 point clinical health check-up & Doctor facility project are going hand in hand at 10 schools in Pune. Reports of 20 point clinical health up of previous 5 schools for FY 2013-14 Vs FY 2012-13 reveals the effectiveness of these projects as:

- ✓ Overall health quotient of the schools improved by 20%
- ✓ Top five health problem areas of the schools reduced by 14%
- ✓ No. of students with zero health problems raised by 36%
- ✓ No. of students with four or more health problems declined by 15%

#### ➤ Doctor Facility Project (13 Slum schools, 5 Primary Schools, 3 special schools & 2 elderly care centers)



With an objective to establish a comprehensive health care system in the slum and rural schools, Persistent Foundation initiated a project of setting up Doctor Facility at following slum schools in Pune. FY 2013-14 is the second year of this project. Continuing the doctor facility at five slums schools, the Foundation has initiated the same at five more slum schools in Pune and Pimpri Chinchwad areas. In FY 2013-14 Persistent Foundation is operating Doctor Facility at 13 slum/rural schools. Out of these 11 schools are located in Pune including one schools supported by Persistent Employees & 2 are in Nagpur. The Foundation has initiated the same at five primary schools, three special schools including deaf & dumb school, blind school & school for mentally challenged kids in Pune and Pimpri Chinchwad areas. Objective behind this is to provide special healthcare services to primary schools, special schools & old age homes. This includes healthcare education through fun & play & physiotherapy services.

## Persistent Foundation Report 2013-14

### 3. Women Health

#### ➤ Breast Cancer Screening Program: (Screening of 488 women)



Breast Cancer Screening Program of Persistent Foundation has completed its 4th year. In association with Samavedana & with the support by Persistent employees in last 4 years, the Foundation has provided financial assistance for screening of 1500+ slum women. In FY 2013-14 total 488 screenings were supported. Out of these screenings, 88 screenings were sponsored by Persistent employees. The screening includes Gynecological Counseling, Pap smear, Sonography, Mammography, Additional Sono-Mammography and Oncological Counseling.

#### ➤ Empowerment of Women through Health & Hygiene Education: (200 women covered)



This project is about providing overall Physical, Psychological & Gynecological Health check-up of slum women & also providing them comprehensive healthcare education. Inauguration of project done at the hands of Mrs. Sonali Deshpande (Chairperson Persistent Foundation).

Check-up of 200 women from Mangalwar Peth & Shukravar Peth was conducted in collaboration with Swaroopvardhini & Bhartiya Stree Shakti.

Weekly doctor facility to address the problems identified in health check-up was initiated.

Shakti Has organized health education sessions on Life style training, First aid education, Ayurvedic medicine preparation which focused on knowledge empowerment of 200 women.

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## Healthcare of Differently-abled & Elderly individuals

### ➤ Facial Cleft Project : (Total 65 surgeries at Pune & Nagpur)



This is the second year of this project. In FY 2013-14 this project was extended to Nagpur Location also. In Pune, Sai Seva Charitable Trust Pune was our implementation partner & at Nagpur this project was successfully executed in association with Rotary Club of Nagpur. **Total 65 'Facial Cleft Surgeries' were conducted on children from economically weaker section of the society.** These children were identified by conducting screening camps in rural parts of Pune & Nagpur district and were operated at Sai Shree Hospital, Pune & Mure Memorial Hospital Nagpur.

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

### ➤ Cataract Operations Project: (Total 515 operation)



FY 2013-14 is second year of this Project. In this year Persistent Foundation extended this project across all locations in association with various local implementation partners as follows:

1. Pune: Dr. Manohar Dole Medical Foundation, Narayangaon, Pune
2. Nagpur: Swami Vivekanand Medical Mission
3. Hyderabad: Hyderabad Eye Hospital
4. Goa: Help age India

Persistent employees also supported for this project. **Total 515 cataract operations for poor elderly individuals were executed in Pune, Nagpur, Hyderabad and Goa.**

The screening camps were organized in various slums & nearby communities and elderly individuals with Cataract were identified & operated

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### ➤ Jaipur Foot Project : (Total 200 amputees were supported)



In this year this project was executed with support from Persistent Employees through donation drive. This Project was conducted in association with Nav Bharat Vikas Foundation. Through this project, Jaipur Foot was donated to 75 poor unfortunate individuals who have to face amputation of limbs.

