

# Catalyst

CSR Newsletter by HCL Foundation  
September 2022





Dear Readers,

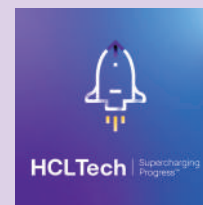
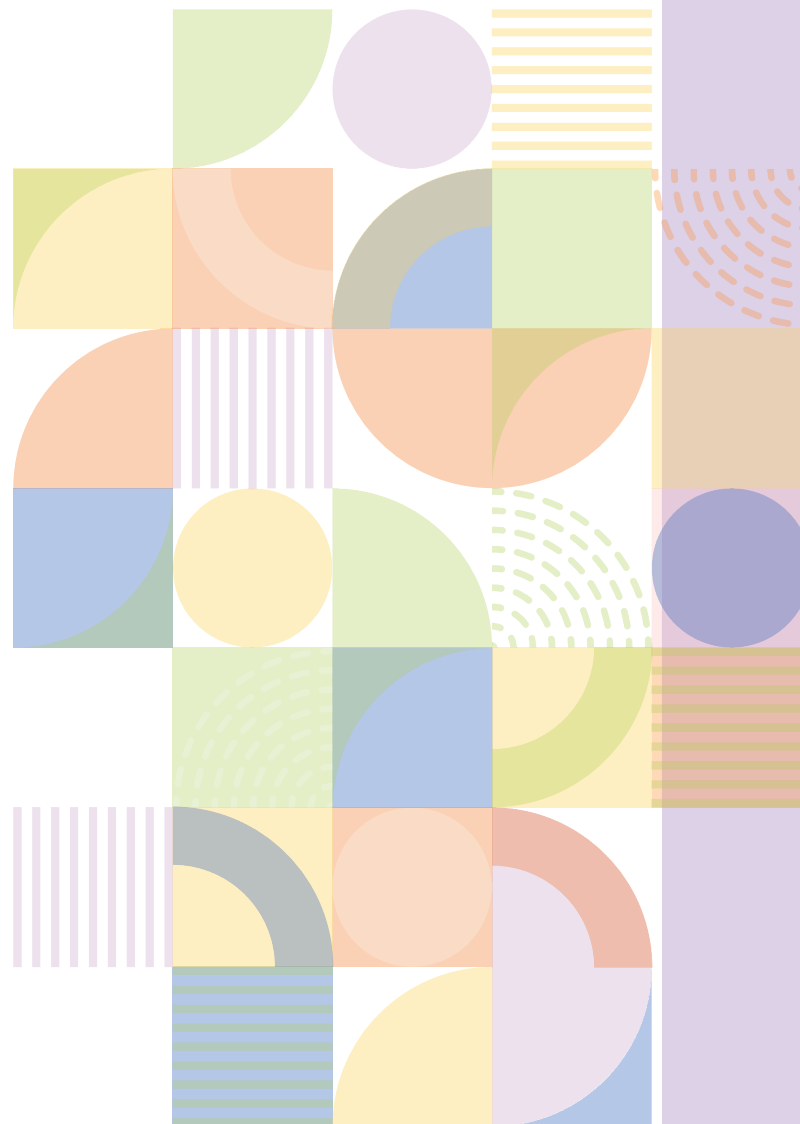
The month of September was a milestone one as our parent company transitioned from being HCL Technologies to HCLTech to resonate with the changing sentiment of Supercharging Progress for People, Communities and Planet. We are indeed proud to be the CSR arm of HCLTech.

We celebrated the fifth Rashtriya Poshan Maah or Nutrition Month as marked by Ministry of Women and Child Development as a key flagship programme of Government of India to improve nutritional outcomes of children up to 6 years, adolescent girls, pregnant women and lactating mothers, by organising various on-ground initiatives.

In this edition of Catalyst, we share more updates and happenings from the month of September.

Happy reading!

Regards,  
Team HCL Foundation



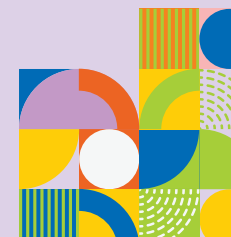
## Meet the new #HCLTech, Say hello to #SuperchargingProgress

HCL Technologies (HCLTech), a leading global technology company, launched its new brand identity and logo, underpinned by the distinct positioning of Supercharging Progress that reflects its commitment to clients, its people, communities and the planet.

