



Wipro Cares



A N N U A L R E P O R T 2 0 1 1 - 1 2

# Summary

Wipro Cares is Wipro's sustainability initiative that focuses on the developmental needs of communities in its proximate locations. In 2011-12 Wipro Cares supported 16 partners to meet its goal of supporting organizations working in the areas of education, primary health care, environment and disaster rehabilitation.

Wipro Cares provided access to primary health care to a population of around 45000 people through three of its projects in Maharashtra, Karnataka & Andhra Pradesh. Apart from addressing the health needs of the people through OPD and mobile clinics, the projects also focused on building capacities of existing health workers and mobilizing people in the communities to realize their health rights and fight for them. In our quest to reach out to more people, we started two new projects; in Maharashtra and Karnataka, respectively, covering a population of around 5000 people.

In 2011-12, Wipro Cares, through its education initiatives reached out to more than 71500 children in six cities and one village. Most of the education initiatives focused on the needs of the children of migrant laborers by providing them with non-formal education.

As part of our environment initiatives, Wipro Cares supported a project in rural Tamil Nadu, which involved sustainable tree plantation and management, along with livelihood generation for 19 farmers of the area, we planted around 25767 trees through this project.

2011-12 also saw the completion of one of our biggest projects, related to disaster rehabilitation for the people of Karnataka and Andhra Pradesh, from floods, in 2009. We completed constructing a total of 539 houses for the people of Koppal and Yadgir districts in North Karnataka. In addition, 2011-12 also saw the completion of our Bihar Floods Project. With disaster hitting Japan in March 2011 we carried out a global collection drive to show our solidarity. The proceeds of the collection were given to Ashinaga, an NGO that supports psychological and educational needs of children.

Volunteering is an integral part of Wipro Cares. We provide the employees of Wipro with a platform to engage meaningfully with communities. In 2011-12 Wipro Cares saw around 700 volunteers, across India, sharing their knowledge and skills with underprivileged communities through various initiatives. Wipro Cares also organized old books collection, blood donation, joy of giving, NGO stalls during Diwali and eye donation drives throughout the year, to help employees give back to society in their own way. Wipro Cares currently has eight chapters in Bangalore, Mumbai, Chennai, NCR, Kolkata, Pune, Kochi and Hyderabad.

The report consists of the details of each of its projects in the area of education, health care, environment and disaster rehabilitation. The report also comprises details of the employee engagement events and initiatives undertaken as a part of Wipro Cares Chapters.

Environment

Employee  
Engagement

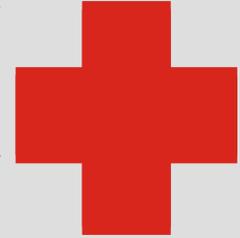
Education

Future  
Strategy

# Primary Health Care

Access to health care is a very important element to ensure the quality of life of an individual. Most of our factories are in underdeveloped rural areas, where access to health care is remote. Through our health care projects we aim to provide primary health care, and be the catalyst in the overall development of the community.

Our strategy, therefore, is to do holistic work in health care for the communities around our factories. The services we provide include; primary health care, nutritional guidance, personal hygiene, community hygiene, and counseling. We work with NGOs who work with the communities to mobilize them, build awareness about various aspects of well-being and provide primary health care. In 2011-12 we added two new projects, in Mysore and Amalner, respectively. Wipro Cares reached out to around 51000 people through its five health care projects and 39226 people availed of its curative services.

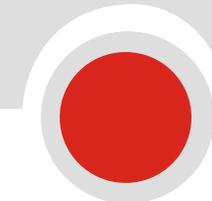


## Project Sanjeevani:

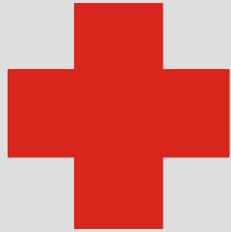
### Background:

Project Sanjeevani was started in Aurangabad with the help of Savitribai Phule Mahila Ekatma Samaj Mandal (SPMESM), a reputed NGO working in this area for over 40 years and with an extensive experience of working in health care and community mobilization of rural communities.