**The overall tally of beneficiaries during last two years to around 200.**

### ➤ Mobile Medicare Unit : (6 hilly villages near Pune & 1 village in Goa)



Persistent Foundation- has continued to support Mobile Medicare Unit project at Pune & Goa. In Pune in association with NGO Aple Ghar we have supported mobile Medicare unit services at **6 hilly villages** near Sinhgad. In these areas there are scarcity health care services. This van also provides emergency healthcare services in these villages.

In association with Help Age India, we are supporting Mobile Medicare Unit at **Velim** Village located in southern part of Goa. This is to help poor elderly group & have poor access to Government schemes.

# Persistent Foundation Report 2013-14

## FOCUS AREA – EDUCATION

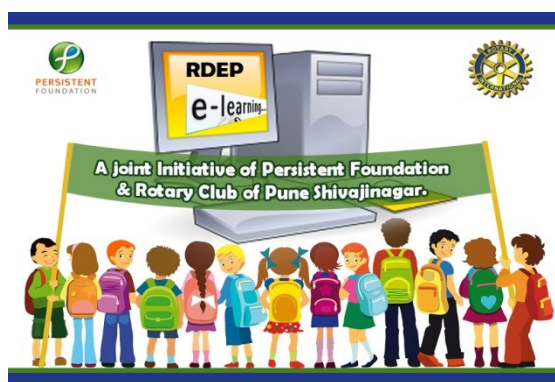
In Education focus area, the Foundation executed projects in the following three key areas of work during the year–

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

Broadly, the information about the projects is as follows –

### 1. Computer Education / Education through Technology

#### ➤ Persistent Foundation E-School Lab in schools: (Total 23 schools included)



FY 2013-14 is the third year of this project. In association with Rotary Club of Shivajinagar, Pune and KOMPKIN, the Foundation has completed the installation work at 19 Zillah Parishad schools in Yawat Taluka of & 3 schools from Pune. Two more schools at Nagpur also completed. With this we complete the overall tally of 3 years to 36 schools.

#### ➤ Cyber Champs – Inter School IT Competition (Participation of 700+ students from 35 schools)



In the 3<sup>rd</sup> year of Cyber Champs 2013 competition, Persistent Foundation team continued to play the role of a Financial Sponsor & Knowledge Sponsor, and was responsible for Competition Design, Problem Statements, Supervising, Judging and Evaluation. Thanks to the dedicated efforts of 10 Event-owners, 17 Volunteers and 4 Judges from Persistent; Cyber Champs 2013 was successfully concluded.

Inter School Computer Science Competition, in association with City Pride school, PCMC. Total 700+ students from 35 schools participated in this competition.

The prize distribution ceremony took place on 22<sup>nd</sup> Feb, 2014.

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### 2. Education for the Poor

#### ➤ Library Project: (5 book & 7 toy library set up at schools)



This Project includes setting up Toy libraries & book libraries at schools. Matrumandir Vishwastha Sanstha, an Associate Institution of Persistent Foundation, has come-up with an innovative project of setting-up 'Toys & Educational Games' Libraries in slum, village schools in and around Pune. The objective of this project is to use toys and other educational games for the overall development of the kids from lower middle class background. We have set up 5 basic Toy libraries in 5 schools which included 4 schools in Pune & one at Goa. In extension with this we have also set 2 advanced Toy libraries in our associate schools consisting of 'Eco toys, Puzzles, 3D Books & Educational Games for students from 3rd to 8th std. Book library project was executed in association with Aksharbharti in Pune. We have set up 5 book libraries at slum schools associated with Foundation.

#### Human Resource Development Project by Entelki: (150 students benefited)



This project is about focusing on the overall development of students on all the five essential ingredients. Based on this principal Entelki has developed the Human Resource Development model. It is a Completely "Activity Based" web solution that makes learning and entire traits and skills development process extremely enjoyable to the students. In association with Entelki we are implementing this model at Kai. Ushatai Lokhande Charitable Trust's Secondary School at Sangise.

