

Catalyst



From the Director's Desk

Dear Readers,

The month of August was special indeed. HCL Technologies was recognized by the Ministry of Corporate Affairs, Government of India for its efforts to bring equitable development to communities living below the poverty line in urban slums. The annual National Corporate Social Responsibility (CSR) Awards are the apex national level honour. We are humbled by this recognition and delighted to share this Award with you.

In this edition, we share details about the Award, as well as updates on work accomplished in August.

In solidarity and hope.

Dr. Nidhi Pundhir
Vice President and Director,
HCL Foundation





Highlights of the month



> 46th HCL Day mega plantation drive



To mark the 46th HCL Day, HCL Foundation, the CSR arm of HCL technologies planted 36,025 saplings across multiple project sites in 11 cities like Gautam Buddh Nagar, Lucknow, Hardoi, Hyderabad, Vijayawada, Nagpur, Pune, Kolkata, Chennai, Madurai, Coimbatore under its flagship programme on Environment Action - HCL Harit.



Further strengthening the organizations commitment to meet the Sustainable Development Goals and National Missions, nearly 70,000 saplings were planted starting August 1, 2022. Around 300 HCLites with their families joined the plantation at different HCL sites.



Several HCL Technologies leadership, participated in the mega plantation event across all locations. Dr. Nidhi Pundhir, Vice President and Director HCL Foundation, also joined the plantation drive at Sorkha, Gautam Buddha Nagar, to carry out this massive task of planting over 200 saplings.



Activity across all other locations also ensured plantation of native species of trees in Government schools, forested areas, HCL campuses and land dedicated for mass afforestation. It is important to highlight that apart from the terrestrial plantation, 120,000 mangrove seeds and 3,000 saplings were planted in Krishna District, Andhra Pradesh under this initiative.



Independence Day was celebrated with great enthusiasm across 74 HCL Foundation supported Anganwadi Centres in GB Nagar district of Uttar Pradesh.



Children celebrated 46th HCL Anniversary at all the Gurukul and Nanhe Parinde points. The day was celebrated by planting trees near their education points and also in the communities. The children also visited Sorkha Upvan for plantation drive and celebrated the day.



75th Independence Day celebration by Gurukul and Nanhe Parinde students



On the occasion of 75th Independence Day organized Competitions in Elocution, Essay Writing & Painting for students in 11 Govt. Schools at Hyderabad. 481 students participated in the competitions. The event concluded with felicitation ceremony.

Azadi Ka Amrit Mahotsav



Lok Bharti Forest Department along with Minister of State for Forest and Environment Mr. Arun Kumar Saxena and Divisional Forest Officer, Awadh Dr. Ravi Kumar Singh planted 11 Hari Shankari saplings (Peepal, Bargad, and Pakkad) at Atal Harit Upvan, Lucknow to celebrate Independence Day.



HCL Technologies Wins National CSR Award for Urban Poverty Alleviation Programme

HCL Technologies (HCL), a leading global technology company, has won the prestigious National CSR Award 2020 instituted by the Ministry of Corporate Affairs, Government of India.

The award recognizes the path-breaking work by HCL Foundation, towards equitable and sustainable development of communities living below the poverty line in urban slums.

Nagaland CSR conclave 2022

HCL Foundation participated in the Nagaland CSR conclave 2022 - "Naturally Nagaland" in the month of August.

Hon'ble Minister of Finance & Corporate Affairs, Govt. of India - Shri Nirmala Sitharaman Ji, Chief Minister of Nagaland - Shri Nephieu Rio Ji and other dignitaries inaugurated the event to pull CSR investment into the state of Nagaland.

HCL Foundation through its flagship programme HCL Grant has its presence in the state since 2018 in collaboration with Eleutheros Christian Society (ECS).