Sanjeevani was launched in November 2009, in Waluj, Maharashtra. It covers 10 small villages, all situated within 10 – 25 kms area from Aurangabad city. The population of these villages range from 300 to 1500, where the primary occupation is agriculture. The villages are in the hilly terrain of Aurangabad district and are not well connected; two of them are inaccessible during monsoon. All the 10 villages, planned for intervention, have genuine need for basic medical services as they are not covered by Government PHCs. Awareness regarding health is very low; cases of malnutrition and infant mortality are a common problem here. Awareness regarding reproductive healthcare is negligible and early marriages are a common factor, increasing the risk for both, mother and the new born. Project Sanjeevani aims to build a sustainable primary health care system with the involvement of local population.



# Primary Health Care



## Objectives:

1. Provide a mobile health clinic in the mentioned 10 villages
2. Identify and treat cases of malnutrition in the project area
3. Identify and register pregnant women and provide them with basic medical services to ensure healthy pregnancy and safe delivery
4. Reduce the Infant Mortality Rate (IMR) of the area
5. Create awareness regarding personal hygiene, diet and vaccination, through awareness programs and counseling sessions.

## Outcomes:

1. In 2011-12 Sanjeevani made 306 visits in the chosen 9 villages.
2. A total of 18955 people availed of curative services from the project.
3. Addition of one more village, Waghola, makes the total number of villages 10 now
4. Registration of pregnancies increased from 71% (Year 1) to 90% (Year 2)
5. Neonatal deaths reduced from 5% to 3.5% in the second year of the project
6. Malnutrition in the male child reduced from 15.3% to 7.7% and in the female child from 19.8% to 6%; total malnutrition in the area reduced from around 17% to 7%

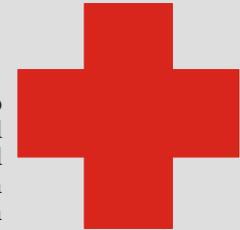


# Primary Health Care

## Tumkur Health Care Project

### Background:

Tumkur Health Care Project is implemented along with ActionAid and Narendra Foundation. Wipro Consumer Care has a manufacturing unit outside Tumkur, Karnataka. The factory is in the rural area and falls within Arikere Panchayat. The area is drought prone and backward, lacking basic infrastructure and developmental facilities. Post our consultation with the community, they expressed a need for a health care center to access preventive and curative specialized medical care. The project covers 11 villages with a population of over 11000 to provide comprehensive primary health care services and regular health camps on various diseases. The program also includes community mobilization and capacity building of anganwadi workers and traditional birth attendants.

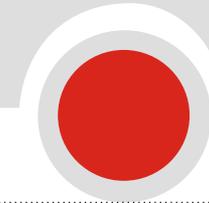


### Objectives:

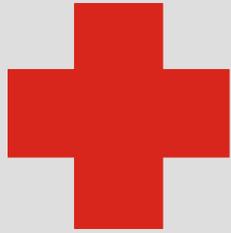
1. To ensure provision of comprehensive and quality primary health care services, regular health camps on various diseases.
2. To increase awareness regarding personal hygiene, diet-nutrition, health issues, mother and child care.
3. Mobilize community to access their health rights

### Outcomes:

1. 2011-12 saw a total number of 4898 people availing the curative services
2. 32 health camps were organized based on the requirements of the field
3. 10 adolescent trainings were organized, which were attended by 197 girls. Issues discussed in these trainings were issues faced by adolescent girls, personal health & hygiene and personality development
4. With a view to mobilize the community to identify and act on issues collectively, 49 reflect circles were organized in 11 villages
5. 22 First Aid volunteers from the 11 villages have been trained on the basics of first aid



# Primary Health Care



## Hindupur Health Care Project

### Background:

Wipro Infrastructure Engineering (WIN) has a manufacturing unit outside Hindupur in Andhra Pradesh. Hindupur is one of the most backward areas, as it is drought prone and has perennial water shortage. The fact that it is not on any major highway or station has added to its woes – no development has reached the interior villages. The villagers are malnourished and prone to diseases. While some try to eke out a living on their dry land, some work as daily wage workers in factories like that of WIN and others. The community felt that health care was a priority for them and was keen that we focus on health care in their area. Identified area has a population of 12000 in 9 villages. All of them are in the radius of 5 km from our factory.

Hindupur Health Care Project is implemented through an NGO called Janahitha. Janahitha principally works in primary health care and eye care.