The company's new 'HCLTech' brand and logo will be at the heart of its go-to-market strategy and represent its differentiated portfolio of services and products that supercharge digital transformation for enterprises at scale.



“The heart of HCL Foundation lies in innovation, incubation and engineering solutions which are scalable and have depth, to create long-lasting impact. We are taking the same spirit to global geographies. Ofcourse we will have a different approach based on needs-assessment for diverse locations. Development takes time and our team is committed to it. With 3.7 million lives touched, 36 billion litres water conserved, 85 water bodies rejuvenated, 66,000+ acres of land greened our source codes are indeed in action!” said Dr. Nidhi Pundhir, Vice President & Director, HCL Foundation at the brand relaunch event which took place in New York, USA on September 26





## Look who visited us in Lucknow

Several avian species are being sighted as a result of plantation of various native species at the new afforestation site at HCL Harit Green Connector in Lucknow. Spotted dove, Eurasian collared dove, Pied bush chat, Cattle egret have been spotted. These

species are considered as an indicator of a healthy urban habitat. One of the interesting sightings was that of a juvenile white eyed buzzard. It is a raptor species also known as bird of prey that plays the role of a barometer of ecological health.

**White Eyed Buzzard (Juvenile)**



**Plain Prinia**



**Cattle Egret**



**Eurasian Thick knee**



**Eurasian Collared Dove**



**Indian Roller**



**Pied Bushchat**

## Environment education through grassroots comics

64 scouts and guides students along with Chennai NGO partners participated in Environment Education through grassroots comics workshop in Chennai from August 26 to 28. In this workshop they learnt how to storyboard, draw basic facial expressions, inking and also create a full comic story. 50 comics on various environmental concepts were created

during the workshop. 10 HCL volunteers and their family members participated in the workshop. Chennai partners from all thematic verticals participated and linked the work that they do to environment. Comics created during this campaign was exhibited at Avadi school, Thoraipakkam scouts garden and HCL Chennai campus.







## 50 panchayat representatives from Assam visited two gram panchayats of Hardoi

On September 25, 2022, HCL Samuday hosted a group of 50 panchayat representatives from Assam in Hathoda and Purwa Gram Panchayats of Hardoi, UP. What unfolded was a meaningful exchange between panchayat functionaries of the two states and led to increased appreciation about the potential of rural local self-governance.

The group saw the workings of Panchayat Resource Centre, Secretariat, Public

Addressing System, Jan Seva Kendra, and Library, set up at Panchayat Bhawans. Pradhans of the two panchayats explained how critical these have been in ensuring timely delivery of essential services to the community. Group members further witnessed several other rural development initiatives on ground in areas of access to healthcare, drinking water availability, ICT-enabled school education, adult literacy, agriculture and renewable energy led village electrification to name a few.



## Felicitating dairy farmers of Hardoi

Training small and marginal dairy farmers on sustainable milk production and marketing systems has been one of the key intervention areas, under HCL Samuday, for development of a thriving dairy ecosystem in Hardoi district of Uttar Pradesh. Till date more than 8,000 farmers have been trained on best dairy practices. In the month of September, the team felicitated best performing volunteers, dairy secretaries and farmers for their efforts. These stakeholders have together generated more than ₹149 crore revenue by collecting ₹369.42 lakh litres milk.



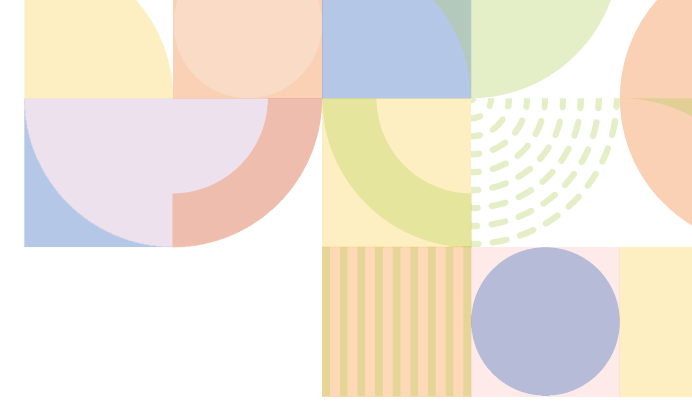
## Starting poshan maah 2022 with the distribution of poshan potli

