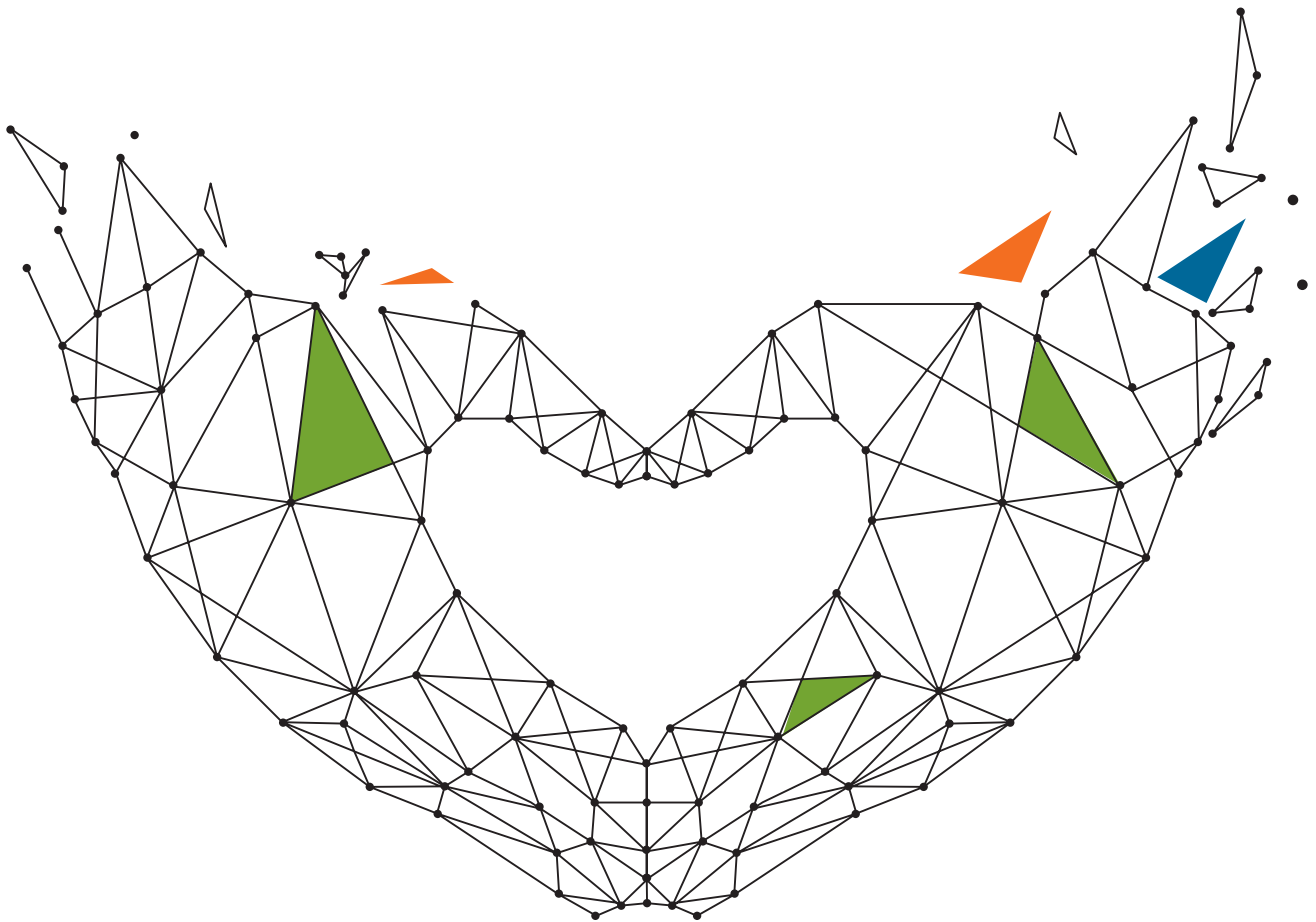


Persistent Foundation 10th Annual Report

FY 2018-19



Let's work together
and be the Agents of Change



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Message from the Chairperson



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

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

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

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

Pune is surrounded by villages. Hence, Community Development was an obvious thought. Over the last decade, we have been able to construct wells for easy access to drinking water. We have also empowered the farmers and the local population to help build check dams and widen and deepen

canals and streams. This has helped enable more water storage during the rains and increase in the groundwater table. These initiatives have shown very encouraging and tangible results. Most villages are more prosperous, more aware, and knowledgeable about proper use of water, and are able to cultivate an extra crop. The stored water also lasts for a longer period and can be used for most part of the summer as well.

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

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

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

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

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

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

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

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

Thank you,

Sonali Deshpande

Chairperson, Persistent Foundation

Committed to Change: Persistent Foundation Trustees



Sonali Deshpande
Founder Trustee and
Chairperson



Dr. Anand Deshpande
Founder Trustee



P. B. Kulkarni
Founder Trustee



Pradeep Bhargava
Trustee



Dilip Kale
Trustee



Sameer Bendre
CPO, Persistent Systems
Trustee (ex officio)



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



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

Established in 2009 with a vision to extend support in three focus areas - Education, Health, and Community Development - the Persistent Foundation completes a decade of its services in 2019. The Persistent Foundation, together with its partners, has implemented 105 unique projects across five locations in India (Pune, Nagpur, Hyderabad, Bengaluru, and Goa), touching 3,50,000 lives as of the year 2018-19.

10 Years Journey of Persistent Foundation

**10 Projects 1,401 Employee Engagement
14,382 Beneficiaries**

2009

Formally established Persistent Foundation. Initiated work in Pune, Nagpur, Hyderabad, and Goa in three thrust areas Health, Education, and Community Development

**17 Projects 1,484 Employee Engagement
7,204 Beneficiaries**

2010

Launched Website and Logo. Initiated Flagship project - Kiran Girls Scholarship program with 10 girls

**17 Projects 2,692 Employee Engagement
23,904 Beneficiaries**

2011

Initiated the work in Bengaluru. Expanded the work in Rural areas. Initiated projects with the Government department - Pune Police

**17 Projects 2,743 Employee Engagement
30,660 Beneficiaries**

2012

Education - Supporting 2 special schools. Community Development - Expanded the drinking water project, covered 6 villages

**23 Projects 3,358 Employee Engagement
42,413 Beneficiaries**

2013

Completed 5 yrs of establishment. Health initiative - Initiated work in Child and Geriatric Care, Mobile Medical Unit in rural India. Donated a mobile Blood Donation Van. Education - Expanded the program of Kiran Girls Scholarship program had 31 girls on board. Initiated the work with 1 Special School. Community Development - Initiated the work on Drinking water in 1 village. Supported NGOs for digitization of data

