



# NEWSLETTER

**Volume 20 : July 2018**



## MESSAGE

# FROM THE DIRECTOR

## CSR: Money Spending Vs Creating Impact

I believe the intention of the 2% CSR Act in the New Company Law of 2013 was to encourage the use of corporate acumen in the CSR space, thereby leading to well thought out and diligently implemented solutions for the betterment of society.

Although this is true in many cases, we have encountered situations where proposed CSR solutions neither serve the community needs very well nor are they an efficient use of the available CSR funds.

The goal appears to be – Spend the CSR funds in big ticket items, meet the requirement of the law, spend as little an effort as possible in the CSR activity because there are more important things to do (such as running the business!). CSR deal is done without involving the community or the civil society organizations working in the area. We were invited to be part of one such CSR project recently. The solution had already been identified in the boardroom, the village schools for impact already earmarked, and we were to be the implementation partner for the proposed CSR solution.

The target schools were extremely needy, so definitely a wonderful choice to implement a CSR program in these schools. In fact, the schools were so poor that one of these had 400 students managed by only 3 teachers; another had 53 students in the entire school ranging from class 1 to class 8 being taught in only 2 rooms. The need analysis workshop threw up very real needs – more teachers, better infrastructure, clean drinking water, study material for students, workshops for teachers. The desire to do well for the children was palpable. However, the proposed CSR solution included none of these – it was a high technology solution meant to impress. When we shared the program that was supposed to be implemented in the schools, you could see in their eyes that the proposed CSR project had not even occurred to them – it wasn't an immediate need.

To give the devil its due, the proposed CSR solution is a good technology solution, just not the solution that could create the kind of impact that was needed for the identified village schools. It was tragic to see that the desire to spend money was more important than the sustainability of the impact.

*"Everybody is standing,  
but you must stand out.  
Everybody is breaking  
grounds; but you must  
breakthrough!"*

*Everybody scratching it;  
but you must scratch it  
hard!*

*Everybody is going,  
but you must keep going  
extra miles!*

*Dare to be exceptionally  
excellent and why not?"*

*— Israelmore Ayivor*

*- Sapna Moudgil  
Director - NIIT Foundation*



# COVER STORY

## Digital Education on Wheels - Digital Transformation Van



The need for digital literacy in a country as populous and diverse as India is critical. If it is used for education, healthcare, citizen services, financial services, or any other basic need, technology can make a huge difference to the socio-economic levels of a community, and ultimately to the country, since true progress comes from inclusive growth. Digital Literacy plays a vital role in e-services like e-commerce, e-governance e-panchayat, e-learning, etc. In the current scenario, technology is becoming an inevitable part of our daily life, be it using mobile phones, drawing cash from ATM machines, booking various tickets online, online transaction etc. Hence, there is a need that every individual in the country must be equipped with the necessary skills so as to use the technology with responsibility.

More than half of India's population live in urban slums and rural areas. Most are remote and too isolated to benefit from the country's impressive economic progress. Yet there's a growing desire among people in urban slums and rural India to be part of modern digital India. The last-mile delivery has always been a challenge for India due to low technology literacy among the rural citizens.

To provide digital access in the rural area of Vadodara, Gujarat with the access to quality education, entrepreneurship training, and common public service, Indus Towers in collaboration with NIIT Foundation has launched one Digital Transformation Vehicle (DTV). ***Indus "DTV" is a mobility solution to the digital divide by bringing the world of information and knowledge over wheels to isolated and disadvantaged groups in rural areas. whereby they can not only be linked to the various Govt programs and initiatives but also gain Computer E-literacy and IT-enabled education further helping to bridge the digital education gap encountered by those living in remote regions.***

Participants learn to use the computer in simple ways that are relevant to their daily lives. Communicating with friends, family and business associates through email, research and access information on the Internet, business documents, presentations, and more.



# THE CHANGEMAKERS

## Torchbearers of Change: An interview with Charu Kapoor

Ms. Charu Kapoor is the Chief Operations Officer of NIIT Foundation. She carries over 27 years of experience in the education industry - IT Education Business & Formal Higher Education. With her in-depth experience of working with students across, creating delivery solutions, building business processes and solutions, she is now seen working closely with NGOs and organizations to create valuable solutions to create impact in the society.