#### ➤ Operation Blackboard & Seating @ Pune & Nagpur: (2 schools covered )



This project is continued at Pune & Nagpur location. In Pune we have supported Suhrud Mandal's Deaf & Dumb school, Nigdi Pune under this project. The objective behind this was to support the education of differently abled students. we have facilitated the school with specialized horse shoe shaped seating arrangement to minimize the distance between teacher & students. It improves visibility of lip & hand movements of teachers & helps deaf & dumb students in learning. At Nagpur, 50 desks and benches have been donated to Vanita Vikas Vidyalaya, as a part of this initiative. This school caters to the students from BPL families.

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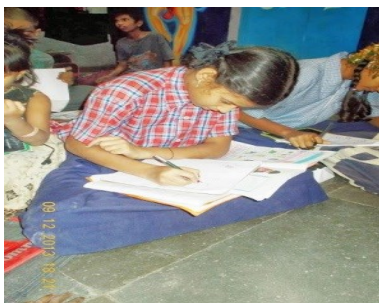
### ➤ School Upliftment Project (10 schools from Pune, 2 schools from Hyderabad & 1 from Nagpur )



Persistent Foundation initiated a School Upliftment Project at Yewat Taluka & Lonavla in Pune district. The project was started in June 2013.

Total 10 schools were covered under this project. Furniture, books & electronic gadgets needed for the schools. Rotary Club of Shivaji Nagar was the Implementation Partners of this entire project.

### ➤ Study Centers at slums: (4 centers at Hyderabad & 3 at Goa)



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

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

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

## 3. Girls' Education

### ➤ Girls' Scholarship Program: (Total 46 Girls included)



FY 2013-14 was the fourth year of Girls Scholarship Program. The girls pursuing first or second year engineering degrees in computer science, IT and ENTC from the associate engineering colleges of Persistent Systems were evaluated through a three-step selection process that constitutes an aptitude test, technical interview and personal interview.

In this year this project was extended to life sciences stream too.

In all, 13 girls were selected for the scholarship of Rs. 25,000/- per year till the completion of the bachelor of engineering degree from Pune, Nagpur & Goa.

2 girls pursuing master degree in Bio-informatics from University of Pune were felicitated with scholarship of Rs. 10,000/- for two years.

# Persistent Foundation Report 2013-14

## FOCUS AREA – COMMUNITY DEVELOPMENT

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

1. Water conservation projects
2. Village & urban upliftment
3. Welfare of Differently-abled & Elderly individuals

Broadly, the information about the projects is as follows –

### 1. Water Conservation Project

#### ➤ Drinking Water Solution Project at Velhe & Bhore Talukas:



In association with Jnana Prabodhini's Gram Vikasan Team, the Foundation initiated 'Drinking Water Solution Project' at six villages in Velhe & Bhore talukas of Pune district. All villages/hamlets belong to hilly areas. Some Villages are tanker fed; whereas in some areas tankers can't reach. Most of the villages are ignored from any drinking water related scheme in last 10 to 20 years from the government. Small hamlets belong mainly to Dhangar backward community, which is politically marginalized and sidetracked by local Grampanchayat body. The Foundation identified following technical solutions to address the problem:

- ✓ Augmentation of Storage Capacity for Spring Water - nearly 40% work is completed
- ✓ Augmentation of Storage capacity of Old Community Well - nearly 75% work is completed
- ✓ Water supply Scheme - 100% work is completed



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### ➤ Water Conservation Project at Hiware, Purandar Taluka:



Purandar Taluka is one of the most water-scarce regions in Maharashtra. Due to considerably less rains, water percolation is on lower side; which in turn lowers the water-levels too. Normally the availability of water in the wells is till the month of December every year. In Hiware village, which is located 5 kms from Saswad, the scenario is similar. Persistent Foundation initiated the water conservation project at Hiware village by targeting following solutions:

1. Increase the water-level in the village by broadening an existing canal so that it stores and percolates more water
2. Conduct repair and water-proofing of Check Dams so as to minimize the leakage of stored water

With this work, it is expected that the water-availability in wells would be till the month of May every year.

### ➤ Water storage and supply facility in Village Vegare near Mulshi



Vegare village, with population of 650+, is located at approx. 50 km from Pune city in Mulshi Taluka of Pune district. The villagers face acute problem of water shortage during summers. Though the terrain of Mulshi gets very heavy rainfall, most of the water flows down to rivers nearby Mutha river. To get even a potful of water, one has to walk approx. 4 kms before he/she reaches to the nearest water reservoir. To solve this problem, water storage & supply facility was needed, which could be generated from 4 spring spots in mountains near village Vegare.