To mark the importance of proper nutrition among pregnant & lactating women, infants, and young children, every year India celebrates September as Poshan Maah. On September 5, Hardoi district in Uttar Pradesh kickstarted Poshan Maah intending to organize various events focused on maternal and child nutrition, hygiene, management of malnutrition and anemia throughout the month.

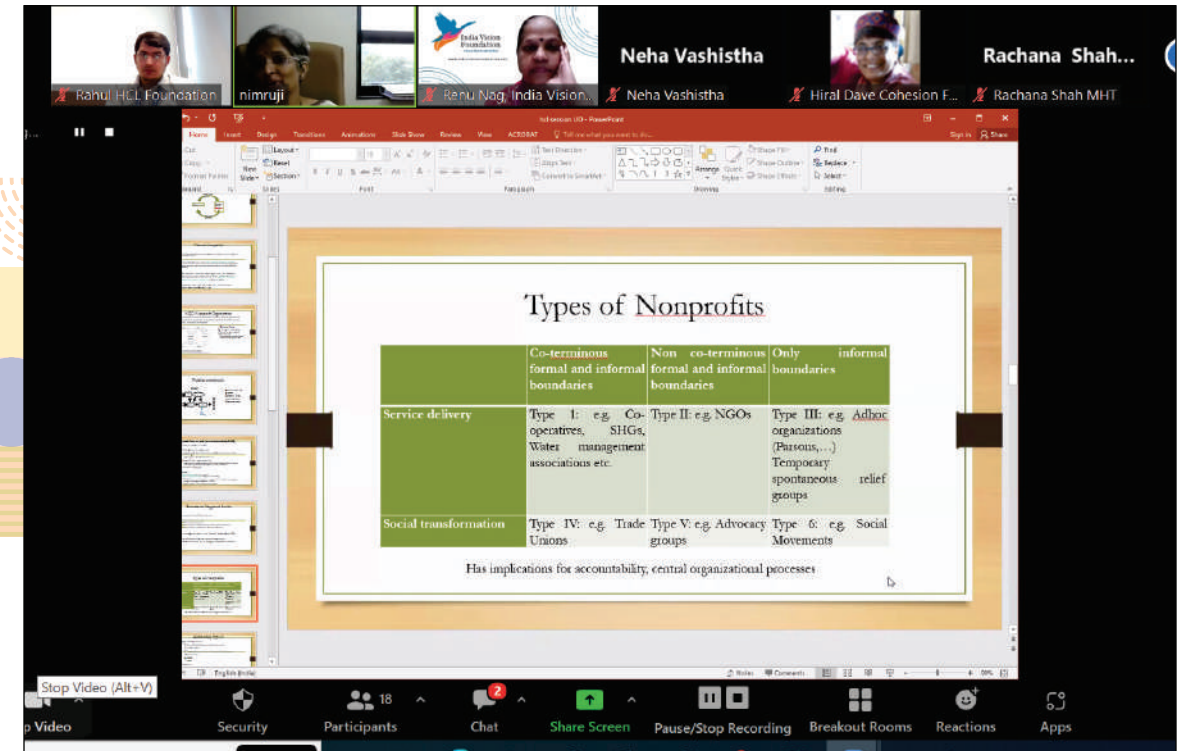
The event provided an opportunity for HCL Samuday to present the work being carried out for the management of malnutrition in the geography. Advocating dietary & behavioural transformations, the team also used the occasion to support children with Poshan Potli (Poshan Bags) containing toys, different types of grains and pulses, healthy snacks and a hygiene kit.