The Foundation presented the importance, effectiveness and efficiency of collaborative model of PPP+C (Public Private Partnership + local Community) focused on reduction of Maternal Mortality Rate (MMR) and Infant Mortality Rate (IMR) in three Eastern district of Nagaland - Tuensang, Mon and Longleng -through revival of 13 defunct health centers, creation of Mother's club and cadre strengthening. Relevance of digital platforms and skill development programmes, in linkage of remote geo's to the business centers were also discussed.





Nature art workshop

Give Me Trees Trust and Rasta NGO in partnership with HCL Foundation organized a Nature Art Workshop on making "Plantable Rakhis". 25 children attended the workshop. Akanksha Kaushik, Head - Art Education, Give Me Trees Trust helped the children make Rakhis with Biodegradable items such as paper, wool, etc. Seeds of different native plants were pasted on the Rakhis. When the Rakhis are disposed, they will turn into saplings and contribute to a greener world.

Interesting art workshops and hands-on activities like these help children to look at the environment in a different creative way, which helps them to come up with innovative ideas. The objectives of the workshop were to create awareness among the children on sustainable practices, and to encourage them to choose environment friendly alternatives in their day to day life.



30,000 saplings of Rhizophora apiculate and Rhizophora mucronate species are planted in mangrove plantation side at Chinnagollapalem, Vijayawada. It will prevent soil erosion across the coast line.

Conscious living campaign

On August 14, 2022 HCL Harit team launched the Conscious living campaign with 60 scouts and guide students. Week one of the campaign took place as a part of the Bharat scouts and guides annual camp in Ooty. During this week, through various group and individual activities students learnt about the basics of plastics, how to track their daily plastic usage at home and school, assessing needs and wants and how it impacts the environment and the circular economy.

Students also conducted a waste audit within the camp. Students and teachers actively participated in the workshop and

shared their experiences and real life stories. As a part of this campaign, students were given a very engaging activity workbook which they will continue to use beyond this workshop too. Top 5 students were acknowledged with ecofriendly gifts. In the campfire, students performed a skit on importance of managing plastic waste and leading a conscious life based on their learnings from the workshop.

In the coming weeks, students will learn grassroots comics to help them document and present their learnings and practices in a creative form.





Establishing custom hiring centers at local level

To economically empower marginal farmers and motivate them to adopt efficient farm mechanization practices, HCL Samuday took a step towards establishing Custom Hiring Centers at the local level led by women Self Help Groups (SHG). Inaugurated by Ms Akansha Rana (IAS), Chief Development officer (CDO) Hardoi and Mr Alok Varma, Project Director, HCL Foundation, such centres will support farmers in easy accessibility of machines and catalyze the economic prosperity in rural areas. HCL Samuday aims to set up more such centres across Hardoi to instill a sense of ownership in the rural community and enhance the income of small farmers.



Step up for breastfeeding

HCL Samuday celebrated World Breastfeeding Week in Hardoi, emphasizing the importance of breastfeeding for mothers and newborn.

The week-long activities included interpersonal communication sessions as well as group sessions with expecting and lactating mothers on best practices of breastfeeding. Additionally, mass training sessions were held for frontline health workers regarding counselling of mothers and their family members in the rural community.

Leveraging a network of 13 Health and Wellness Centres, 11 Community Health Centres, and 4 Health Sub-Centres, these activities helped sensitize more than 2,000 lactating and pregnant women .



Stage 2 “Abstract Review”

Stage 2 “Abstract Review” of HCL Grant selection process was conducted for Health, Environment and Education category respectively in which organization’s profile and project abstract of eligible applicants were reviewed by a group of independent domain experts, sector experts from HCL Foundation, and Governance Partner. Objective and subjective parameters such as Governance, Relevance of the Problem and Solution, Potential of Impact and Innovation among others are the basis of qualifying the review.