Persistent Foundation initiated the project in association with Vegare Grampanchayat and supported the civil work and procurement of material required to develop water storage and supply facility.

Persistent Foundation has supported distributed 50 solar study lamps to needy students in Vegare village near Mulshi. Mr. Dilip kale (Trustee, Persistent Foundation) graced the ceremony.

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### 2. Village & Urban Upliftment

#### 3. Operation Sanitation: (1 special school from Pune & 1 school from Hyderabad)



This is the first year of this project. We have initiated this project in Pune & Hyderabad. In association with Prism Foundation: Phoenix School, we are supporting for construction of 2 toilets & 6 urinals for mentally challenged students.

At Hyderabad we are supporting construction of toilets at Foundation associated school.

#### 4. Digitization of Records: (at BSSK & BORI)



This is the new area of urban development where foundation has stepped in. Objective behind this is restoration of old records in digital format.

We are running this project at Bharatiya Samaj Seva Kendra & Bhandarkar Oriental Research Institute Pune

At Bharatiya Samaj Seva Kendra, we are providing support for digitization of records of 4,000+ orphan children. For this project necessary procurement and installation of scanner and Hard disk is completed with the help of our admin team. We are also supporting for remuneration of an individual to manage this work.

Project of digitisation of 1,50,000 library records at Bhandarkar Institute is also initiated. In association with Student Welfare Group's Earn & learn scheme students we are executing this project.

#### ➤ Traffic Awareness Program:



To streamline Traffic by overcoming Traffic indiscipline & Traffic Congestion, Persistent Foundation in association with Nliten & Garware college organized a month long traffic management program at Karve Road. Vishwas Pandhare (DCP, Pune Traffic) provided training & guidance to college students. The team of volunteers has done the survey of common traffic problems & executed plan of action accordingly. As a result of this activity the traffic congestion problem was controlled considerably.

## Persistent Foundation Report 2013-14

- Vassundara Mai, Amka Vachavpak jai- A skit on saving Mother Nature by GPC-Goa in association with Persistent Foundation



GPC-Goa in association with Persistent Foundation was proud to present this skit to the students of 3rd and 4th standards to 6 different schools in North and South Goa. The aim was to create awareness among the children, in a creative way, on how to preserve Mother Nature. This skit will be broadcasted on Prudent Media, a local news channel, so that it reaches a wider audience spreading this important message to the entire Goa.

### 3. Welfare of Differently-abled & Elderly individuals

- Hostel facility for differently abled: (First barrier free hostel)



In association with NAWPC, we are supporting for a hostel facility for blind and physically challenged boys. This is the very unique project since it is the first ever barrier free hostel for blind & physically handicap students in India. We are contributing for running cost i.e. Food expenses, Hostel management for FY 2013-14. We are going to support for next 2 years. Inauguration of the hostel was conducted on January 19, 2014 at the hands of Chairperson Mrs. Sonali Deshpande.

- Jointly running an old-age home:



In FY 2013-14 Persistent Foundation has continued the “Elderly Care” domain with collaboration with Shri Dada Maharaj Natekar Moraya Trust to run an “Old Age Home” at Chikhali, Pune

In FY 13-14, the support has been provided for furniture & painting expenses, kitchen utilities & salaries of support staff. We have also facilitated the old age home with Doctor facility project. The objective behind this is to improve overall quality of life of elderly people living at old age home.