2014

**16 Projects 3,004 Employee Engagement
53,136 Beneficiaries**

Alignment of projects with National Goals - Swachh Vidyalaya Abhiyan, supported 110 municipal schools. Focus on Education - Support for infrastructure development in special schools

2015

**19 Projects 2,968 Employee Engagement
52,702 Beneficiaries**

Alignment with National Goals - Water Conservation. Value add for improving quality of project. Education - Initiated residential mentoring program for Kiran Girls Scholarship program

2016

**33 Projects 2,809 Employee Engagement
48,144 Beneficiaries**

Alignment with National Goals - Skill Development/ Support for livelihood projects as one of the major project in urban areas

2017

**30 Projects 3,235 Employee Engagement
36,543 Beneficiaries**

Alignment with National Goals - Skill Development/ Support for livelihood projects as one of the major project in rural areas along with enhancing school infrastructure in rural areas

2018

**33 Projects 4,613 Employee Engagement
43,120 Beneficiaries**

3 High impact projects adopted as Flagship, will be concentrating resources in these three areas. Education - Kiran Girls Scholarship program. Health - Support to Pediatric surgeries/Facial Cleft. Community Development - Integrated Watershed Development program

Highlight of the Year

One of the Foundation's core values is to strive to achieve excellence in everything that we do. This was put into action in the year 2018-19. A third-party impact assessment was conducted this year, analyzing all the Foundation's projects so far as it completes its tenth year of CSR work. This assessment was carried out through the agency Chhaaya Strategic Advisors LLP.

The study covered:

No. of. Location	No. of. Projects	No. of. representatives interviewed from associated NGO's/partners and beneficiaries in person	No. of. employees interviewed
5	54	300	714

*More than 5% of the beneficiaries were contacted telephonically or gave their feedback through survey forms.

The study appreciated the Persistent Foundation as the CSR arm of Persistent Systems, observing the following:

1. The Foundation has **a clear purpose and visionary leadership**. It is led by visionary trustees. Not only are these leaders accomplished professionals, but they are also passionate and dedicated to the cause of nation-building.
2. There is **exemplary governance of the Board of Trustees**, who meet regularly and conduct business with the utmost integrity.
3. Heads of key departments such as HR, Admin, and Finance are placed on the Board of Trustees by default. One of their main interests is engaging PSL employees through the Foundation in socially meaningful activities.
4. **The scope of work is defined** in the three thematic areas of work, namely Health, Education, and Community Development.

5. There is a **full-time Core Team** that is expected to carry out the CSR policy mandate and it is supported by all the concerned departments in PSL, namely HR, Admin, Finance, and Legal.
6. The **activities of the Foundation have had a significant impact**. These activities are continuous, genuine, and in line with the CSR policy (details in the section of project assessment and individual project reports).
7. The **project implementation partners are well-selected** and are well-meaning.
8. There is **100% compliance** with the CSR mandate of the Companies Act 2013 Section 135 since the Act was introduced.

Recommendations shared by the agency

- Consolidate projects. Reduce the number of projects to three per theme, not based on impact scores, but on the projects' potential for creating shared value
- A combination of hardware and software to create tangible and intangible impacts
- Create a 5-year roadmap with an annual budget release based on performance
- Redefine outcome indicators, along with targets and incorporate a sustainability strategy
- Incorporate an annual 360-degree review to get feedback from all project stakeholders
- Document standard operating procedures for implementation, monitoring, and evaluation

Based on the recommendations of the agency, we are making changes to our strategy during the planning process for the year 2019-20. Here are the highlights:

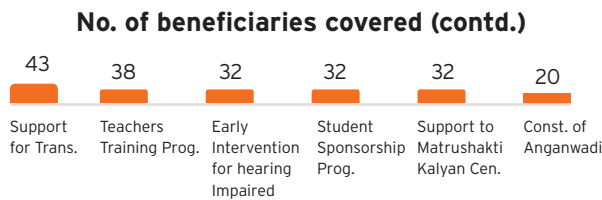
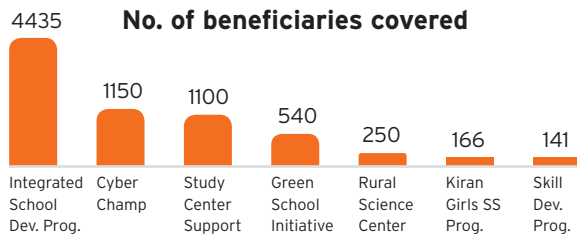
1. **Education:** defined age group for intervention – Standard 7 and above. The Foundation to focus more on improving qualitative aspects.
2. **Health:** started implementing flagship projects in 'project mode', added support services as part of our projects.

3. **Community Development:** an integrated approach to our Watershed Projects, increasing the scope of our Skill Development Projects.

While incorporating these changes to our initiatives, the Foundation will need to phase out some projects. This will be done gradually to ensure that the projects are not stopped midway and that the stakeholders experience no adverse impacts.

Education

In the thrust area of Education, the Persistent Foundation has a strong presence in all 5 of its locations. The needs of students at different stages of education from Pre-Primary to Engineering are addressed under this thrust area. In the year 2018-19, we were able to reach out to 6,106 students and 38 teachers through 13 initiatives.



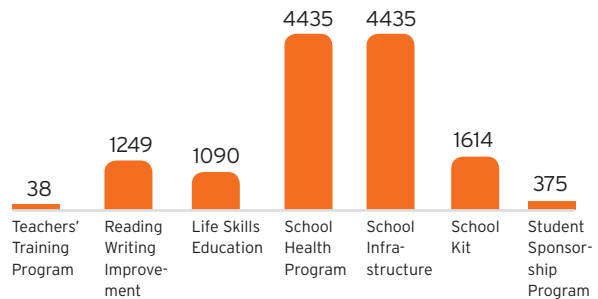
There are 15 schools, 25 study centers, and 50+ colleges involved. We reach out to them with our 14 NGO partners. All drives under the thrust area of Education aim at:

- Improving the quality of education through various intervention and mentoring programs.
- Offering financial support to students for the completion of their education.

- Providing support for infrastructure development.
- Helping students get opportunities for their overall personality development.
- Improving employability through skill-development programs.

1. Integrated School Upliftment Program

Our areas of intervention include infrastructure development, teachers' training, life skills education, support for extracurricular activities, support for the improvement of scholastic performance, and career guidance.