*Mrs. Charu Kapoor  
COO, NIIT Foundation*

*In this Interview series we will be interview the key torchbearers of change in NIIT Foundation and get an insight about how the team is going through this whole new cultural transformation.*

**Q: Is organizational change necessary to achieve NIIT Foundation's mission?**

A: When organizations want to achieve game-changing visions for the community they need to re-pose to approach the goals and therefore internally change and transform their processes. NIIT Foundation's vision of creating changemakers in the community needed us to do an organization level intervention across length and breadth of the team which meant re-visiting processes bottom-up and creating real-time value for the community so that we do a deep demonstrable impact. Therefore NF initiated an intervention to adopt the genuine contact methodology to equip each team member to be a part of this movement.

**Q: How do you create a culture that can handle these kinds of big changes?**

A: To create a cultural change organizations need to ensure that the ground level teams are fully trained and imbibe the changes. There has to be a leadership team ownership and commitment to drive the change. To ensure that every team member breathes the spirit of creating changemakers every single team member was pulled out for 3-4 days intervention through training for a continuous six months, so that each one was on the same page as far as skill is concerned. We all went through training on various tools to be competent to use the genuine contact methodology to drive the change

**Q: What are hurdles you have been facing in implementing this big culture change?**

A: Once every team applies the tools and practices them the faith and conviction is greater. However when teams do not practice then the faith in the methods gets challenged. Its a constant effort for the leadership team to demonstrate usage of tools with faith in rigor and to make efforts continuously till we arrive.

**Q: Can you share any example of how the team has started enforcing the changes at the ground level?**

A: Our teams have been using the genuine contact methodology tools while mobilizing, doing an in-depth engaged counselling for parents and community, to counsel students with their whole person involvement, during delivery for complete absorption, career guidance talks to get their committed participation; solving ground level issues for students, engaging with the funder teams at ground level and many such touch points where the complete, engaging committed participation has to be achieved.

**Q: What do you envisage the impact of this process in the next 5 years?**

A: NIIT Foundation would be recognized as an organization who would become the best enabler for NGOs, Funders and employers when it comes to creating, implementing a process or interaction which would have the best possible measurable outcomes. NF is trusted by the community today. In few years from now, the community would entrust NF to solve all its challenges.





# NEWS & EVENTS

## Partnership with DXC Technology

DXC Technology entered into a partnership with NIIT Foundation to provide employability training and bring a positive change in the lives of the underprivileged youth. Career Development Centers have been launched in Noida (UP), Thane (Maharashtra), Marathahalli (Bangalore) and Mehdiapatnam (Hyderabad) which primarily focuses on imparting digital literacy with other employability skills that prepare 7400 under-privileged youth for jobs and uplift their families economically.



## CASP India sponsored 1357 girls-students of NIIT Foundation across Delhi NCR

A great initiative was taken by CASP India (Community Aid and Sponsorship Program) who have sponsored many girl-students of NIIT Foundation across Delhi NCR and Mumbai for CCIB course (Career Course in IT for beginners). Total 1357 women have been empowered through this initiative.

A batch of 126 students in our CDC Bramhapuri Center recently got certified with lots of new ambitions and enthusiasm.



## Workshop on 21st Century Teaching Skills at Amarjyoti Charitable Trust

A workshop on 21st Century teaching skills was conducted on 17th May 2018 at Amar Jyoti Charitable Trust, where 34 teachers including the Vice Principal attended the workshop to deeply understand the role of 5Cs in their teaching skill, i.e. Computational skill, Communication skill, Creative thinking, Critical thinking, and Collaboration. Teachers became familiar with the 21st Century teaching-learning skills and shared their amazing feedback at the end of the workshop.



## American Tower Corporation implemented 13 more HiWEP Learning Stations and DLC Centers

Thirteen more Hole-in-the-Wall Education Project along with 13 DLC centers successfully implemented by American Tower Corporation in the state of Orisha, Punjab, Maharashtra, Madhya Pradesh and Bihar in last quarter (April 2018 to June 2018).

ATC in partnership with NIIT Foundation enabled 58 HiWEP Learning stations along with 57 DLC centers since the commencement of the initiative last year and touched the lives of more than 15,000 youth and children.





## **Municipal Commissioner Mr. Icchhit Gadpale graced the Certification Ceremony of NULM**

Certification ceremony of NULM course (National Urban Livelihood Mission) was held in NIIT Foundation's District Learning Center in Chhindwara, Madhya Pradesh where Municipal Commissioner of Chhindwara - Mr. Icchhit Gadpale with some other Sr. Government officials of Nagar Nigam graced the occasion as the Chief guests. They were amazed by the impact NF is creating in the lives of Underserved Youth and Children.