# Persistent Foundation Report 2013-14

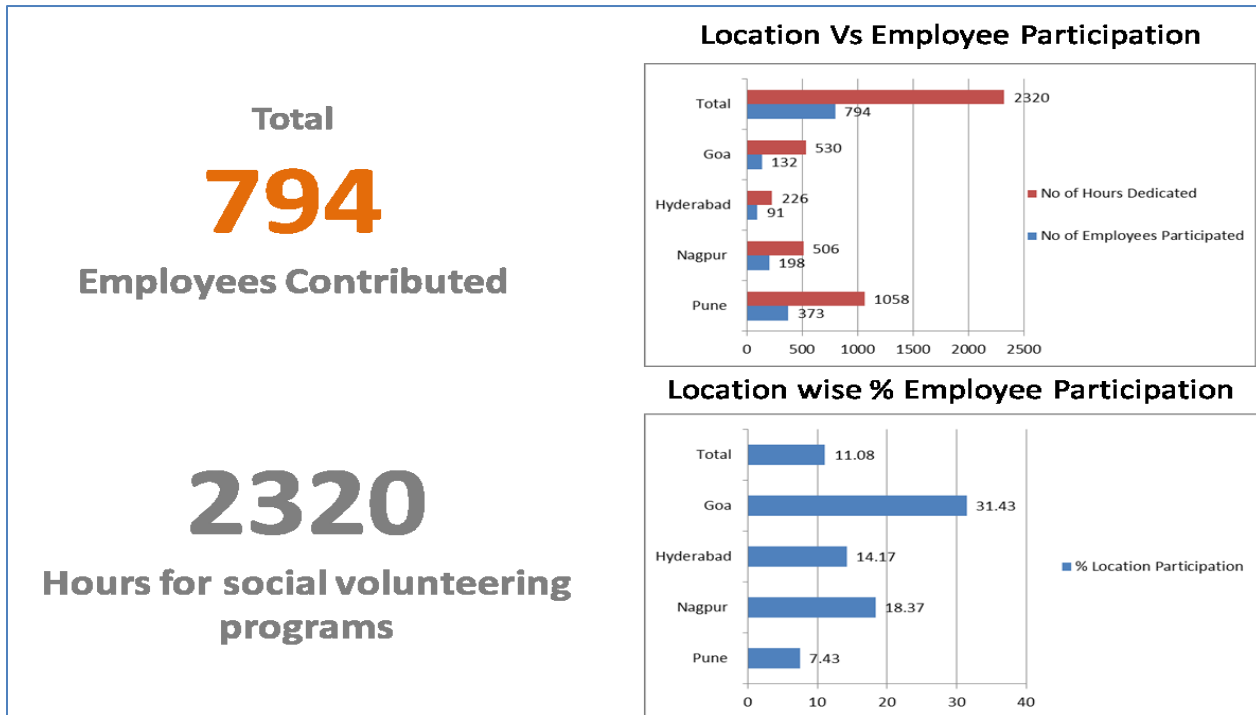
## Social Drives among/by Persistent employees:

### Policy on Working for CSR:

To encourage employees to work on CSR activities the company has introduced a new policy on working for CSR. According to this policy, an Employee can contribute 4 hours annually to CSR activity during working hours with their manager's prior approval. This policy is effective October 2013. In addition to ongoing projects Persistent Foundation has been organizing various volunteering activities for Persistent employees. These volunteering activities include majorly teaching activities at schools, cleanliness awareness drives, social rallies, adult computer literacy program, spending time with elderly & orphans, tree plantation activities & shramdan activities at community development projects.

Through these activities, from October 2013 to March 2014 around **800 employees have contributed about 2320 hours for social volunteering.**

Here are the details:



## Persistent Foundation Report 2013-14

### ➤ Tree Plantation program: (50 employees participated)



Persistent Foundation team successfully conducted tree plantation program under guidance of S. R. Joshi & in association with Tree Public Foundation. In all 1000 native trees which were sponsored by Persistent employees were planted on Aundh military campus in the month of July 2013. Tree public Foundation has taken the responsibility of maintenance of these plants for 3 years. On July 27<sup>th</sup> 2013 the program got concluded at the hands of Dr. Anand Deshpande & Brigadier P. Bajaj. Children from Foundation's associated 2 schools attended the program.

Another tree plantation program was organized for ELTP batch in the village Jamgaon near Paud. Where 30 ELTP employees planted 100 trees on September 28<sup>th</sup>, 2013.

### ➤ Cleanliness Awareness Drives ( 3 rallies 200+ employees)



In association of Janwani 3 Cleanliness Awareness Rallies were carried out at Pune at Shaniwar wada & slums Ar-Pg, Bhageerath. It was supported by IBM,IT, Finance, admin and Delivery Excellence Team. At Hyderabad one rally was conducted. Total 220 volunteers participated in the Rallies. Street plays presented by our employees were the exclusive feature of these rallies. Street plays were based on the theme of solid waste management & importance of cleanliness & hygiene.