• Teachers' Training Program

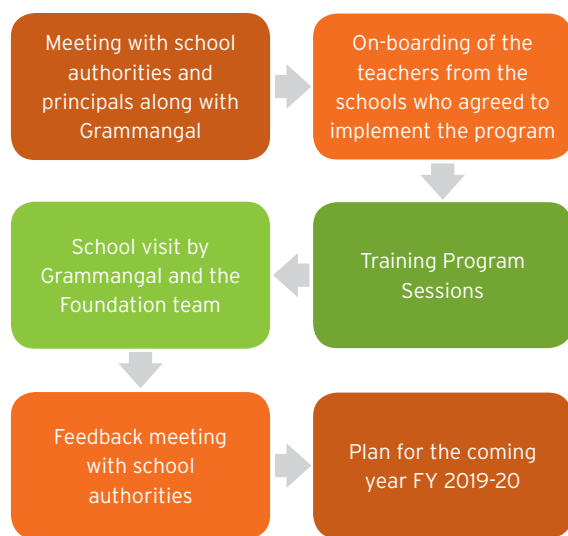
In the year 2018-19, the Teachers' Training Program focused on improving the engagement of teachers in the programs we implement in schools.

• Pre-Primary and Primary School Teachers

The Government of Maharashtra has introduced the 'Rachavadi Shikshan' method, a constructive method of teaching. Grammangal, an NGO working in the education sector, has developed and implemented teaching-learning methodologies that are firmly grounded in the principles and current understanding of Cognitive Science, Child Development and Learning. The methodologies are based on the precepts of constructivism and are aimed at providing stress-free, joyful, and enriching learning experiences to children.

There are 24 teachers from 4 schools and 14 teachers from 2 NGOs involved in this training program. As this constructive method of teaching involves making changes to the entire functioning of the school management, we made school principals aware of the expectations it entailed.

Our Project Implementation Process



In the course of the year, 12 sessions for Pre-Primary and Primary teachers were conducted on the premises of Persistent Systems. In addition to these training sessions, visits were made to the schools. On-ground assistance was also provided to teachers to help them conduct classes using the new methods they had been trained in.

In some schools, parents had questions about these changes. Grammangal and the Persistent Foundation conducted parent-teacher meetings to address them and ensure all stakeholders were involved in the children's development.

Teachers' Training Program with the Institute for Psychological Health (IPH)

For secondary school teachers, a training program was planned with IPH. A total of 8 sessions were conducted. 9 teachers from 6 schools attended the program.

Topics covered

1. Teaching as a profession: changes and challenges, role models, and change management
2. Stress management for teachers
3. Basic counseling skills
4. Work-life balance for teachers
5. Students of today and their neuropsychological profile: why do students behave the way they do?
6. Know your emotions: classification, evaluation, management, IQ and EQ
7. Social media, sexuality, and students
8. Classroom strategies for creative disciplining

Initially, motivating the teachers to become regular members was a challenge. After a period of time, however, they started expressing an interest, going so far as to inquire into the plans for next year's training.

Teacher Speak

"This session by IPH (Institute of Psychological Health) has provided valuable training for teachers. Through it, teachers learned how to manage stress. It has also changed our thinking and brought about behavioral changes in us. The classroom environment has changed for the better, and our relationship with the students has also improved. We are witnessing many positive changes in our personal lives as well."

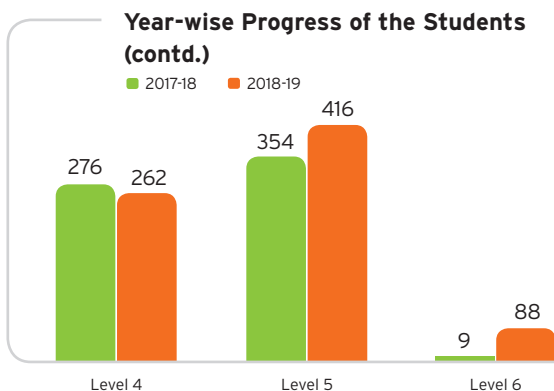
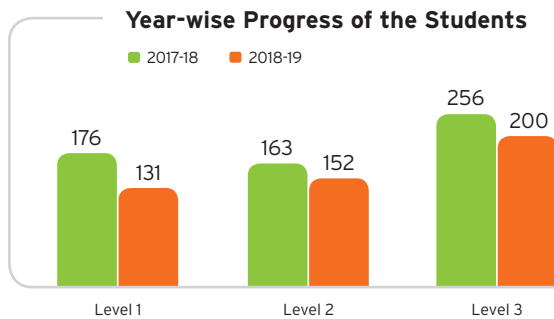
- **Sunanda Shintre**

Teacher at Hutatma Rajguru Girls school

- **Reading and Writing Improvement Program**

For the past three years, we have run this program with Manthan in 6 schools, reaching 1,249 students. A baseline survey of the students bifurcates them into 6 levels based on their reading and writing capabilities.

- **Level 1:** students who are unable to read alphabets and numerals
- **Level 2:** students who are unable to read Barakhadi, the Marathi alphabet
- **Level 3:** students unable to read "jodakhshar shabd"
- **Level 4:** students who face issues in fluency speed and understanding meaning
- **Level 5:** students with a basic vocabulary with reference to a paragraph for comprehension
- **Level 6:** students on par with those from level 5, who have a good vocabulary and demonstrate a good understanding of the language



The students have made noticeable progress all round as well as in their academic performance. In the FY 2019-20, we will see the first batch of students who were part of the program appear for their 10th standard exams.

To improve their engagement and motivation, here are some activities we organize:

1. Film screening: To motivate students to work hard at improving their knowledge and skills, we organized movie screenings in schools for students who achieved a certain level of progress. This was done in 3 schools and 100+ students enjoyed it immensely.

2. Story reading by visually-impaired students: A group of 8 students from visually challenged school were invited to 6 schools for story reading sessions. The experience was unique for all sighted students and teachers. Before this, students tended to come up with excuses and complain about what they did not have. While the story reading sessions were enjoyable, they also taught the children to appreciate their abilities and avoid looking for excuses not to progress.

To ensure the sustainability of the program, the teachers' engagement in the program implementation will be the area of focus next year.



• **Life Skills Education and WASH**

This program has run in schools for the past 3 years. In the year 2016-17, the program began as a WASH (Water and Sanitation Hygiene) initiative for 8th standard students. As a result of the students’ engagement in the program and the needs that it brought to light, the life skills component was included in 2017-18, reaching out to 1000+ students every year. In addition to the students, two stakeholders were included in the program with the view of making it more effective and sustainable - teachers and non-teaching staff.