## Capacity building course for HCL Grant partners



5th Batch on “Entrepreneurial Leadership & Governance” was conducted through HCL Foundation Academy in partnership with IIM Bengaluru from 19th – 23rd September, 2022 for the Leadership of the organizations, HCL Foundation is partnering with. The objective of the course is to make participants understand how Good Governance and Dynamic Leadership can build strong, resilient, compliant, impactful and sustainable organizations that can serve in alignment with their Constitutional mandate. The batch had 34 participants.

Second batch of the online certification course on “Effective CSR Project Management for higher Social Impact” was conducted on HCL Foundation Academy in collaboration with IIM Calcutta with 22 participants, with an objective of enhancing the capacity of HCL Foundation Partner NGOs on Project Cycle Management, organizational governance & financial management, Branding, Communications and marketing for NGOs, proposal writing, documentation practices etc.





## Proposal review

Stage 3 of “Proposal review” was conducted on 26th, 27th and 28th September for Environment, Health and Education categories respectively in which the organizations selected at stage 2 were requested to submit a detailed organization profile and proposal. Post submission, the application is reviewed by a group of independent domain experts, sector experts from the HCL Foundation and Governance Partner teams. Additional review parameters include capacity to deliver, financial modelling, sustainability, use of inclusive approach, potential for partnership and scalability, among others.



### ENVIRONMENT



### HEALTH



### EDUCATION

## Field visits

HCL Foundation team visited Shahdol district of Madhya Pradesh for Project MANCH baseline findings dissemination district level workshop and Half yearly review meeting conducted by India Health Action Trust, HCL Grant Recipient, 2020, Health Category.



The team also visited Anand district of Gujarat for discussion on key findings & recommendations with IIFM Bhopal team for an independent evaluation of project iCARE Foundation for Ecological Security, HCL Grant Recipient, 2017, Environment category.





## Poshan mela

Poshan Maah was celebrated with Poshan Mela at various HCL Uday locations with school students, HCL Foundation team and Volunteers from HCL.

The Mela aimed at providing children with the required knowledge and awareness about nutrition through the means of fun and exciting games. The event involved themes of dietary patterns that created awareness about the consequences of nutritional deficit. A dedicated nutritionist conducted basic health checkups such BMI (Body Mass Index), height and weight and counseled the children on their dietary needs.



MAMTA-HIMC in association with HCL Foundation conducted Front Line Worker training for Anganwadi workers at Perumbakkam, Chennai. Poshan Maah was celebrated with them to disseminate the importance of Nutrition through snake and ladder game.







# Poshan rally

To mark the commencement of Rashtriya Poshan Maah 2022, SHARP NGO with HCL Foundation organized “Poshan Rally” at UPS Lallabagh, Lucknow, with an aim to disseminate awareness among people about the importance of “Right Nutrition” with the different slogans. Nutrition awareness session with quiz competition was also conducted and 3 best students were appreciated with trophy.



# Nutrition week

MAMTA-HIMC in association with HCL Foundation aims to reduce malnutrition through a life-cycle concept, adopting a synergized and result-oriented approach to reinforce specific nutrition-related practices or behaviors to change habits that contribute to poor health. This was done by creating a motivation for change among people, to establish desirable food and nutrition behaviors for promotion and protection of good health. Mass awareness programs, group meetings, one to one counselling were held where the pregnant and lactating women were taught on the safe practices of breastfeeding. Door-to-door identification were also done. By forming a link with ASHA, Anganwadi, and ANM, they provided information on best practices of breastfeeding, nutrition, and mother-craft among other information. Community Volunteers are also being taught and trained as well, so that there is an easier access to knowledge for the communities.





## National nutrition week celebration at Gurukul Centers

On the occasion of National Nutrition Week, a weeklong activity was carried out in 10 Gurukul centers supported by HCL Foundation and RASTA NGO. Activities like junk food vs healthy food, role play, colourful food plate, poster making on healthy food, choose healthy or junk food through pictures were conducted to make children aware about importance of nutritious food on our health and development. More than 7,000 students participated in this weeklong event.



## Parivar mela

"Parivar Mela" was organized by Vatsalya with community people to adhere to disseminate information in an entertaining way so that there is maximum understanding and uptake of useful information regarding family planning.