### ➤ Cleaning Drives: (1 sites cleaned at Hyderabad, 5 at Pune )



Hyderabad center conducted Cleanliness awareness drive at Slums near Madhavpur. Around 40 volunteers supported the drive. Actual cleaning activities were carried out by our employees. Employees also educated the citizens living around about keeping the area clean.

In Pune also 5 actual cleaning activities were carried out near slums of Persistent offices. Around 70+ employees participated in these activities.

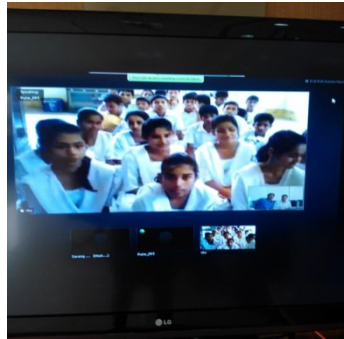
### ➤ Vote for Better India Rally - Nagpur (115 employees participated)

## Persistent Foundation Report 2013-14



Sankalp committee members conducted a Rally with a theme of “I Vote For A Better India” in association with Art of Living. 115 volunteers participated in the Rally. The rally concluded with the inauguration of the Bajaj Nagar circle which will be maintained by Persistent for next 3 years.

➤ **Abhilasha: Career Guidance Sessions through video-conferencing (1000+ students covered)**



This unique initiative is a brainchild Sarang Gosavi, a Persistent employee. Through this initiative, Sarang & his NGO ASEEM conduct career guidance sessions through video-conferencing. Persistent Foundation is the IT and facility partner of this project.

Till date, six sessions have been conducted. Approx. 1000+ students from 11 schools in five states of India have attended the sessions.

➤ **School Kit Donation Drive at Hyderabad**



In association with Youth for Seva, Persistent Foundation’s volunteers at Hyderabad designed and executed School-kit drive.

School kit consists of 1 School Bag, 5 Note Books, 1 Geometry Box, 2 Pens, 20 Labels and Educational charts. The procurement, packaging and identification of beneficiaries were done by the volunteers.

Hyderabad employees Funded Rs. 1, 26,390/- for 421 kits.

➤ **Chair donation to Keshav Seva Sadhana school @ Goa: Persistent Foundation joins hands with PAC-GOA for a cause**

## Persistent Foundation Report 2013-14



Persistent Foundation- Goa welcomed the new fiscal year with an innovative initiative, a charity donation, funds generated through the “HOG for cause” event organized by PAC @ Goa. Thanks to this innovative initiative, Keshava Seva Sadhana, a school for disabled children benefited greatly with the amount of Rs 14,000/- that was raised. 30 plastic chairs were purchased and donated. This wonderful idea created warmth of hope to 30 disabled children.

### ➤ Adult Computer literacy Programs: (119 elderly participated in 3 Programs )



There are many senior citizens who are willing to operate computers but find it difficult. To help them, Persistent Foundation has organised 3 workshops of one day computer literacy workshop. 119 senior citizens from parents & relatives of employees are benefited by this session. Company's with training team has supported us for the same. This program included. Introduction to Internet browsing, E-Mail & social networking, Online Shopping and Internet Banking

### ➤ Dream Job: Career Guidance Sessions (3 sessions in FY 2013-14)



Persistent Foundation in association with Maharashtra Times as media partner regularly organizes career Guidance sessions named Dream Job.

In this year total 3 sessions were conducted on careers in ICT. On 15 June, October 26, 2013 & March 8, 2014 Persistent Foundation conducted career Guidance sessions. These sessions provided insights to students regarding what preparation is expected in engineering studies to become ‘Good Professional Engineer’. Around 1000+ students from 8<sup>th</sup> std to 12<sup>th</sup> std & engineering faculties were benefited through these sessions.

### ➤ Diwali NGO Mela

## Persistent Foundation Report 2013-14



Persistent Foundation has organized NGO mela on the occasion of Diwali. In this mela Diwali sweets, diyas, gifts, lanterns prepared by NGO are kept for display & sale. In Pune 6 NGO's participated in this mela. At Hyderabad it was organized in association with Abhilasha which is a NGO supporting the mentally challenged children. In Goa the same mela was organized in association with Desterro Eves, El Shaddai and COOJ.