### Objectives:

1. Provide comprehensive primary health services and specialized services through regular health camps
2. Increase awareness regarding personal hygiene, diet- nutrition, health issues, mother and child care, provide vaccination

### Outcomes:

1. A total of 13964 people have availed the curative services of the project

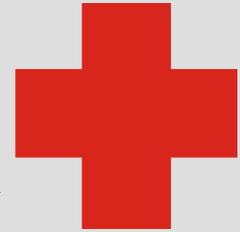


# Primary Health Care

## Mysore Health Care Project

### Background:

Mysore Health Care Project is one of our recent projects, which was started in Dec 2011. Wipro Consumer Care & Lighting Group (WCCLG) and Wipro Infotech Ltd (WI) have a presence in Mysore. The chosen villages in Mysore, house around 70% of schedule caste and 30% of (Other Backward Caste) OBC's. A very small percentage of families own land and dwelling, the vast majority does coolie work as construction workers and agricultural laborers. The implementing partners of the project are Action Aid and Rural Literacy and Health Programme (RLHP). The project includes focus on personal and community health and hygiene with specific emphasis on women and child health.

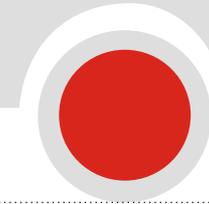


### Objectives:

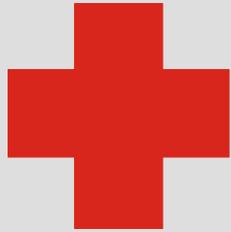
1. Provide comprehensive primary health service, regular health camps and awareness generation on various issues of health
2. Control and prevent contagious diseases
3. Improve personal and community health and hygiene
4. Specifically focus on women and child health

### Outcomes:

1. Since December 2011 the project has catered to the medical needs of 1035 people
2. 9 health awareness programs, on personal and community hygiene, were organized which were attended by 270 people
3. 83 malnourished children have been identified through the health camps



# Primary Health Care



## Amalner Health Care Project

### Background:

Amalner Health Care Project is one of our most recent projects. It was started in January 2012. Amalner is considered as the birth place of Wipro; currently we have a Wipro Consumer Care & Lighting Group (WCCLG) plant situated in Amalner. The five villages selected for the project, lack adequate health care facilities. The project aims at providing curative and preventive health care facilities, along with working towards increasing the efficacy of existing health care infrastructure.

### Objectives:

1. To provide comprehensive primary health services, regular health camps and awareness generation on various issues of health and hygiene
2. To achieve 100% early registration, pregnancy services, institutional deliveries.
3. Spread awareness to stop female feticide To strengthen the capacity of-VHSC (Village Health & Sanitation Committee) and increase the efficiency of the anganwadis.

### Outcomes:

1. Since January 2012, 374 people availed the health care services.



# Education

Fulfilling the educational needs of the children of the urban poor continued to be one of Wipro Cares prime objectives. In addition, we also supported a school for the hearing disabled children in Hyderabad and started a new rural project, which provides for the educational needs of the children of 10 villages in Midnapore, a district of West Bengal. Through eight of its projects, Wipro Cares reached out to more than 71500 children in six cities and one village. The details of each project are mentioned below.

## **Each One Teach One, Mumbai**

### **Background:**

Each One Teach One (EOTO) is a development organization, creating opportunities for the underprivileged children from municipal and government aided schools. EOTO has been serving the underprivileged children of India for the last 28 years. They have their initiatives in over nine schools in Mumbai and two in Bangalore. In 2003, they decided to expand and reach out to children in four villages around Mumbai. In 2008, they started a mobile library to reach out to ten more villages around Palghar. In a year, more than 5000 children directly benefit from their programs and in the last 28 years 8000 children have passed out of the program and moved on in their life as welders, nurses, doctors, engineers etc.

### **Objectives:**

1. To provide additional educational support in the form of extra classes to children in municipal schools who come from underprivileged backgrounds
2. To provide a conducive environment to encourage students to achieve academic excellence
3. To encourage meritorious children to pursue higher education

### **Project Outcomes:**

1. In 2011-12, 50 students benefitted from the project, all 50 of them were promoted to the next class

2. Apart from academic excellence, the project also focused on the emotional and behavioral needs of the children. Group and individual counseling was used to address issues faced by the children
3. In an attempt to encourage extra-curricular activities, periodic events were organized
4. Employees of Wipro assisted the children in spoken English and Computer lessons; they also organized some of the extra-curricular activities to encourage the children

## **RockFUND, Bangalore**

### **Background:**

RockFUND was formed with the core objective of providing primary education to underprivileged girl children. They are, at present, sponsoring the school fees of 112 girl children who are mostly daughters of domestic helps, widows and similar under privileged people. These girls are studying in classes ranging from Class 1 to Class 11 in various schools in Bangalore, such as; Bangalore Montessori English Primary School, Domlur Layout, St. Henrietta's English Hr Primary School, Campbell Road, Prasad Vidya Mandira, Yamlore, St. Euphrasia's Primary School, Albert Street. Based on merit and interest of the child, the trust helps them through higher education as well.