## Health camps

MAMTA HIMC with support of HCL Foundation, organized general health camps in the community. During the camp, free and high-quality medical services were provided to the urban poor population. During camps, health issues were discussed with community members focusing on communicable and non-communicable. Severe and emergency cases were referred to specialized centers.







3 Students from My school programme have won bronze medal in world Robot Olympiad and qualified for Nationals at Noida



518 children participated in the Children Parliament Election



1150 children screened for Anemia programme at My school



Adolescent girls were tested for Anemia. An awareness session was conducted to share information on the causes and cure for anemia. Empowered groups have been formed to encourage the girls get tested regularly for early identification and treatment.



1132 children visited Young Kalam Science Centre lab at My school



225 students undergone Oral screening at My school programme



Comic workshop was conducted to increase the awareness around good habits that contribute to a healthy life. 15 comic boards were also installed in UPHCs.





## School zonal match

Don Boso Anbu Illam - HCL Foundation Organised school zonal match for Avadi region for Police Boys and Girls Club. Around 120 players and 25 staff members participated in the Girls Kabaddi and Volleyball match.



## Aspiring entrepreneurship workshop

Five days Aspiring Entrepreneurship Workshop was conducted with the support of HCL Foundation at Lucknow. 38 Army Veterans were part of the workshop. On the culmination day of the workshop, they presented business plans in groups on Business ideas like Hydro Farming, Goat Rearing, Dairy Farming, Coaching Centre,

etc. made with the help of HCL volunteers and I-create team. The workshop is designed to promote entrepreneurship and help them in establish business through a five years continuous process of one to one support and mentoring. 75% members in this batch have sign up for mentorship to develop their business ideas.



## Common service centre (CSC) inauguration

The Common Service Centre (CSC) inaugurated with the support of HCL Foundation and implemented by Aawahan-The New Voice in convergence with CSC department of Uttar Pradesh. The CSC was inaugurated by State Coordinator, CSC, Mr. Atulit Rai. It will be run by Self Help Group (SHG) women formed by HCL Foundation and Aawahan and the objective of the CSC is to provide social security scheme benefits to the community in and around

Sarojini Nagar. This initiative will enable the community members in enrolling of important schemes like E-Shram card, Aadhar card enrollment, NIOS, labor card, Ration card, LIC, Pan card, etc. Majority of the community from Kali Paschim will get the benefits from this initiative. CSC will enable the community be aware about various Government Schemes and entitlement benefits.





## Computer exhibition cum fun fiesta

AYCS with support of HCL Foundation organized Computer Lab Inauguration and Awareness Exhibition cum Fun Fiesta at Ramadheen Singh Inter College, Babuganj Lucknow on September 13, 2022 & AP Sen Memorial Girls College, Charbagh Lucknow on September 21, 2022 under “Saksham” digital literacy and life skills programme. They’ve inaugurated computer labs in these schools. The exhibition aims to spread digital awareness and inculcate the enthusiasm of learning computer and technology among the students.

The program was inaugurated by Mr. Vikas Srivastava, Deputy Director of Education Department and Mrs. Ushoshi Ghosh,

Principal AP Sen Memorial Girls Inter College. Another computer lab was inaugurated in Ramdheen Singh Inter College with great enthusiasm.

It was a tremendous event with 1,000 students participating along with school staff and HCL volunteers. It was an opportunity to showcase their dynamic talent and interact with each other in an informal environment, the students participated in various activities like computer quiz competition, drawing competition and cultural dance performance.



## HCL Foundation – I Create India Entrepreneurship programme for Army veterans

HCL Foundation - I Create BICs are established at the Army units to train retiring army personnel on entrepreneurship to help the veterans start the second innings of their life as Job creators instead of Job Seekers. The training workshop is a five-day programme.

where participants are taken through the process – from Idea Generation to Execution. The training is highly interactive and audience-appropriate. A total of 40 veterans joined the workshop at ASC center Bangalore.



## Awareness session on utilization of Leather waste

HCL Foundation in collaboration with Foundation of MSME Clusters is working on enhancing leather clusters of Bangalore an integrating sustainability in the manufacturing of leather products. An awareness workshop was organized on utilization of leather waste with assistance of National Institute of Fashion Technology.