Students	Teachers	Non-teaching Staff
Total no. of students: 1090	Number of schools: 6	Number of school: 6
Number of sessions: 35	Number of teachers: 32	Number of non-teaching staff engaged: 12
Number of WASH Clubs: 6	Number of sessions: 1	Number of sessions conducted: 1

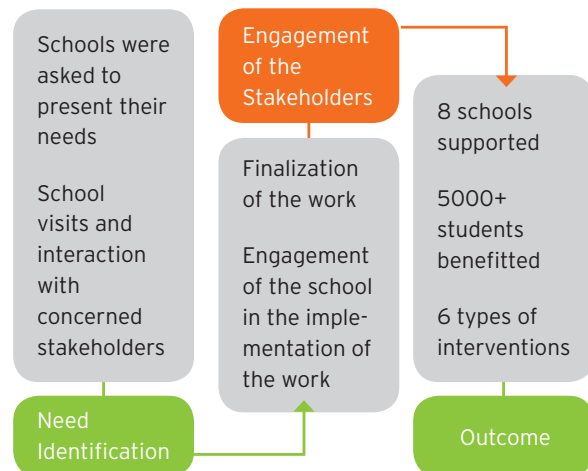
Activities conducted by WASH clubs

1. Peer educator training for 1st to 8th standard students
2. WASH-related storytelling: stories about germs and contaminated water
3. WASH games: Snakes and Ladders (related to personal hygiene), and puzzles on safe drinking water
4. Dry waste management and recycling
5. Celebration of Global Handwashing Day: community rally to emphasize the significance of the day

WASH clubs are running very effectively in the schools. To ensure the sustainability of the program, we will be creating communication material to be displayed in schools in the coming academic year.

School Infrastructure

Along with the softer aspects discussed above, the physical environment in which students study has a significant role to play in their development. As part of our School Infrastructure initiative, we provide need-based support to all our associated schools at all locations.



2. Supporting Study Centers

Creating an Atmosphere Conducive to Education within communities

Our Study Center Initiative is one of the Foundation’s major drives. Through it, we have reached almost 1061 students. The program runs in 3 locations - Pune, Nagpur, and Hyderabad. In Pune and Hyderabad, the program addresses the needs of students in slum areas. In Nagpur, the program focuses on the needs of rural students.

The uniqueness of this drive lies in the fact that the students do not have to leave their neighborhood to study. It empowers each student to deal with real-life situations and engages parents in the development of their child. Along with support for academic improvement, study centers across locations ensure that every student gets the opportunity to explore their individual areas of interest. We also organize various programs including summer camps, 10th board exam

preparation sessions, a spoken English program, educational trips to science centers and the zoo, winter camp (Tambu Shibir), cleaning drives, sports day, science day, annual health check-up camps, drawing and essay competition, craft-making, and cultural programs (for Diwali Mahotsav, Ganpati Festival, Guru Pournima, Rakshabandhan, and Holi). Persistent employees participate as volunteers in all these activities.

Testimonial

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

- Dr. Urmila Kshirsagar
Secretary of Niramay Bahuddeshiya Seva Sanstha

3. Kiran Girls’ Scholarship Program

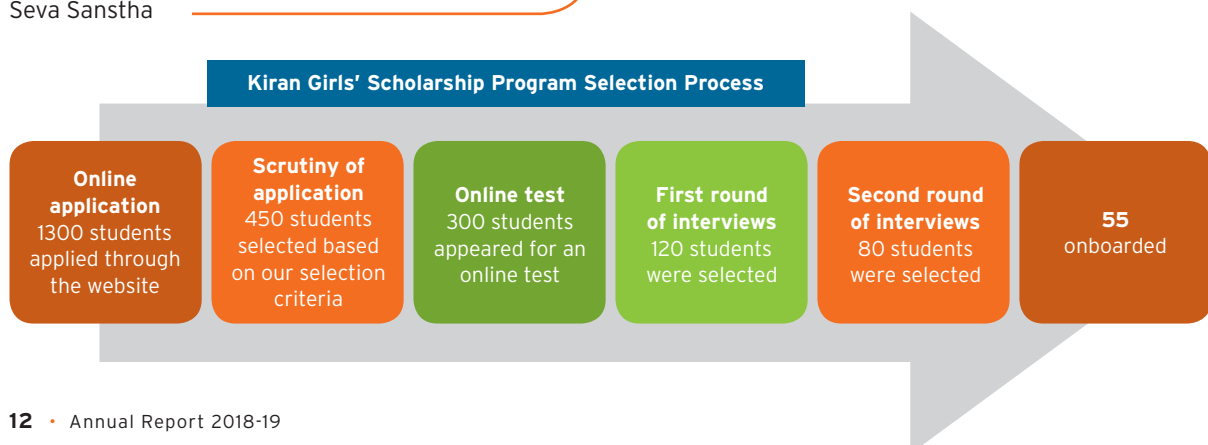
This is the flagship program of the Persistent Foundation. It aims at enabling girl students from underprivileged sections of society to pursue further studies in Computer Science and Information Technology. The objective of this program is to transform them into educated, confident, skilled, and highly employable young women. This year 1300 girls across five locations applied for the scholarship, of which 55 students were onboarded.

Selection Criteria

- **Scholastic performance:** a score of 70% and above in 10th and 12th standard exams. 60% and above in Diploma and Graduation.
- **Economic criteria:** Annual household income of under 5 lakh.
- **Geographical:** students studying in colleges within Pune and Nagpur districts, the state of Goa, and the cities of Hyderabad and Bengaluru.

Selection Process

Employee engagement in the selection process makes the whole process effective and transparent. This year, 34 employees across all grades participated in the entire process right from designing an online paper to interviewing candidates.



Mentoring Program

This program started in 2016, and we now have 105 mentors across all locations mentoring 166 girls.

Kiran Scholar Speak

"I joined the Kiran Scholarship Program in 2016, my first year of B. Tech. From then on, I had access to resources that enhanced my academic experience. For example, I was trained in Python core as well as advanced, which was beyond my academic curriculum. This also gave me the opportunity to travel out of my state for the first time and visit Bangalore. Later, I was trained in the basics of Machine Learning and in the latest web technologies of Angular 6, HTML 5, and CSS 3. Rekha ma'am of Persistent is my mentor, and she helps me a lot in my academics and in my personal life. Persistent has helped me both academically and economically. I feel blessed to have connected with such a kind, responsible organization. I would like to emphasize 'responsible' because they could easily provide a scholarship and leave it at that. However, they focus on improving students through mentoring and training sessions. Thank you will be a small thing for all you did."

- Siriseti Pranusha

3rd year student at Mahatma Gandhi Institute of Technology, Hyderabad

In addition to one-on-one mentoring, our residential mentoring program is something that both students and mentors look forward to.

This year's participants were 80 girls in the 2nd and 3rd years of their engineering program. 10 mentors conducted sessions.

Session Topics

Details of the session:

- Hands on training on HTML 5 • CSS3
- Angular JS • Session on Agile & Scrum
- Soft Skills • Networking
- Introduction to Web Technology
- Information Security • Deep Learning
- Project Guidance • C Programming

Of 28 girls who graduated this year, 21 have successfully found job placements.