### **Objectives:**

1. To support the education of 77 girl children in various schools of Bangalore

### **Project Outcomes:**

1. 77 girls were supported financially to continue their education
2. 73 girls were promoted to the next class and 4 girls dropped out of school due to various reasons, such as migration and the implementation of the new RTE Act.
3. These girls were also counselled to help them in choosing their careers

# Education

## **Towards Future (Back to the future - a learning center for children), Kolkata**

### **Background:**

Towards Future, as an organization has been working towards providing basic education among the children from economically weaker sections of the society. In 2008, with the support of Wipro Cares, Towards Future started a learning center named 'Back to the Future' to help children of migrant labourers, brick kiln workers and other marginalized communities in the village of Kalikapura near Salt Lake in Kolkata. This center welcomes out of school children from 11 am to 3 pm. Back to the Future identifies the learning levels of children and divides them accordingly. They, then work with the individual groups to maximize their learning. The idea is to prepare the children for regular school as and when they return to their native villages.

### **Objectives:**

1. To provide learning opportunities to school drop out between the ages of 6-14 years and mainstream them into formal education.

### **Project Outcomes:**

1. Provided learning opportunities to 57 children
2. Mainstreamed 14 children into government schools in the area
3. Provided vocational training opportunities to two children, one in tailoring and the other one in a mechanic shop

## **Parivartan (Teachers Training Center) DSS, Pune**

### **Background:**

Door Step Schools (DSS), as the name suggests, takes learning to the door steps of children who cannot make it to regular schools. For the past 17 years, DSS has been running informal classes, in and around Pune, with the intention of facilitating their progression into regular schools.

In 2007, DSS conducted a survey of the construction boom in Pune

and estimated that by 2011 there will be at least another 25000 children migrating to the city with their parents who are construction labourers. There was an urgent need to take care of the learning needs of these children. DSS wanted to build its capacity through the training of teachers.

Parivartan selects women from financially weak families to undergo training. The training program is spread over seven weeks, with practical training being a module.

### **Objectives:**

1. To provide basic teaching skills to teachers who provide non-formal education to children of migrant labourers
2. To continuously improve the teaching curriculum based on the training identified in the field

### **Project Outcomes:**

1. A total of 32 trainings were conducted which benefitted 417 teachers, out of which 369 were from DSS project and 48 were from other NGOs
2. These 369 teachers reached out to 71247 children, out of which 11482 were from various construction sites and 59765 were from Municipal school
3. In 2011-12 Parivartan introduced onsite training for new teachers to give them hands on experience while training.
4. Based on the needs of the field, a new training program was introduced for crèche workers
5. An additional module on environmental aspects was introduced

# Education

## Ashray Akruti, Hyderabad

### Background:

Ashray Akruti is a non-profit integrated school. The school works with hearing disabled and normal children from underprivileged sections of the society. The project, supported by Wipro Cares, provides for the school staff that is trained to meet the needs of the hearing disabled children and the premises. The organization has been following several unique techniques in imparting special education to these children. A comprehensive teaching program is in place with the aim of bringing these children to the mainstream. The program focuses on the rehabilitation of the students and also provides residential facilities for children coming from far off places.

Ashray Akruti focuses on residual hearing power of the students, thus encouraging them to speak rather than use sign language. They focus on active participation of the mothers in the development of the children. The school is an integrated school and maintains a low teacher – student ratio. This enables each student to get the individual attention they deserve. These strategies help the students join mainstream schools faster and encourage and facilitate their attendance.

### Objectives:

1. Provide a safe learning environment for around 200 students, with hearing disabilities, from the underprivileged section of the society
2. Increase the number of hearing impaired children improving their speech and language resulting in more number of children joining mainstream schools.