In industrial processing of leather, large amounts of leather cutting waste are produced. These waste materials can be further developed in to value added products. With NIFT , FMC will support skilling artisans in utilizing the waste in a better way.





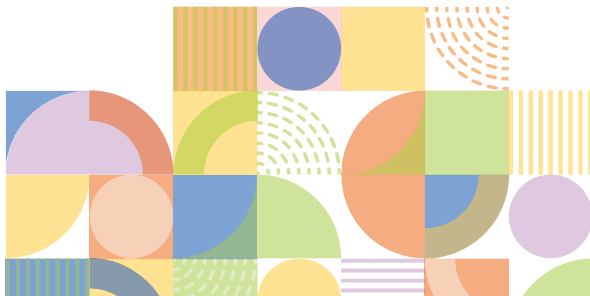


## In search of future entrepreneurs; in search of women power! An interesting story from a mobilization drive!

Mobilization is the most crucial part of every skilling project in order to find the potential candidates for the training. This process always get to bring us lot of memories since we visit the villages and get to know the places for training. Every visit will be a will be challenge as we have to meet the local governing bodies of every panchayat.

HCLF - EDII entrepreneurship development project team visited Thieraghalli in Anekal. This helped us to understand the community well in many ways , especially we could understand community needs , their family conditions, social status ,etc. Thierhaghalli residents are very special in many ways and have huge passion to do a business on their own, they had learnt the tailoring skills on their and have started to do the part time stitching jobs at their village level.

When we mobilized for the training, they were very enthusiastic to learn a new trade and learn necessary skills to become a successful entrepreneur. The entrepreneurial spirit of the candidates was very encouraging to us. Whenever we come for mobilization their hospitality and interest always mesmerize us and help us to do the upcoming training in the area. By incorporating a Women Skillpneuership Development programme training will help them to learn the necessary skills to become a successful entrepreneur and to learn required jute skill trades for running a business. This mobilization of candidates help us in many ways to understand the community in many ways and also to work more for the livelihood mission for the upliftment of rural communities in a better way.





## The clean noida run for a waste free world

On the occasion of World Cleanup Day 2022, HCL Foundation and Noida Authority organized the Clean Noida Run on September 17, 2022. The event united ~27,000 citizens who ran to make their city and surrounding clean. The participants were divided into 3 categories according to their age groups.

A one-of-its-kind Waste Management Exhibition was also organized where various NGOs, volunteers and other

stakeholders showcased their work under the waste management category and motivated people to adapt to a more sustainable and eco-friendly lifestyle.

Such events give all of us a chance to unite on a larger platform and harness the power of people to achieve incredible things.







2,094  
Volunteers

6129.5  
Hours

19,929  
Beneficiaries

On the occasion of World Cleanup day, 25 HCL employees came forward to participate in Plogging. Plogging is running/jogging and picking waste at the same time. A unique initiative for people and planet to stay fit.

All the waste collected was handed over to the BBMP Sanitation workers for its appropriate disposal. BBMP supported the event by providing a patrolling van and Marshals for safety.



## Power of One Environment Education programme

- Bangalore Skill Development theme has rolled out an environment education program with HCL volunteers
- The program uses Harit Khabar as reference to educate Yuvakendra students on environment conservation
- A core team is formed in Bangalore and it will be a series of sessions in all the Yuvakendras every weekends.



## Highlights:



8 Employees participated in the National Sports Day Volley ball tournament in Madurai



6 Employees conducted the Children Parliament Election at My school programme.

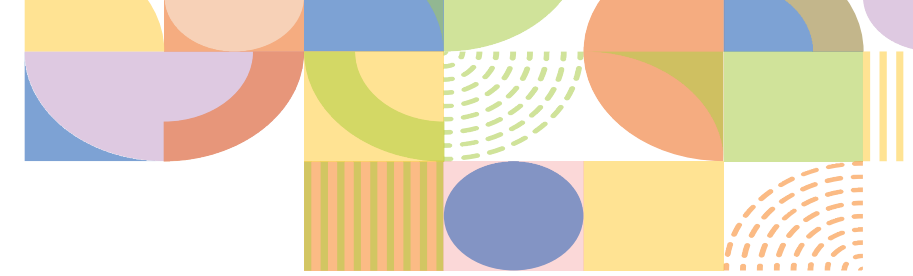


15 Employees planted 150 saplings at Adavi Forest.



8 HCL Employees mentor students in the Sports for Change Programme on a regular basis.





Jerlin Anika has won 6 gold medals (Senior Event and U-21 Category) at the recently held 6th Asia Pacific Deaf Badminton Championship, Thailand (14-20 September 2022) making the country proud!