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

Sr. No.	Drive	Focus Area	Funds generated ((Lakhs)	Employee Participation (Approx.)
1	Sponsor a tree and Persistent Foundation Donation to corpus & projects	Community Development	4.04	482
2	Uniform Schools Kit donation	Education	5.06	363
	Donation to Persistent Foundation Projects	All Three	3.88	25
3	Student Sponsorship Program	Education	23.92	383
4	20 Point Clinical Health Check-up	Health	1.57	206
5	Breast Cancer Screening Program	Health	1.09	61
6	Donation to Uttarakhand	Community Development	4.3	372
7	Jai Jawan: Diwali Sweets & Greetings for Indian Soldiers	Community Development	1.58	394
	Joy of Giving : Wishing tree	Community Development	0.97	111
	Semicolon	Community Development	3.17	83
8	Spectacle Donation Drive	Health	1.15	294
9	Jaipur Foot Donation Drive	Health	2.35	115
10	Girls Scholarship Program	Education	0.74	53
11	Cataract Operation Sponsorship Drive	Health	2.79	151
12	Donate for Charity, Get Tax Exemption	All Three	0.23	18
<b>Total</b>			<b>56.84</b>	<b>3111</b>



## Persistent Foundation Report 2013-14

### Special Events organized by Persistent Foundation:

#### ➤ 3<sup>rd</sup> Annual Day Function: April 25, 2013



Persistent Foundation organized its 3<sup>rd</sup> Annual Day Function on April 25, 2013 at Dewang Mehta Auditorium, Pune. Dr. Abhay Bang, Director SEARCH, Gadchiroli was the chief guest for this ceremony.

The Highlights of the event are as follows:

- ✓ Street play by persistent employees on the theme “Save Water” was presented
- ✓ Persistent Foundation’s annual report of FY 2012-13 was released
- ✓ A social worker from each of the 3 domains Health, Education & Community Development was rewarded with ‘Persistent Foundation Sanmaan’ for commendable contribution to the society.
- ✓ Dr. Abhay Bang addressed the audience of around 280 people including NGO representatives & Persistent employees on promoting philanthropic attitude in society in a very fluent, practical & rational way.



PERSISTENT  
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# Persistent Foundation Report 2013-14

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

- Donations to NGOs

Sr. No	Focus Are	Organization Name	Amount
1	Health	Tarachand Hospital Charital Trust	150000.00
2		Jeevan Jyot Mandal	75000.00
3		Lokmanya Medical Foundation	75000.00
4		Prashanti Cancer Care Mission	75000.00
5		Schizophrenia Awareness Association	100000.00
6		Jagruti School for Blind Girls	100000.00
7		Maitreyi Charitable Trust	75000.00
8		Mukta Charitable Foundation	50000.00
9	Education	Suparna Charitable Trust	125000.00
10		Bhageeni Nivedita Pratisthan	75000.00
11		Swadhar	75000.00
12		Matrumandir Vishwastha Sanstha	150000.00
13		Door Step School	100000.00
14		Vidya Bharati Paschim Maharashtra Prant	75000.00
15		Vidyarthi Sahayak Samiti	100000.00
16		Swaroopwardhini	75000.00
17		Ushatai Lokhande Charitable Trust	100000.00
18		Dada Maharaj Natekar Morya Trust	75000.00
19		Poona School for Blind Girls	50000.00
20		Kusumtai Bagal Vidyalaya	224000.00
21	Community Development	Jagruti Seva Sanstha	150000.00
22		Dnyan Devi	75000.00
23		Annapurna Mahila Mandal	75000.00
24		Edarch	125000.00
25		Nirmalya Trust	50000.00
26		Jnana Prabodhini	100000.00
27		Awaben Navrachana Sanstha	50000.00
28		help Age	100000.00
29		Navbharat Vikas Foundation	50000.00
30		Lakshya	75000.00
31		Jankalyan Samiti	70000.00
32	Semi Colon	HelpAge India	190200.00
33		Shakti	126800.00
<b>Total</b>			<b>3161000.00</b>

## Persistent Foundation Report 2013-14

- Donations to individuals:

Sr. No	Focus Are	Name	Amount
1	Health	Raju Kanjeria	25000.00
2		Vrushali Surve	25000.00
3		Anil Wale	25000.00
4		Rohan Avaghade	4639.00
5		Komal Bhasarkar	21980.00
6	Education	Sonali Ghosh	25000.00
<b>Total</b>			<b>126619.00</b>