### Project Outcomes:

1. 190 children were supported through the organization
2. 20 children passed the 10th exams, 10 children out of the 20 were hearing impaired

## Ananda Vidyalaya, Gurgaon

### Background:

Anand Vidyalaya, under the umbrella of Dhyani Yog Society is an educational initiative. It is dedicated to working with children, families and their communities to reach to their full potential by tackling the causes of poverty and injustice. It serves all people, regardless of religion, race, ethnicity or gender. The Anand Vidyalaya Schools work with nearly 100 children (on an average), catering to the 4 to 14 years of age group, under the C.B.S.E method of education from nursery to class IV. The school provides these children with basic education, clothing, food and health checkups. The children learn painting, music and are also trained in basic etiquettes and hygiene. Thus, the purpose of Anand Vidyalaya is to become a bridge school and help children to join mainstream education. Wipro Cares provides them with infrastructural support along with salaries of their teaching staff.

### Objectives:

1. Provide learning opportunities to children from underprivileged backgrounds
2. Act as a bridge school and mainstream children into formal education
3. Ensure necessary infrastructure by providing a library and a computer room

### Project Outcomes:

1. 110 children benefited from the project
2. A library and a computer room have been constructed in the school
3. 11 students have been mainstreamed into a private school

## Anadanna, Bangalore

### Background:

Anadanna in Bangalore is attempting to use technology to work towards decreasing the blatant disparity in education levels effectively and

inexpensively. They are educating underprivileged children through global and local volunteers using Skype. Wipro Cares provided infrastructural support to the project.

**Objectives:**

1. Provides around 50 children in an orphanage in Bangalore's remote teaching facilities

**Project Outcomes:**

1. Provided remote teaching on a regular basis to 50 children

**Aikyatan Primary School, Midnapore**

**Background:**

Wipro Cares is attempting to provide educational opportunities to rural children through Aikyatan Primary School. This school was started by few dedicated youths of the area, to address the educational needs of the children in that area.

Srirampur is a village in the underdeveloped district of East Midnapore, West Bengal. The people of this village mostly depend on farming as a means of earning, as there is hardly presence of any industries in the area. Hence, the villagers spend most of their earnings on their basic needs like foods, shelter, cloths and medicines. They are left with less or no money to spend on the education of their children. Though the Government of India runs various initiatives to help poor families with their health and educational needs, sufficient support doesn't reach these poor families. Aikyatan Club was started in 2004 in Midnapore to address the developmental needs of Srirampur and since then they have been involved in various developmental activities around the village.

**Objectives:**

1. Provide children of 10 villages an opportunity to avail quality education
2. Provide the children with a nutritious meal and emphasizes on their complete development

**Project Outcomes:**

1. 43 children benefited from the project and were promoted to the higher class.

## Environment

In 2011-12 Wipro Cares supported a social forestry project to mitigate the increasing pollution levels along with livelihood generation for the farmers associated with the project.

### Social Forestry in Tamil Nadu

#### Background:

The social forestry project supported by Wipro Cares involves sustainable tree plantation and management along with livelihood generation for the farmers of the area. This project is being implemented by TIST India, an organization that empowers small groups of farmers to reverse the devastating effects of deforestation, drought and famine, by identifying local sustainable developmental goals that include tree plantation and sustainable agriculture.

#### Objectives:

1. To provide livelihood to around 25 subsistence farmers
2. To plant around 25000 trees
3. To transform around 25-40 acres of dry/waste land into productive land

#### Outcomes:

1. 19 farmers have been provided with livelihood
2. A total of 25767 trees have been planted in the mentioned area
3. 42 acres of dry land has been converted into productive land
4. The 19 farmers associated with the project are getting paid for the GHG credits.
5. Intercropping in the land would also provide the 19 farmers with an additional source of income

## Disaster Rehabilitation

2011-12 saw the completion of two of our disaster rehabilitation projects and for the first time Wipro Cares provided relief to an international disaster through a global fund collection drive.

### 1. Bihar Kosi Floods

#### Background:

In 2008 Bihar saw the ugliest face of Kosi when she changed her course and flooded vast areas of land. 2.3 million people in North Bihar were affected by these floods. Wipro Cares assisted the victims by being a part of an owner driven collaboration and partnering with UNDP, the State, Civil Society and the communities affected by the floods.