4. Enabling through Skilling

Through skill development programs, the Persistent Foundation aims at empowering young men and women to obtain a sustainable source of livelihood. In the year 2018-19, 132 young women were trained as part of our skill development program. 85% of them now have jobs and earn INR 7000 to 9000 per month. This has not only improved their financial status but has also improved their social standing.



Course Details

Name of the course	No. of students covered	Location	Name of the partner
Support to Nursing course	25	Pune	Swaroopwardhinee
Asst beauty therapist course	107	Goa	Sambhav Foundation

The Foundation has run the **Support to Nursing course** for 3 years in Pune. This year, 24 girls and 1 boy have completed the course successfully.

99% of the participants are girls in the 23-25 age bracket who have studied up to a 10th or 12th standard level. They come from low income sections of society. More than 85% of them are first-generation higher education students.

The course includes 6 months of training and a 6-month practicum at well-known hospitals.



Participant Speak

"Formerly, I worked as an aya as part of the hospital's cleaning staff. A girl at the hospital completed this course and now works alongside doctors. She motivated me to join this course. When I complete it, I will earn more money as well as more respect."



Teacher Speak

"Along with imparting nursing skills, the course aims at developing the students' communication skills. This is essential if they are to become effective professionals. They are empowered by course components such as exposure visits to hospitals, sharing information of different government schemes, and financial literacy."

In addition to giving the participants an opportunity to get a better-paying and more rewarding job, the course also increases their knowledge and awareness of personal health and hygiene practices, which they can then spread within their family and neighborhood. In an emergency, there is a trained person with medical knowledge available in their communities. 3 students from this course have enrolled in nursing degree/diploma courses.

The course is recognized by Tilak Maharashtra University, a deemed university. Students that complete this course are in demand at reputed hospitals in Pune. More than 80% of the students are placed in hospitals or nursing homes. This year, KEM Hospital has asked for 50 nurses trained through this course. This clearly indicates the caliber and quality of the students.

The Persistent Foundation supports an **Assistant Beauty Therapist Course**. With the Sambhav Foundation, we enabled 107 women to complete the 2-month long Assistant Beauty Therapist course in Goa. The course aims at providing opportunities for sustainable livelihood. Right from mobilization to employment status tracking, we develop systems that enable us to reach out to deserving candidates and achieve the expected impact.



We onboarded 4 batches of approximately 25 students each. In one batch, 17 students raised a concern about the trainer, saying they were unable to understand a part of the course. A special trainer was appointed for 15 days to cover that material. A representative of the Persistent Foundation interacted with all the candidates after these 15 days to ensure that their doubts had been cleared.

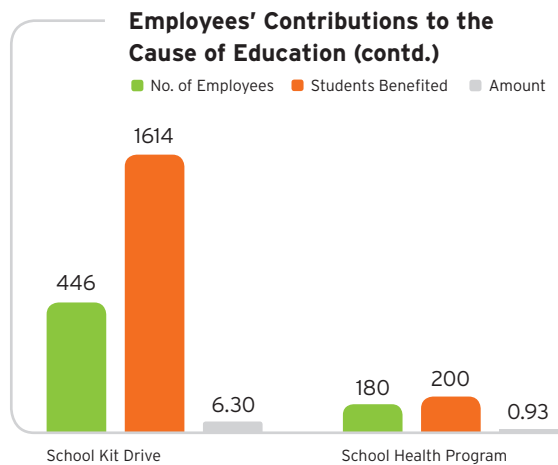
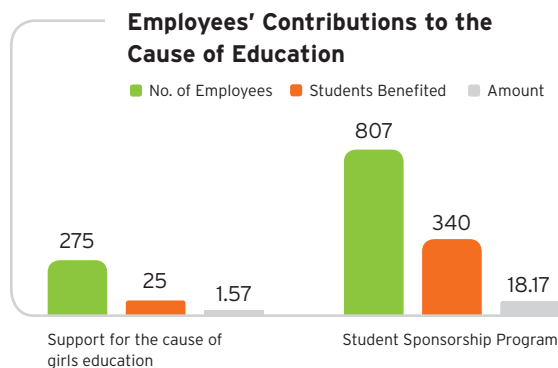
Assessment results have shown that all the candidates have successfully completed the course. Out of 107 candidates, 85 achieved job placements and now earn an average of INR 8000 to 9000 per month.

Employees' Contributions to the Cause of Education

Education has always been an area supported by Persistent Systems employees whole-heartedly through their skills, time, and money.

Out of 3383 volunteers in FY 2018-19, 1789 (52.88%) volunteered for 2364 hours to further the cause of Education.

Out of 5548 donors in FY 2018-19, 1708 (30.78 %) donated INR 26.97.



• **School Kit Drive**

As part of this drive, school kits are tailor-made in keeping with the schools' requirements. 14 items were provided to 1614 students. The fact that this drive addresses very real and practical needs makes it unique.

• **Supporting the Cause of Girls' Education**

A donation drive was launched in the month of January 2019 along with the Persistent Run, which had a central 'Run for the Cause of Girls' Education' theme. It aimed at creating awareness in the community at large, and sharing details about the Foundation's activities that support the cause of girls' education.

• **Student Sponsorship Program**

Every year, this program supports 350+ students. Employees that sponsor students receive annual updates about how they are doing and an appeal is made for continued support. This support has enabled the students' families to meet their educational expenses. In some schools, we make provisions for additional teachers who can teach subjects outside the curriculum, such as computing and swimming.



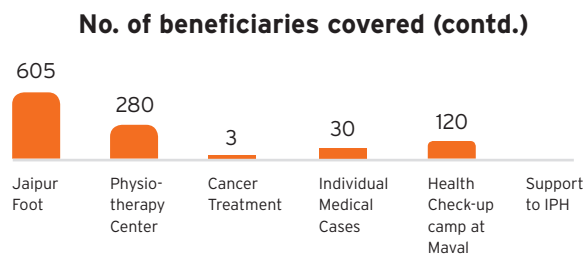
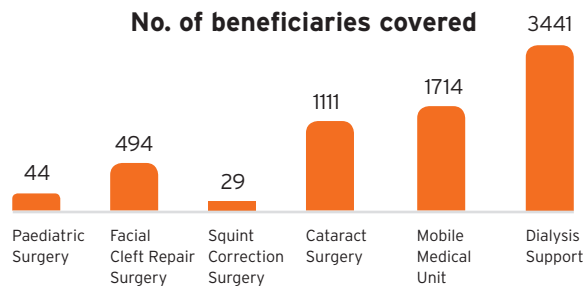
Health

Breathing New Life into Health Care for the Young and Old

At the Persistent Foundation, health care for children, women, and senior citizens is a key focus. We implement our programs in partnership with hospitals and NGOs who share the Foundation's objectives. Right from the start, the Foundation's energies were directed to curative health care, with the following rationale:

- a) The high costs of curative medical services
- b) The lack of access to high-tech curative services

In the year 2018-19, we were able to reach out to 7,871 patients, through 12 initiatives implemented in partnership with 17 partners across 5 locations.