Ensuring crop insurance

HCL Foundation is working with Lokamata Rani Rashmoni Mission in South 24 Parganas district of West Bengal to promote climate resilient agriculture and provide alternate livelihood options for climate vulnerable community of selected forest fringe villages of Sundarban. Through this programme we ensure farmers have the knowledge of Government programmes and schemes available for them. In August, more than 70 farmers

were assisted in submitting their Crop Insurance application to the office of Assistant Director of Agriculture, Kultali Block, South 24 Parganas. Under ‘Fasal Bima’ (Agriculture Insurance) Scheme of the Government, they will receive free insurance for the next six months for Paddy. In case of damage, the farmers will get a compensation of ₹54 - ₹75 for each Decimal of land.



World breastfeeding week

Breastfeeding is the best way to provide infants with the nutrients they need. WHO recommends exclusive breastfeeding starting within one hour after birth until a baby is 6 months old. Nutritious complementary foods should then be added while continuing to breastfeed for up to 2 years or beyond.

Mamta-HIMC in partnership with HCL Foundation, aims to improve breastfeeding practices for the well-being of maternal and child health through various strategies. Mass awareness programs, group meetings, one to one counselling were held this month. More than 150 pregnant and lactating women across India were taught about the safe and best practices of breastfeeding.



In Madurai, 11 breastfeeding awareness sessions were conducted in PHC, Anganwadi & Slum areas to highlight the importance of breastfeeding. 38 pregnant women and 184 postnatal mothers participated. The mothers were connected to Doctors & nutritionist from urban primary health centers & SUHAM Hospital Madurai.



Poor technical skills

Doll Demonstration to teach correct breastfeeding

Sensitization to increase Breastfeeding within 1 hour of birth

Support to exclusively breastfeed for 6 months

Addressing Social Constructs

Breaking myths using tools such as story book, flipbook

Awareness on social and health issues

Gender transformative approach using tools such as snakes and ladder

Improved infant and mother health

Improved breastfeeding practices

Decrease in IMR/Malnutrition

Aspiring entrepreneurs workshop

HCL Foundation - I Create India completed 5 days AEW Workshop at ASC, Bangalore for retiring Junior commissioned officers and Non-Commissioned Officers of the Indian Army.

The Workshop was on Entrepreneurship which was attended by 44 JCOs & NCOs. It concluded with 6 groups presenting sample Business Plans. The business Ideas presented were

Home to Home catering

Self Defense Academy for girls

EV charging Station

Travel Agency

Organic Banana Cultivation

Onion Trading



I create India- HCL Foundation project focusses on entrepreneurship skill development of retired army veterans through Business Incubation Centers.



A similar workshop was conducted in Lucknow with 25 Army Veterans. On the culmination day of workshop they presented their business plan in groups made with the help of HCL volunteers and I-create team on ideas like transportation business, Meat shop, RO Plant setup, etc. The workshop is designed to promote entrepreneurship and help them in establishing business through a five years process of continuous one-to-one support and mentoring.



Awareness sessions on WASH

Awareness Sessions on WASH (Water, Sanitation & Hygiene) were conducted in Government High Schools at Hyderabad with almost 300 students. The students were sensitized on importance of proper Hand Wash, Cleanliness, proper WASH behaviours, Menstrual Hygiene, proper toilet usage, solid waste management and sustainable maintenance of WASH Infrastructure.



Preventive health camps

Dental Health, Eye Health, Nutrition & Other General Health Screenings were organized in Govt. High School, Majeedia, Hyderabad. Doctors visited the school and conducted awareness sessions on importance of Health and provided suitable inputs to be healthy to more than 100 students.

The students detected with minor health issues were referred for further screening or medication. 25 students were supported with Spectacles, who were screened with Eye issues. The camps helped the Students, School Staff & Parents to take required measures on preventive health care.



Family Planning

It is seen that mostly males take decisions in families in the communities. In this scenario, it becomes necessary to address males and increase their participation in family planning so that they can allow and motivate their partners to own modern contraceptive methods. In meetings IEC, story narration and Q&A were used to make it effective.

Rakshabandhan Celebration with trees at Nutrition Garden

Close to 80 differently abled (deaf and mute) children celebrated Rakshabandhan with nature. The students symbolically committed to prevent trees from felling and thereby preserving the nature.