#### Objectives:

1. To provide ecologically sustainable infrastructure support to the community at Mandal Mehta Tola, a part of Puraini village in Basantpur Panchayat and Block. The total population of the Tola was 500 with 90 households.

The following infrastructural support was to be provided as a part of the project:

SN	Item	Number
1	Eco sans Toilet	89
2	Solar lights	89
3	Solar street light	17
4	Dug Well	2
5	Shelter	1
6	Rain Water Harvesting	90
7	Road construction	20,000 sq.ft
8	Guava tree plantation	100
9	Khus tree plantation	6000



**Outcomes:**

1. All the above mentioned infrastructural support was successfully provided and the project was completed in February 2012.

**2. Karnataka Floods**

**Background:**

Parts of Karnataka and Andhra Pradesh were affected by unprecedented floods in 2009. The floods affected backward regions the most. The entire north Karnataka is underdeveloped; it is among the most backward regions of the state. The main vocation here is agriculture. Due to continuous droughts, there have been no crops and the community is impoverished. There is a need for many developmental activities, including proper housing, drainage and sanitation facilities.

Based on our survey, at the field level and our consultation with the government, two villages belonging to two different districts were selected to build the houses. These villages were Hosurapaidoddi in Surapurataluk of Yadgir district and Naregal of Koppal district.

**Objectives:**

1. To build 428 houses in Koppal
2. To build 111 houses in Yadgir

**Outcomes:**

Built a total of 529 houses in Koppal & Yadgir in North Karnataka.

**3. Japan Tsunami**

**Background:**

In 2011 Japan was ravaged by an earthquake which was followed by a tsunami. This natural disaster caused a lot of loss, of life and land, both. As a show of solidarity, Wipro Cares decided to carry out a global collection drive to support the survivors of the disaster.

**Objective:**

1. To carry out a global collection drive and support an NGO working for the young survivors of the disaster.

**Outcome:**

1. The amount collected through the global collection drive was donated to Ashinaga, an NGO that supports the educational and emotional needs of children. To know more about the organization please visit

<http://www.ashinaga.org/e/main1.html>.



## Overseas Chapters

### Philippines Chapter- Communication Excellence for Public Education (CEPE)

#### Background:

The Communication Excellence for Public Education (CEPE) initiative was launched by the Wipro Philippines team in May 2011 under the aegis of Wipro Cares.

CEPE initiative aims to produce better English speakers in the country's graduate pool. By partnering with the Department of Education, Wipro hopes to increase the students' test scores by helping public high school teachers improve their verbal and written proficiency in the English language through training and refresher courses on communication skills.

The CEPE classes consisted of grammar lectures, discussions, pronunciation drills, intonation practice. Activities of the three day program comprised application exercises and games. Tips on fluency were covered, in addition to cultural aspects, such as idiomatic expressions and 'filipinoisms'. The classes were intended for English teachers, English coordinators, school principals and division English supervisors.

#### Objectives:

1. To produce better English speakers in the country's graduate pool
2. To partner with the Department of Education and to increase the students' test scores by helping public high school teachers improve their verbal and written proficiency in the English language through training and refresher courses on communication skills

#### Outcome:

1. 134 professionals from the field were trained through five batches of training

# Employee Engagement

Wipro Cares has established eight functional chapters across locations in India. We also have events which are organized through the year, to give employees an opportunity to engage in socially meaningful activities. In 2011-12 the following activities were organized and implemented as a part of Wipro Cares' employee engagement charter.

## **Volunteering Chapters**

Below is list of the locations where we have had Wiproites participating in volunteering initiatives.

### **1. Bangalore Chapter:**

We had the following volunteering initiatives where the volunteers visited the target audience, mostly children, in a regular manner. They held various competitions and awarded gifts to these children. The volunteers were felicitated as chief guests on the occasion of Sports Day. They also helped blind students by recording the books.

### **2. Chennai Chapter:**

The volunteers' team used to visit and conduct interactive and educational activities in schools.

### **3. Kochi Chapter:**

We have had almost nil volunteering activities. However, the team has distributed clothes and books to Raksha Villa at Kakkanad.

### **4. Hyderabad Chapter:**

The volunteers had been visiting Ashray Akruiti's (Wipro Cares', partner organization) hearing impaired children. They also collaborated with Aashayein Foundation and visited the Sahayahome for kids at Nizampet for Sunday breakfast serving. They taught children at P S Bhuvana School in Kukatpally and celebrated the Republic Day.