3 girls participated at the State Level (U-20) Athletics Competition (U.P).

Chanchal Sharma  
100m and 200m

Stuti Tiwari  
1500m

Pawan Tonger  
won 2nd Position in women's Triple Jump



Janta Inter School girls team got second place in district level. 5 of the players are selected for SGFI Mandal competition.



12 girls and 10 boys have been selected for Mandal Level (U-20) at the Selection Trials Athletics (U.P).







12 girls selected for handball state competition at Mandal Level Handball Selection Trials (U.P)



HCLF Supported Sports scholar Suchitra participated in 33rd South Zone Junior National Athletics Championship 2022 held at, Guntur, Andhra Pradesh and secured Gold Medal in Girls U-15 60mts event.



MAATRUPRATISHTANA FC won the Karnataka State Women's Super-Division League match against REBELS FC with an outstanding lead Goals of 10-2. Parents were invited from Chennai and other locations to witness the performance of their girls.



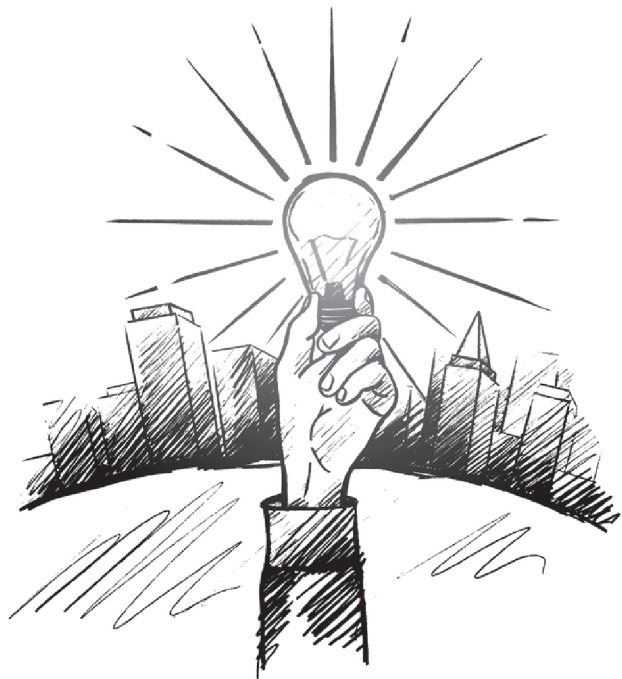
HCL Foundation Supported Gurunanak College Cricket team participated in the State Level Women's BUCK Memorial Cricket Tournament and emerged as Winners.



In the State Level Women's BUCK Memorial Cricket Tournament team player JENI PLAUTILA (All Rounder) was selected to be part of the Tamil Nadu State Women's Under-19 Probable's squad.



Reached  
**232 participants**  
through online courses  
available at  
HCL Foundation Academy



## Courses completed

3 Months Online Certificate Course on  
Corporate Social Responsibility-  
Its Applied Aspects by HCL Foundation  
**206 participants**

Entrepreneurial Leadership & Governance  
Workshop by IIM Bengaluru, **30 participants**

## Ongoing course

Effective CSR Management for  
Higher Social Impact by IIM Kozhikode  
**22 participants**

## Upcoming courses

3 Months Online Certificate Course  
on Corporate Social Responsibility-  
Its Applied Aspects by HCLF, Course starts  
mid-Nov 2022, **enrolment starts Oct 2022**





HCL Foundation participated in Govt. of India - Invest India & ODOP program Hasthshilp Samanvay 2022 at Vigyan Bhawan this month.

My E-Haat team was invited for the panel discussion on 'How do I Sell crafts online'.