1. Facial Cleft Repair Surgeries Spreading Smiles, Spreading Awareness

In India, poor awareness and superstitions have transformed correctable conditions like a facial cleft lip and palate into stigmas. While facial clefts are treatable, a complete cure demands a series of surgeries, along with other treatments such as speech therapy over a period of time.



In 2016, the Persistent Foundation took up this issue as a flagship project and started supporting approximately 400+ patients annually. That number is increasing with every passing year. Because this initiative became a high priority for the Foundation, we expanded our scope of support to include post-operative care, orthodontic treatment, and speech therapy. In the year 2018-19, we began to support the Hyderabad Center. Now, in 2019-20, we have added centers in Bengaluru and Maharashtra that cover post-operative care, orthodontic treatment, and speech therapy.

In 2018-19, we supported 512 patients. The youngest patient was a month old, and the oldest patient was 38 years old.

Location	Target No. of Patients	No. of Patients	No. of Camps
Maharashtra	164	171	
Bengaluru	25	22	11
Goa	23	23	7
Hyderabad Facial Cleft	290	284	22
Hyderabad Facial Cleft (Max)	15	14	
Total	517	514	40

In Goa, mission mode was adopted to complete the surgeries of this year. In the course of a 7-day camp, 5 doctors conducted 23 surgeries.

2. Supporting Pediatric Surgeries Saving Lives Through Surgery

In the year 2018-19, this program was implemented at two of our locations, Pune and Nagpur. In Nagpur, the program was implemented in association with Gowd Saraswat Brahaman Sabha. In Pune, it was done through Samavedana.

At Nagpur, 5 NGOs come together in a collaborative effort. Here, over 50 specialized medical professionals from across the globe team up to conduct a specialized surgical camp for the children every year. The Foundation has supported this drive for the last 5 years. As part of this initiative, the Persistent Foundation contributes funding and helps with the subsidization of high-cost surgeries. A total of 25 patients from ages 15 days to 15 yrs were treated successfully. The Persistent Foundation has supported 25 high-value cases in the camp.

In Pune, Samavedana helped support patients. Through Samavedana, patients received some support through a government scheme. We treated a total of 19 patients from the age group of 2 months to 17 years successfully.

To treat this problem a Colostomy was performed on her, wherein an opening was created through surgery.

3. Mobile Medical Unit **Bringing Health Care to Remote Corners**



The Persistent Foundation has been supporting a Mobile Medical Unit (MMU) in Goa for the last 9 years. Initially, this support was extended to just one center, covering one village. Considering the difficulty medical services have in reaching villages as well as the poor transport services in general, we have now extended that support to 16 villages in North Goa.

Our MMU not only provides patients with medical services, but also acts as a platform where they get information related to government schemes for the elderly and, equally importantly, a platform to share their emotions and concerns.

Each MMU team comprises of 4 people - 1 doctor, 1 nurse/pharmacist, 1 social protection officer/social worker and 1 driver.

The driver, too, plays a very crucial role in the entire system. He is aware of all the major happenings in the village and works as a key resource for the team.

In the year 2018-19, we were able to provide support to 16 villages where 1714 unique patients were treated, and 16229 treatments were provided. It was observed that a majority of the complaints were related to hypertension, diabetes, joint pain and psychosomatic illness.

In the year 2019-20, the Foundation has decided to support Help Age's physiotherapy center in addition to the MMU. Three centers will be supported - two old age homes and one dedicated physiotherapy center.

4. Tackling Eye Health Issues **Replacing Problems with Possibilities**

Since its inception, the Persistent Foundation has been committed to improving eye care across the country. Poor eyesight affects not just a person's vision but also their ability to function productively.

Supporting Cataract Surgeries

The project runs at 4 locations through various hospitals. All these hospitals cater to patients from the lower socioeconomic strata.

Location	Pune	Nagpur	Hyderabad	Bengaluru	Total
No. of patients covered	785	136	426	150	1447

• Squint Correction Surgery

This initiative has run for two years. In its first year, 2017-18, we supported 11 patients. In its second, this number grew to 29 patients. Saksham, the NGO we are implementing the program with, has contributed to this increase by creating awareness about the condition and services available.

5. Supporting Dialysis Sessions

When a patient develops end-stage kidney failure, their kidneys can no longer function independently. This is a condition typically reached at an 85-90% loss of kidney function. Dialysis can help a person with kidney failure live a longer, healthier life. For the patient and the family, this is an overwhelming decision to make, as it involves a recurring cost and impacts the entire family in the long run.

Recognizing an opportunity to make a difference, the Persistent Foundation has been supporting the Seth Tarachand Ramanath Charitable Ayurvedic Hospital Trust since 2010 and the Ashwini Kidney Dialysis center in Nagpur for the 2 years. Through this initiative, we have supported 3441 dialysis sessions in a year.

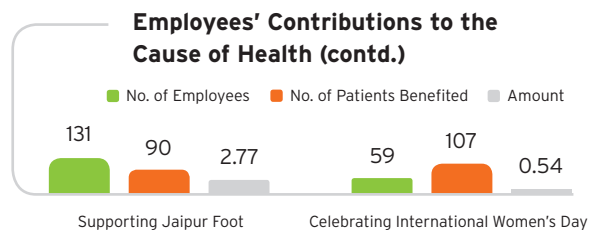
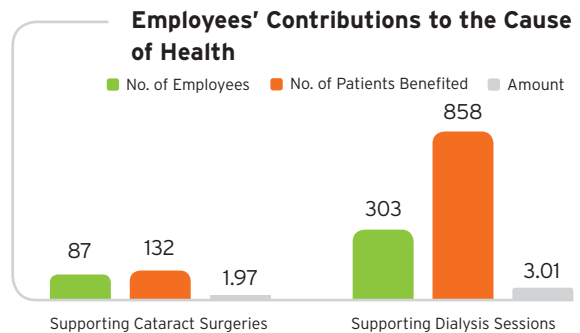
6. Supporting the Jaipur Foot Project

The project was implemented in Hyderabad, Bengaluru and Nagpur along with Bhagwan Mahavir Viklang Sahayata Samitee (BMVSS). The organization provides support to all patients at no cost. Improved technology enables patients who approach us to walk out of the center with artificial limbs. Because the services are provided through a center, patients can return and request assistance with any related problems they may face. The Persistent Foundation has supported 605 patients in the year 2018-19.