### **5. Kolkata Chapter:**

The volunteers would visit the children of Towards Future, Wipro Cares' partner organization, occasionally. They celebrated occasions like Durga Pooja and

Children's Day with the children.

### **5. NCR Chapter:**

The volunteers used to carry out interactive sessions with the children of Dhyana Foundation's Ananda School, Wipro Cares' partner organization. They would take up subjects like Hindi, Maths, English, painting, music, hygiene, etiquette, nutrition, environment and self-discipline with the children. They also facilitated children's visit to Wipro's campus at GDC on the occasion of Children's Day.

### **6. Mumbai Chapter:**

The volunteers had maintained regular weekend visits to the children of Each One Teach One (Wipro Cares' partner organization). They would visit the Vile Parle School on Saturdays and spend around 2 hours in the morning. The basic idea was to interact with the children, understand them and involve them in some fun-filled activities. These activities not only gave the children a few moments to enjoy but also imparted good values to them. The common topics taken in these sessions were English, Computers, Arts and Crafts, General Knowledge, Career Guidance etc.

### **7. Pune Chapter:**

The volunteers visited the Door Step School, Wipro Cares' partner organization. They held interactive sessions with the children on topics ranging from Hindi, English, hygiene and yoga to story-telling.

## **Employee Engagement Events** **Books Collection Drive:**

A Books Collection Drive was organized across eight cities in \ May, 2011. We collected various kinds of books like academics, story-telling, engineering as well as management books. The books were donated to Manav Charities, which was working on the concept of opening a community library in each of these cities.



# Employee Engagement

## VOLUNTEERING STATISTICS:

S.N	Location	Registered Volunteers	Active Volunteers	Frequency
1	Bangalore	317	34	Bi-monthly
2	Chennai	67	30	Once a quarter
3	Hyderabad	46	4	Once in two months
4	Kolkata	36	5	Once in two months
5	NCR	140	3	Once a month
6	Mumbai	51	5	Every weekend
7	Pune	115	3	Twice a month
	<b>Total</b>	<b>772</b>	<b>84</b>	



# Employee Engagement

VOLUNTEERING HOURS:					
S N	Location	Volunteers per visit	Annual Frequency	Hours spent/Visit	Total No of hours
1	Bangalore	34	-	-	318
	St. Henrietta's	4	10	2	80
	St. Euphrasia	3	10	2	60
	KRLS Patel Rama Reddy	4	3	2	24
	Jalahalli School	2	10	2	40
	Snehadeep Trust	15	1	2	30
	Jeevarathni Foundation	3	4	2	24
	National Federation of the Blind	3	10	2	60
2	Chennai	30	1	3	90
3	Hyderabad	4	8	2	64
4	NCR	3	5	2	30
5	Kolkata	5	4	2	40
6	Mumbai	5	20	2	200
7	Pune	3	12	2	72
	<b>Total</b>	<b>84</b>	-	-	<b>814</b>



# Employee Engagement

## Employee Engagement Events

The events organized through the year were:

Quarter	Event Organized	Outcomes
Q1	Books Collection Drive	Organized in 8 cities
Q2	Blood Donation Drive	1200 Wiproites donated blood
Q3	Joy of Giving @ Wipro, 2011	Generated 29 lakhs Added 335 new volunteers Collected 750 boxes of clothes
Q4	NGO Stalls at Diwali	Generated around Rs. 1 lakh
Q4	Eye Donation Camp	1121 eye pledges were made

**Apart from Joy of Giving, rest of the events were organized for the first time in Wipro.**

### **Books Collection Drive:**

A Books Collection Drive was organized across eight cities in May, 2011. We collected various kinds of books like academics, story-telling, engineering as well as management books. The books were donated to Manav Charities, which was working on the concept of opening a community library in each of these cities.