Samuday team & 15+ Skill Development & My E-Haat partners attended the event and exhibited their handicraft products at Vigyan Bhawan.

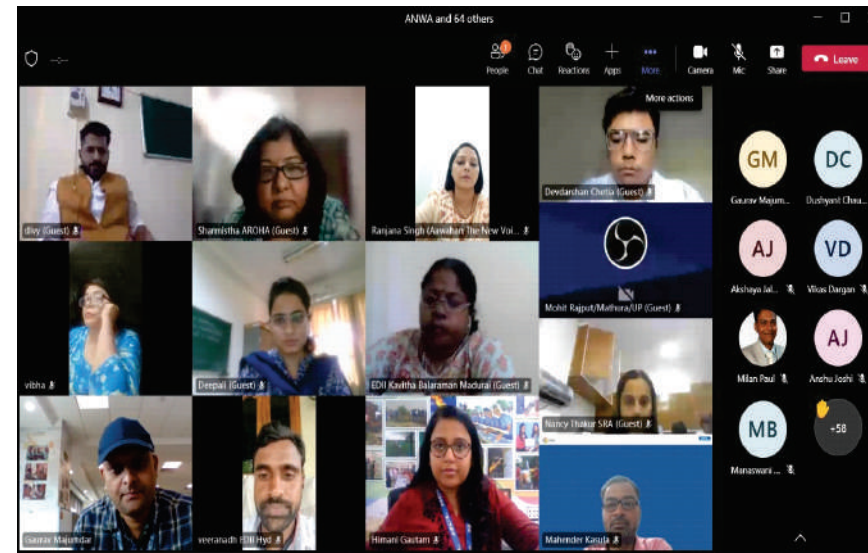


With the support of HCL Foundation and facilitated by Skill Development and livelihood partner AIACA, Banarasi Silk weavers from VWAS participated in a week long exhibition organized by Fab India in Mumbai.



HCL Foundation's Skill Development and Livelihoods partner, Mon Ami Foundation received Craft Mark Certification.

Craftmark certification after thorough checks on fair practices, ethical sourcing and authentic craft procedures, authenticates genuine handicrafts. This certification helps gain customer trust and expand the reach of artisan-made products to wider markets.



HCL Foundation Team organized first My E-Haat Partners Meet, that was joined by 60+ My E-Haat Partners and HCLF Team members. Apart from sharing overall update on special activities and upcoming campaigns and exhibition opportunities, the meet also allowed partners to share constructive feedback and receive learnings to better represent their handicraft products.



# Global CSR

## 7,500 meals provided in New Jersey

In honour of #HungerActionMonth, Dr. Nidhi Pundhir, Director and Vice President of the HCL Foundation, joined New Jersey and New York HCLTech volunteers at Community FoodBank of New Jersey. Over 300 boxes of non-perishable foods were packed – providing 7,500 meals to a network of 800 pantries, shelters and soup kitchens throughout New Jersey.



## Client engagements to introduce HCL Foundation work



Euroclear Bank, provider of settlement and related securities services (Belgium) engaged with SFC scholars in Chennai



Pentagon Federal Credit Union, credit card services provider (USA), visited Tech on Wheels & interacted with volunteers in Nagpur



Fresenius Medical Care, American German healthcare company interacted with My School students & sports achievers (SFC) in Noida



Equinor, petroleum refining company from Norway, planted saplings in HCLTech Noida campus



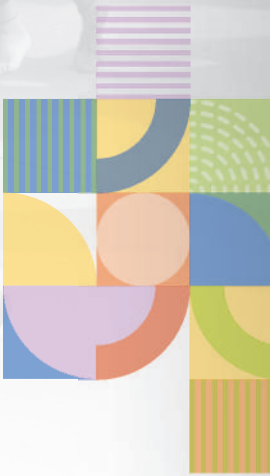
ING, Dutch financial services & banking company interacted with beneficiaries at GHS Hennagara and presented trophy to winners of the district level girls Kabaddi match in Bengaluru



Proctor & Gamble, a consumer goods MNC, USA, interacted with Saksham beneficiaries and understood the unique vocational training model for PwDs and planted saplings in Sorkha, Noida







**HCL**  
HCL FOUNDATION

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