Employees' Contributions to the Cause of Health

Out of 3383 volunteers in FY 2018-19, 361 (10.67%) have volunteered for 337.5 hours for the cause of Health.

In the area of Health, 4 donation drives were launched in line with the projects implemented by the Foundation. Out of 5548 donors in FY 2018-19, 580 (10.45%) have donated INR 8.30 lakhs.



Community Development

Growing Stronger by Coming Together

Under the area of community development, initiatives are deployed based on a need assessment of urban and rural communities. Each of these initiatives has a community participation component both in the planning and implementation of the project.



Addressing a Basic Need: Water

Water, a transparent, tasteless, odorless, and nearly colorless chemical substance, is the primary constituent of human life.

As part of our community development efforts, the Foundation addresses this need through these two flagship initiatives:

1. Watershed projects in rain shadow areas
2. Open well construction projects in remote areas

1. Watershed Program

Water plays an important role in the economy. Approximately 70% of the freshwater used by humans goes to agriculture. This fact highlights the need for watershed programs. The Persistent Foundation has worked on these projects since the year 2014-15. We initiated this project in

response to the Government of Maharashtra's Jalyukt Shivar Yojana. Based on the needs observed, the Foundation decided to continue the program.

This program was implemented with IAHV in the Pune and Nagpur districts. In Pune district, the project has run for two years in the Shirur taluka, which falls in the rain shadow area. It serves the villages of Pimpalwadi, Shastabad, and Mitgulwadi. The project also runs in Nisadkheda in Nagpur District.

Total desilting 17.38 km, 35500 Cum desilting of percolation tank, 2 check dams were constructed as part of the work completed in these 2 villages. We were able to reach out to 3910 farmers and benefitted 2640 hectare land.

Like any project, ours too came with its challenges and impediments. Issues arose in Mitgulwadi in Pune district's Shirur taluka and Nisadkheda in Nagpur District. At both these locations, villagers raised concerns after 50% of the work was completed. Their issues were related to land acquisition for desilting work. In Pune, we successfully completed the work in the other two villages. Social and moral obligations were driving factors here, and with two village meetings, we were able to complete the project as planned. In Nisadkheda, we had to stop the work due to the villagers' reservations about the project. They were of the opinion that the program would only benefit a few select individuals. The project was initiated in May 2018, and we had to stop the work. After the Monsoon season, the story took a different turn. The Nisadkheda villagers were able to see the positive impact that just 50% of the work had achieved. They then appealed to the Foundation and pushed for the completion of the work. The work was re-initiated in the month of January 2019 and was completed in a month.

2. Drinking Water Project

Supporting Open Well Construction



The Persistent Foundation runs this initiative in the Velhe taluka, one of the more neglected pockets of Pune district. It has a significant tribal population, poor accessibility, heavy rainfall, hilly terrain, and scattered population. To date, the Persistent Foundation has supported the construction of 18 wells in partnership with Jana Praboshini and Toran Rajgad Parisar. In FY 2018-19, as it was adopted as a flagship project, 11 open wells were constructed in a year.

No of open wells	No of villages	Population covered
11	11	1350

The villagers have made significant contributions to the project, including land for the wells, shramdaan, and 10% of the financial contribution.

Through this project, we were able to reduce women's drudgery to a considerable extent. Earlier, women had to walk an average of 2 to 3 km per trip, in which she used to carry 30-35 liters of water. The average family size in Velhe is 7-9 members plus 3-4 cattle. The women were required to make a minimum of 3 to 4 trips per day, totaling 9-12 km of walking, carrying 30-35 liters of water on their heads. This situation would typically last a minimum of 3 months.

Testimonial

"Every year from January onwards, we used to face drinking water shortages. We had to leave the house at 4 AM every morning to get water. Often, the men in our families had to meet us at the halfway point to help us carry water vessels home. Fetching water used to be the only task we were able to accomplish in a day.

Now, because of the support we have received, water is available very close to our homes. At the end of March, we had enough well water to last us until the rains."

- Tarabai Dardige

Dagdigevasti, Gunjawane village

With our interventions, we can reduce the period to a 1 month. The distance has reduced from 3 to 4 km to 0.5 to 1 km.

3. Addressing Issues around Livelihood by Providing Support for the Enhancement of Skills and Imparting of Knowledge

Livelihood is an area where both urban and rural communities require support. Before providing this kind of support, it is essential to take into consideration available resources and existing practices.

Project Objectives

- To provide quality doorstep livestock-based services for livestock development, increasing the production of quality milk, and enhancing the dairy business.
- Capacity building to prepare youths for livelihood opportunities through farm, off-farm, and non-farm based livelihood sources.
- To introduce biogas as an alternative energy solution.

Services Provided through our Livestock Center

- **Artificial Insemination (Semen):** Out of the 530 cows inseminated, 320 gave birth to a total of 198 males and 122 females. The target achieved under the project was a conception rate of 53%, which is well above standard norms.
- **Artificial Insemination (Sorted Semen):** Using Sorted Semen assures that 90% of the calves born will be female, as compared to the 50% born through conventional semen. This service is provided by the project to farmers at subsidiary rates. 43 farmers have availed of this service. The results of it are awaited.
- **Mineral mixture:** 44 dairy farmers benefitted from this project.
- **Infertility cum health camp:** Infertility is a major issue in animals. Three camps were organized to address the issue, wherein experts diagnosed and treated 474 sub-fertile and infertile cattle. Farmers were advised on proper feeding and other management aspects to ensure that the cattle maintain fertility. Upon follow up, it was found that 310 of the treated cattle recovered.

Checked Animals	Benefitted Animals	Recovered Animals
474	386	310

- **Fodder Development:** 133 farmers benefitted from this activity. Maize, bajra, rice, and cactus were distributed for fodder development. Each farmer was provided with seeds. They were able to produce 20-25 tonnes of green fodder in drought conditions using minimal water. Later, when water scarcity reached its peak, thorn-less cactus leaves were provided through this project.
- **Silage Preparation Demonstration:** Once farmers can produce and procure green fodder, it is important that they conserve it to ensure it remains available year-round. This project covered 50 farmers, providing them with 100

bags for silage-making. This produced 1558 tonnes of silage. Given the drought conditions and the benefits experienced by the farmers, more and more of them joined the movement. A total of 178 farmers were trained in silage-making, producing 170.56 tonnes and saving INR 5 lakh.