## **Industry Visit at J.P.Morgan Bangalore Plant**

Organization visit at 'J.P.Morgan' Bangalore plant was organized for the 'Data entry course' students of NIIT Foundation Bidadi Centre. More than 25 female students went for the industry visit, where the JPM core team briefed them about the internal working process of the organization and career prospects of data entry & back-end working process. The purpose was to provide practical exposure & expert sessions to the students to enhance their employable skills.

## **Rewards and Recognition Ceremony to motivate NF Employees**

To motivate the team and to appreciate their work performance, NIIT Foundation celebrated the annual Rewards and Recognition ceremony on April 13th, 2018.

Total 36 awards were distributed under 12 categories including the people's choice award.

The purpose of the program was to develop innovation and creativity in individual employees & teams, and improve the quality, efficiency and overall productivity of the organization.



## **PERFORMANCE AREA - FY 19**

**Over 22,480 students enrolled**

**Over 3,739 students successfully placed**

**Over 1,06,736 beneficiaries became financially literate**

**16 New Centers Setup**

**19 New HiWEP Learning Stations Setup**

**Over 200 hours of Volunteer effort to help students**

**We welcome our new partners:**

**DXC - Skill development Centers**

**Indus - Special project**

**Larsen & Toubro - NReach Project**

**DCM Shriram Ltd. - NReach Project**

**Community Aid and Sponsorship Programme - NReach Project**





# PARTNER'S PERSPECTIVE

NIIT Foundation and EXL join hands to bring about a revolution in society with an objective to impart skills and digital literacy to the youth.

EXL is always keen to undertake community development activities by implementing programs in the area of education, training & skill building for the under-served population of India. Prashast Career Development Center, Noida is an initiative of EXL in partnership with NIIT Foundation and Nasscom Foundation with the primary purpose to impart the skills for better employability in rural youth –especially educated yet unemployed youth - and help them transform their lives. The center aims to bring about a deep demonstrable impact in the entire community around the center.

Started in Apr 2016, the center offers programs that impact not just the youth but also the entire community including village elders, school dropouts and housewives. Youth benefit through different vocational and skills development courses like IT/ITes, Accountancy, Personality Development, and Telecom & Retail communications etc. Students get an opportunity to take up relevant jobs and transition to mainstream. Digital and Financial Literacy skills help homemakers, daily wage earners, and elderly build awareness and skills that impact their daily life.

For some beneficiaries, different workshops/counselling sessions such as Education of girl child, health awareness & child labor are also organized to make them socially enabled.

The center partners with many NGOs, Orphanages and Government schools to encourage their students to join the center and benefit from this initiative. Through Special programs for the girl child and empowerment of teachers the center team endeavors to build sustainable interventions.

*"EXL through its partnership with NIIT foundation has helped in promoting intellectual capital & strengthen the talent pool. It has further helped EXL to focus on its CSR strategy to develop market relevant skills and contribute for the sustainable development of the society"*



*- Manish Sharma  
Assistant Manager -  
Communication, EXL*

## Impact Status:

- \* Impact through vocational training – 1012
- \* Impact through digital literacy program – 1708
- \* Placement - 458

We thank our existing partners who continued to support us in our programs with additional funding;

Sony India | Rotary Club of Delhi | Cipla Foundation | Microsoft | Everest Industries | American Tower Corporation

# IMPACT STORY

Born in a remote town in a farmer's family, making the two ends meet was a daily struggle for Pragati's family. Pragati's only desire was to become self-reliant and to make a difference not only in her own life but also in the life of her family. Her journey with NIIT Foundation began in April 2017 when the IGive Sponsorship helped her to register in a career course which helped her become employment-ready.

Today she is computer literate and inspires many other women in her village to continue learning and create job prospects for themselves.