### **Blood Donation Drive:**

Blood Donation drive was organized in six locations in July, 2011. A total of around 1200 Wiproites donated blood. Below is a list of all the blood banks that were coordinated with

### **Joy of Giving @ Wipro, 2011:**

The Joy of Giving festival was organized from 3rd-14th October, 2011, across all Wipro locations in India. We donated old clothes and

stationary to Goonj. We encouraged the employees to contribute monetarily towards the Wipro Cares Trust by means of both online services and contribution/declaration forms. Two weeks of the festival resulted in:

- The generation of around 29 lakhs in proceeds
- Addition of 335 new volunteers
- Collection of more than 750 boxes of clothes across locations, which were donated to Goonj

### **NGO Stalls at Diwali:**

In Oct, 2011, NGOs were invited to market hand-made Diwali related products like diyas, candles, paper products, chocolates, greeting cards, cloth bags etc. In all, we could help these organizations generate revenue of around Rs. 107700. The following organizations participated



# Employee Engagement

Location	NGO
Bangalore	Nav Chethana Association of Mentally Challenged Sajjan Rao School Fame India - YST Bethany Special School Diya Foundation
Chennai	Vasantham The Banyan
Kochi	Raksha Society
Hyderabad	Ashray Akruti Aashayein Foundation
Kolkata	Sruti Bodhayan
NCR	Khushboo Welfare Society GROW India Jan Madhyam
Mumbai	Ojus Medical Trust
Pune	Maher Bal Kalyan Sanstha



# Employee Engagement

## Eye Donation Camp:

Eye Donation Camp was organized during February-March, 2011. We coordinated with the following Eye Banks in the 8 below mentioned cities. In all, 1121 Wiproites pledged their eyes.

Location	Eye Bank
Bangalore	NarayanaNethralaya
Chennai	Shankara Nethralaya
Kochi	Amrita Institute of Medical Sciences and Research Centre
Hyderabad	L V Prasad Eye institute
Kolkata	Rotary Narayana Nethralaya
NCR	I Care Eye Hospital (Noida) Dr. Shroff's Charity Eye Hospital
Mumbai	Nanavati Hospital
Pune	Aditya Birla Memorial Hospital



# Future Strategy

The new strategies decided for 2012-13 are:

## Education:

Wipro Cares has been working towards providing educational opportunities to underprivileged children, especially children of migrant laborers since 2003. In 2012-13 we will continue to provide educational opportunities for underprivileged children in urban areas where we operate.

## Primary Health Care:

Most of Wipro's manufacturing units are located either in semi-urban or rural areas, We believe it is our responsibility to cater to the needs of proximate communities. We have already started 5 health care projects to address the identified needs of communities. In our quest to provide for the basic health care needs of communities close to all our factories, we will continue to look for credible organizations that would help us in executing projects.

## Environment

Wipro Cares will focus on community environment projects around Wipro campuses that will also have a significant element of employee engagement e.g. creating awareness and advocacy around solid waste management.

## Disaster Rehabilitation

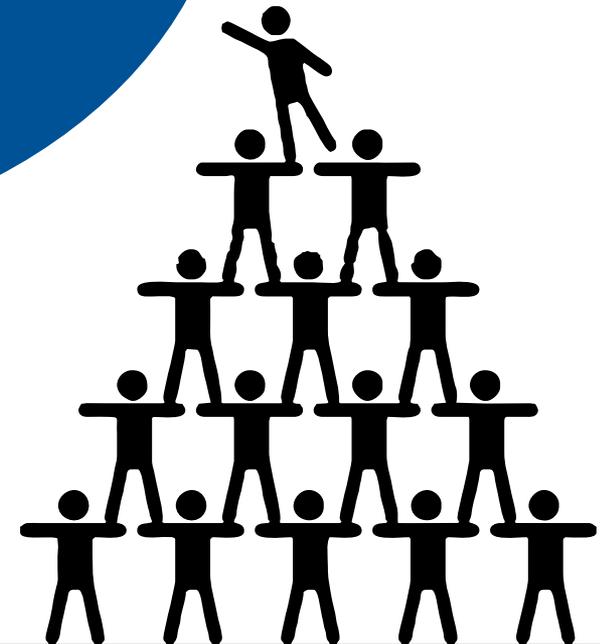
Our revised approach to disaster rehabilitation is to provide employees with the opportunity to support credible organizations working in disaster affected areas. Wipro Cares will provide the platform that will help connect employees with such organizations.

## Overseas Chapters

Wipro is an organization with global presence, keeping up with our vision of reaching out to communities in our proximate locations we have decided to start international chapters to cater to local communities in geographies where Wipro has a large presence. In 2012-13 we plan to start two such international chapters.

## Employee Engagement

Wipro Cares is a platform for employees to engage with disadvantaged communities in their proximate locations. The goal is constantly expand the base of volunteering opportunities for employees.





Wipro Cares



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