Earlier as a part of the regular programme, these students were involved in setting up of Nutrition gardens at their schools. They now help spread the message on environment conservation in their communities.



International Youth Day

Mamta HIMC with support of HCL Foundation, on occasion of youth day conducted awareness campaigns on anemia and nutrition. During this campaign, adolescents' height and weight were measured along with screening of anemia using mirror tool. The purpose of celebrating this day is to increase the participation of youth on social, economic and political issues.

Felicitation of toppers from the Night Schools and Nagpur Municipal Corporation schools

HCL Foundation is implementing the SSC result improvement program in 5 night schools and 19 NMC schools. This year, these schools recorded extraordinary results in the SSC Maharashtra State Board exams.

The overall pass percentage of the night schools was 93% and day schools was at 98%. A felicitation ceremony was organized to celebrate their success. In a panel discussion, few students shared their experience and tips for their juniors.



> Unveiling Marching Bapu

Noida Authority and Clean NOIDA, unveiled a sculpture of Mahatma Gandhi made from 1,000 kg of plastic waste collected from across Noida city.

This 20 ft. tall structure called #MarchingBapu is situated right at the centre of Sector 137 roundabout in Noida. It was inaugurated by Shri (Dr.) Mahesh Sharma, MP Gautam Buddh Nagar in the presence of Shri Tejpal Nagar, MLA Dadri, Shri Pankaj Singh, MLA Noida, Smt. Ritu Maheshwari, Senior IAS officer & CEO of Noida Authority, Dr. Nidhi Pundhir, Vice President & Director of HCL Foundation and Shri Alok Varma, Project Director of Clean NOIDA programme. Sculpted by Mr Sandeep Panwar (an award-winning artist), this statue of Bapu will act as an inspiring reminder for citizens of Noida to practice the ₹3 of waste circularity (Reduce, Recycle and Reuse) regularly.



> Launch of Clean NOIDA Volunteer Club

This International Youth Day, Clean Noida Volunteer Club was introduced. As part of this initiative, Clean Noida is working with citizens who are willing to become a part of a sustainable force of change in the city. We believe that such volunteers / participants can help awaken a sense of responsibility in fellow citizens. With over 1,300 applications received, 319 volunteers were selected as part of the initiation batch.

The first few activities comprised of the programme orientation, waste audit sessions both online & offline, volunteer talk sessions and Information Education Communication (IEC) Material Workshops. The volunteers managed to log 450+ hours during the course of these activities. With the enthusiasm we experienced, we are confident that with volunteers on board, we will make a larger difference! Aptly quoted by Helen Keller, "Alone we can do so little; together we can do so much".



Volunteers 872
Hours 1591
Beneficiaries 1462

Inspire Session V

The Fifth Inspire Session was conducted this month. Over 100 participants joined the interaction on 'Scholarships- An Investment Towards A Bright Future'. Mr. Ashutosh Kumar Burnwal, Founder & CEO-Buddy4Study took the session.



Star Volunteer of the Month

Mr. Ramkrishna Tamboli, our Po1 volunteer from D&A - DC Ind & Process completed series of sessions for Yuvakendra Customer Care Executive batch students. Ram has been supporting the students through weekly interactive sessions for over three months. The sessions were specifically formulated by him in consultation with Yuavkendra trainers to explain the correct way of formal etiquettes at the workplace. The sessions had a great impact on students and will be beneficial for their placement drives and interviews.



French Lessons for Yuvakendra students

Mr. Chandru Asandas Bhavani, employee of HCL Technologies Bangalore campus took up a three month long French coaching classes for the students of HCL Foundation Head Held High Yuvakendra. Chandru conducted three classes per week and successfully trained the students on elementary French lessons. Students can

now make basic sentences in French and are capable of understanding, reading and writing basic French words and voice notes. This is the first time in Power of One that a volunteer has signed up for taking a foreign language class for the students.