**Your donation has helped Pragati in reaching a step closer to her dreams!**



**PRAGATI KAMBLE, PUNE**

## VOLUNTEER SPEAKS...

*"Starting from the basic understanding that every child is different and possess unique capabilities, and thus all education and learning's must be specific to that uniqueness, not some generic understanding of how life must be lived defined by market forces or social and gender constructs.*

*When they don't realize and nourish their true potential at an early age, they become weak to address and thus unconsciously succumb to mindless social and economic pressures and do not know how to deal with them at a later age in life after they start earning or bringing up families themselves.*

*At the NIIT Foundation we discuss and make complex social and economic pressure seem simple to understand and why and how they came about and how to be dealt with, we imagine gender discrimination seem redundant and self-beliefs and opinions (whatever they may be) as the epitome.*

*It's been a lovely journey with the students at the NIIT Foundation, interacting and handholding some really bright minds sharing my life's learning with them providing them skills and soft power tools to exist meaningfully, to love and explore their natural selves and stay happy come what may thus achieving a healthy society!"*



**Ms. Deepa Kumar  
Artist & Events  
Manager  
New Delhi**



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### To Donate Now

**NIITians can also donate through Payroll:**

Visit [www.iNIITian.com](http://www.iNIITian.com) -> My Data -> NIIT Giving in order to donate through payroll or to register yourself for volunteering.

## CENTERS

Nizamuddin - Delhi, NTL Greater Noida Center- Delhi, DLC Chhindwara - Madhya Pradesh, DLC Barkuhi -Madhya Pradesh, MadanpurKhadar - Delhi, Begumpur - Delhi, Brahmpuri - Delhi, Civil lines - Delhi, Paharganj - Delhi, NF EXL CDC - Delhi, DAFFPL Mahipalpur Center - Delhi, Amdocs Gurgaon - Haryana, Amdocs Hadapsur Pune - Maharashtra, Amdocs Uttam Nagar - Delhi, Amdocs Bibwewadi - Pune, Amdocs Dhayri - Pune, Chennai - Tamil Nadu, NF HCCB Bidadi Center - Karnataka, ParijatUrja Chakra Ambala - Haryana, Berla - Chhattisgarh, Gariyaband - Chhattisgarh, Umapada - Odisha, Moratalab - Bihar, NF HCCB Pirangut Center - Maharashtra, Dasna - UP, NF HCCB Khurdha Center - Odisha, NF HCCB Ameenpur Center - Andhra Pradesh, NIIT Foundation Everest Roorkee - Delhi, NF-Fateh Nagar CDC - Delhi, NF Everest Balasore - Odisha, TSRDS Gopalpur - Odisha, TSRDS Duburi - Odisha, TSRDS Manatira - Odisha, TSRDS Sansailo - Odisha, TSRDS Gobarghati - Odisha, TSRDS Joda - Odisha, NIIT Naraingarh - Haryana, Dhanvapuri - Haryana, Segva GBT Site - Gujarat, Bhalod GBT Site - Gujarat, Pakhajan GBT Site - Gujarat, Sarar GBT Site - Gujarat, Polosora GBT Site - Odisha, Keshpur GBT Site - Odisha, Kumbhari GBT Site - Odisha, Makarajala GBT Site - Odisha, Suakati GBT Site - Odisha, Narenpur GBT Site - Odisha, Ariyur South GBT Site - Tamil Nadu, VINNAMANGALAM - Tamil Nadu, Aurovil GBT Site - Tamil Nadu, Melnagar GBT Site - Tamil Nadu, Chunampet GBT Site - Tamil Nadu, UppalJagir GBT Site - Punjab, Meswan - Maharashtra, Gandala - Rajasthan, Goregaon - Maharashtra, Manesar - Haryana, ATC Arni - Tamilnadu, ATC Vendasandur - Tamilnadu, TSRDS Jurudi - Orisha, DAFFPL Palam - Delhi, ATC Sapta - Bihar, ATC Chhatia - Odisha, ATC Ber - Bihar , ATC Khojpur - Bihar, ATC Daunpura - Bihar, ATC Singiri - Tamilnadu, ATC Ahirajpur - Odisha, ATC Mahulpali - Odisha, ATC Ujalpur - Odisha, ATC Kamanaickanpalayam - Tamilnadu, ATC Dharuadihi - Odisha, ATC Nautan - Bihar, ATC Bera - Rajasthan, ATC Wakdi - Maharashtra, ATC Moe - Maharashtra, ATC Sakhigopal - Odisha, ATC Malikpur - Punjab, ATC Mathasahi - Odisha, ATC Khaesahapur - Odisha, ATC Kakdi - Maharashtra, ATC Danapur - Bihar, ATC Sirgora - Madhya pradesh, ATC Budha - Madhya pradesh, ATC Bajakhana - Punjab, DXC Hyderabad - Andhra pradesh, DXC Noida - Uttar pradesh, DXC Mumbai - Maharashtra, TSRDS Sukinda - Odisha