- **Exposure Visit:** 80 farmers were taken to different dairy farms on exposure visits. Training and information on sorted semen technology, new dairy technology, open housing systems, clean milk production, value addition, and other practices were introduced to farmers.
- **Biogas Unit Demonstration:** Under our initiative, 16 families have installed biogas units. This has ensured the availability of an eco-friendly and clean source of energy. It has also resulted in:
 1. Per family per year saving of INR 5000 as they have to purchase only 1 or 2 LPG cylinders.
 2. Organic fertilizer for the farm being produced, which saves them INR 10,000 per annum.

4. Enhancing Green Cover
Tree Plantation Drive

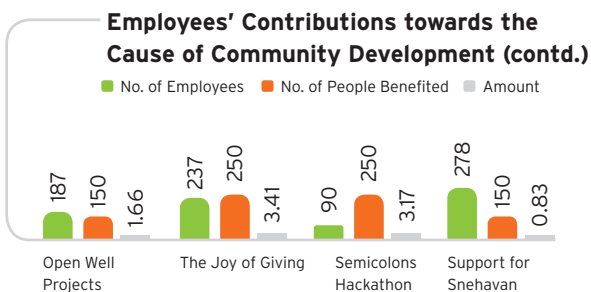
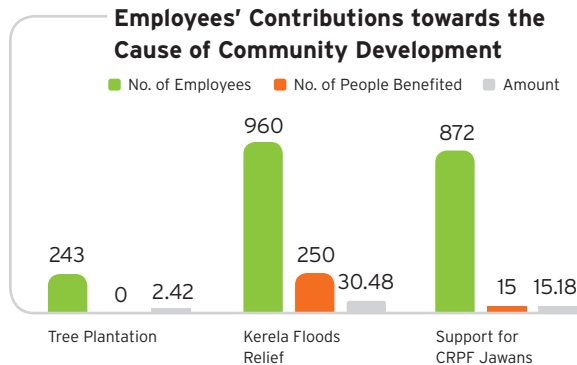


Our tree plantation drives is one of the most awaited initiatives of the year. This year, we planted 3,550 trees in Pune along with TERRE Policy. The initiative is implemented on forest land. All these trees will be maintained by the Foundation for a period of three years.

Employees' involvement in community development initiatives

Out of 3383 volunteers in FY 2018-19, 954 (28.20%) spent 2217 volunteer hours on various Community Development drives.

In the area of Community Development, we launched 7 donation drives in line with the projects implemented by the Foundation. Out of 5548 donors in FY 2018-19, 2867 (51.68%) donated INR 57.15



Tree Plantation: Our tree plantation drives are met with enthusiasm from Persistent's employees. They like volunteering and donating to support this initiative. We organize volunteer activities for the plantation of trees as well as for

their maintenance. Trees were planted in Goa, Nagpur and Bengaluru. In Bengaluru, it was done on the premises of SPARSHA, a local NGO. We also implement our educational projects there. This strategy of enabling an organization through various drives helps the NGO while ensuring maximum impact.

Kerala Flood Relief: Persistent employees offered whole-hearted support for this cause. 960 employees donated INR 30.48 lakh. We partnered with two organizations to reach out to the flood-affected population. With Action Aid, the Foundation provided support for immediate rescue operations. 750 families were given a 2-month supply of food grains. As a contribution towards the post-flood rehabilitation work, the Persistent Foundation partnered with Seva Bharati on the refurbishment of a school in Murrad village, Kozhikode district.

Support for CRPF Jawans: As a response to the terrorist attack in Pulwama, a donation drive was launched to support Central Reserve Police Force Jawans. A significant moment during this drive was when employees donated their party fund, a decision that is required to be a unanimous one. The project was implemented through SIRF, an organization that works to support the families of Shahid Jawans. Under this initiative, we have identified 15 families to support for a period of one year, and we will address their needs.

Open Well Projects: Persistent employees donate their time as well as money towards these projects. These shramdaan opportunities help us witness certain realities and realize how fortunate we are. As a result of this engagement, volunteers have also started supporting our rice plantation initiative, under which at least 3 to 4 events are organized every year. 100+ employees participate in them.

The Joy of Giving: Every year, Oct 2-8 is celebrated as the Joy of Giving week across globe. At Persistent Foundation, we launch drives to encourage donations in cash and kind during

this time. This year, each day of the Joy of Giving Week had one donation drive to support children in need, the differently-abled, the elderly, and the Armed forces. Persistent employees contributed to all these drives, and we were able to collect INR 3.41 lakh.

Semicolons Hackathon: Persistent Systems organizes this hackathon annually. Teams compete with each other for 24 hours to find solutions to real-world problems. It is conducted globally in 11 cities. This year 47 teams comprising of 700+ employees participated. There were 3 winning teams, 2 from Nagpur and 1 from Pune. The prize money was donated for social causes, with Persistent Foundation making a matching contribution. Following organizations were supported by the employees,

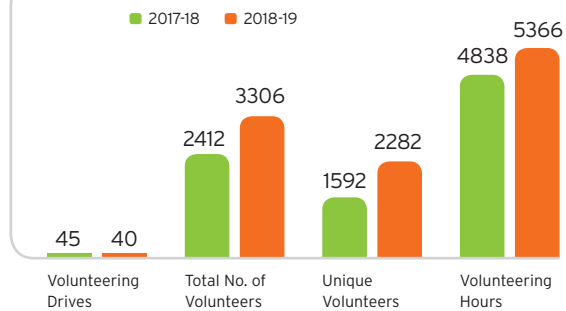
- Vidya Bharti Vidharbha, Nagpur
- Vikalpa – Abhyudaya Global Village, Nagpur
- The Akshayapatra Foundation
- Shrimad Rajchandra Abhyatmik Satsang Sadhna Kendra



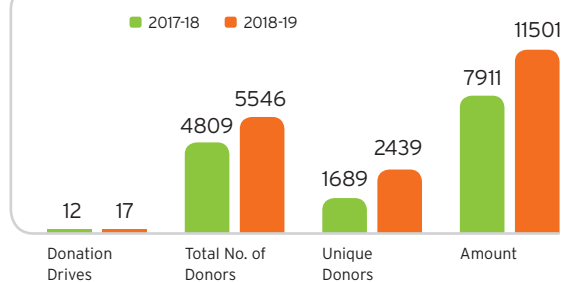
Support for Snehavan: This unique drive was initiated by employees. Snehavan is an organization that supports the education of students from drought-affected parts of Maharashtra. Presently, there are 100+ students. Some employees supported the organization on an individual basis, and this was channeled through the Foundation. At present, 27 employees donate INR 100 per month. An annual donation of INR 0.83 was made to the NGO. That amount is put towards the children's milk expenses.

Employee Engagement

Year-on-Year Volunteering



Year-on-Year Donation Drives





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