National sports day

On National Sports Day, HCL Foundation organized sports tournaments and leagues in various sports such as kabaddi, football, hockey, volleyball and athletics across nine states. More than 5,000 students participated in the events. This year the event focused on encouraging girls in sports. Understanding the limited access to sports for girls, the events were organized with the intention to change the mindset of people, reduce social barriers and enable girls to have access to education and sports.

The day was celebrated with rigour and passion by both girls and boys. SFC aims at enabling balanced participation, excellence and holistic development through a high-quality and inclusive sporting experience for children and youth from underserved communities.



Paper presentation at National Conference on Indian Handloom & Handicrafts - SUSTAINING CULTURAL HERITAGE

My E-Haat team presented their research paper at NIFT, Kangra. The paper shared insights on how CSR can be effective in promoting national handicrafts and handlooms. My E-Haat, the special initiative of HCL Foundation has made this possible by providing an inclusive online marketplace for artisans across the nation.

Research Paper: My E-Haat, LEVERAGING CSR FOR DEVELOPING INCLUSIVE ONLINE MARKETPLACE AND STRENGTHENING THE VALUE CHAIN OF THE INDIAN HANDICRAFTS SECTOR

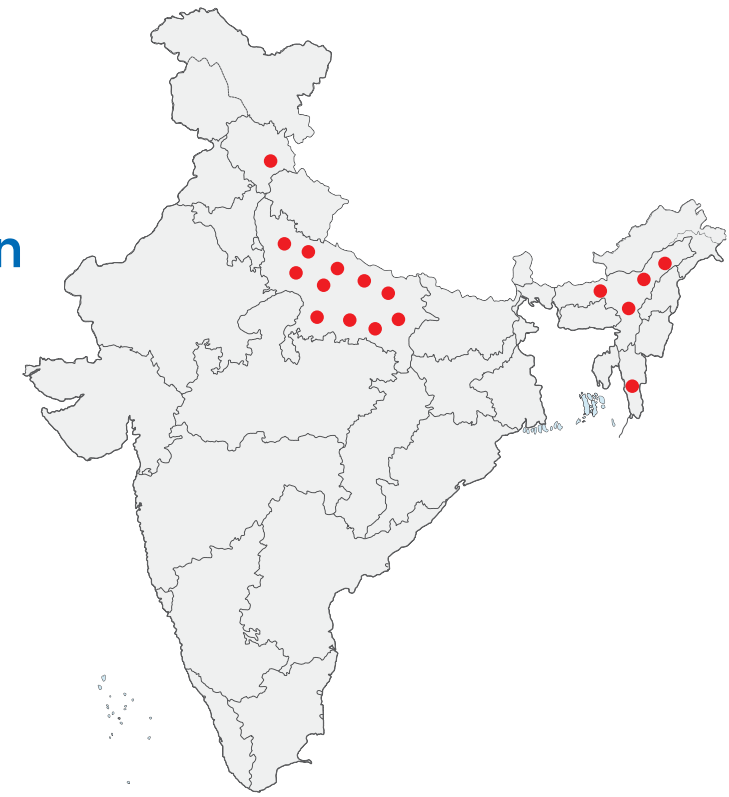
Authored by Dr. Nidhi Pundhir, Gaurav Majumdar & Vikas Dargan.



Progress of Mahatma Gandhi National Fellowship - IIM Lucknow Association

My E-Haat Powered by HCL Foundation, Collaborated with Mahatma Gandhi National Fellows, Ministry of Skill Development and Entrepreneurship and IIM- Lucknow to facilitate business development of SHGs/ Producer Groups/Craft Clusters/ CFCs from across India, through My E-Haat E-commerce portal.

Orientation and onboarding training was organized for 4 states and 19 district crafts as part of the first phase.



Handloom,
Aizawl, Mizoram



Water hyacinth handicrafts,
Tinsukia, Assam



Wood and Bamboo handicrafts,
Udalguri, Assam



Kangra Painting,
Kangra, HP



Laddu Gopal Poshak,
Mathura, UP



Handmade paper Products,
Jalaun, UP



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