

## UNITED WAY OF BENGALURU

# CHRONICLES

QUARTERLY NEWSLETTER | Coverage: July - September 2022

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# Leadership Insight



Dear Readers,

We are pleased to share our quarterly newsletter. I would also like to bring your attention to a few significant developments and needs of the development sector.

## Strengthening Early Childhood Care and Education

As a path-breaking step, the Government of India's New Education Policy 2020 (NEP) acknowledged the importance of Early Childhood Care and Education (ECCE), which has also been reinforced in the GOI's latest guidelines on Saksham Anganwadi and Poshan 2.0. I am glad that we had the foresight to

understand the significance of ECCE and steered the 'Born Learning Campaign' initiative in 2012, which works towards strengthening Anganwadi Centres and ensuring quality early childhood learning and development.

## Environmental Impact

Sustainable investing is now a priority for many corporate organisations, measured in terms of environmental, social, and governance (ESG) issues - essentially, a company's green footprint. United Way Bengaluru's environmental interventions play a critical role in conserving natural resources, enhancing biodiversity and reducing carbon sequestration.

## Encouraging Investment in Rural Areas

In the development space, a lot needs to be done, especially in the area of rural development. Our 'Rural Rising' integrated rural development program is a step in this direction. We encourage CSR partners to come forward and support the promotion of self-sustainable rural communities.

We are happy to work in some of these crucial areas and look forward to replicating and scaling up these interventions with your support.

Best Wishes,  
Rajesh Krishnan

## Awards



Rajesh Krishnan, CEO of United Way Bengaluru, has been recognised as the CSR Leader for FY 22 by ET Ascent, Dr R.L Bhatia and World CSR Congress. This award reflects his dedication and commitment and the support of all team members, board members and partners of United Way Bengaluru.



United Way Bengaluru

*has been vetted through our extensive review to ensure against the risk of fraud, money laundering, or other illicit activities.*

After a rigorous due diligence process, we are pleased to be validated by the Charities Aid Foundation (International). This award means a lot, given that our top priorities have been financial transparency, accountability, and managing resources with utmost responsibility. Our adherence to robust documentation has helped us win the trust of our stakeholders, including CSR partners, government departments, and community members we work with.

## Harnessing Solar Energy To Power Digital Classrooms

Booragamaradu Govt. Lower Primary School, Mittermari Gram Panchayat, Bagepalli Taluk, Chikkaballapur, Karnataka



A bunch of students solving mathematical problems or learning science concepts by interacting with their new digital teacher is not a familiar scene in government schools situated in remote villages of India. But the Government Lower Primary School in Booragamaradu village is an exception and one of its kind.

The school has a digital classroom powered by solar energy and is used for learning all subjects by students of grades 1 to 5 every day for an hour. A combined classroom for students of different grades is facilitated in the digital classroom where they learn basic literature, common science concepts and mathematics. The LCD device equipped with audio-visual lessons makes learning theories as real as possible and gives students an audio-visual experience.

Despite the digital revolution and its impact on the education system, only urban and well-funded private schools provide their students access to e-learning platforms and devices, whereas schools in rural areas are still lagging.

United Way Bengaluru and CSR partner Keysight set up a solar-powered classroom at the Booragamaradu Govt. Primary School. This intervention is a step towards giving access to students from rural areas an opportunity to access technology for learning, which has multiple benefits, such as increasing student curiosity and engagement.



***"This digital classroom is an attraction for our students. It helps even teachers to present the lesson effectively, and students learn and retain the concepts better and for a longer duration.", said G. Srinivas, School Headmaster***

***"The only tools we used in our classrooms were charts, maps, flashcards and printed materials. This initiative is new, and United Way Bengaluru gave us the training to facilitate the digital classroom.", said Raghvendra Rao P.N., Teacher***



Though teachers facilitate these sessions, the learning process is unlike the chalk-and-talk method. Through videos, animations, music and 3D models, the digital sessions do not fail to keep the students engaged and motivated.



### When The Sun (light) Transforms Livelihoods After Dark

**Solar Street Light Initiative at Mittemari Market**  
**Mittemari Gram Panchayat, Bagepalli Taluk, Chikkaballapur, Karnataka**

Aafia's (name changed) 'bhajji' and 'pani-puri' stall at the Mittemari market in Mittemari village bustles with visitors in the evening. The stall next to a solar street light seems to be a sought-after hangout place for the people in the neighborhood.

Aafia, who has been running this business for the last 15 years, had her share of ups and downs in setting up this stall. Her 'pucca' shop was demolished as the area was transformed into a bus stand. She made a make-shift arrangement near the police station, which had a street light.

However, she was forced to leave the spot and set up her shop somewhere else. Unfortunately, due to the lack of street lights in the market, she had to shut down her business early in the evening, at sunset.

Under United Way Bengaluru's 'Rural Rising' program, 150 solar street lights have been installed in Mittemari Gram Panchayat, with CSR support from Flowserve. Eight solar street lights have been set up at the Mittemari market

Aafia's pani puri stall now remains open till 9 pm as light is not a problem anymore. Her stall receives direct light from the solar light right next to it. *"Solar light ne Ujala ker diya hai humare Jeevan ko"*, expressed Aafia, which means that their lives have been lit up by solar light." Aafia's business is thriving now.

Like Aafia, the solar lights in the market have helped many small businesses grow. It benefits visitors, especially women and children, who feel safe in the market.



"Aafia's son Adil (name changed) who helps her at the stall, mentioned that customers have increased due to the strategic location of the stall. "The stall is under focus" because of the solar light. Especially during the rains, people huddle up under the stall shed.", said Adil.







**MOU signed between WCD & UWBe**

## BLC aligned to Saksham Anganwadi and Poshan 2.0

The Government of India's (GoI) Integrated Child Development Services (ICDS) program is one of the world's largest and most unique early childhood care and development programs. We envisaged the need to complement the government's efforts and designed the 'Born Learning Campaign' (BLC).

GoI recently unveiled the latest guidelines on Saksham Anganwadi and Poshan 2.0 to be rolled out nationwide. We are delighted that the key areas that form the backbone of Saksham Anganwadi and Poshan 2.0 aligns with the focus areas of United Way Bengaluru's 'Born Learning Campaign' (BLC). The three areas include:

We started supporting Anganwadi Centres as per the guidelines of ICDS in 2012. Today, we feel overwhelmed as our efforts towards capacitating Anganwadi Workers, children's health, nutrition, and early learning needs have been recognised by the Dept. of Women and Child Development (WCD), Karnataka. After demonstrating the success of our campaign across 920 rural and urban Anganwadi Centres (AWCs) in 12 locations of India, we are all set to work collaboratively with the WCD across many AWCs in the state.



**Nutrition support**



**Focus on Early Childhood  
Care and Education  
(0-6 years)**



**Strengthening Anganwadi  
Centres through infrastructure  
development**



## 'Poshan Maah' 2022 celebration

Did you know that over 33 lakh children in India are malnourished, and more than half are severely malnourished? (The Hindu, 2021)

The Global Hunger Index 2022 also presents a grim scenario of hunger and child malnutrition in the country. Creating awareness and taking prompt action to address malnutrition is the need of the hour. Last month, the BLC team observed National Nutrition Month (Sep1 to Sep 30) by organising interventions such as Baby Showers and Kitchen Garden activities with the community members. In collaboration with CSR partner HCL Foundation, radio campaigns were organised to reach out to community members to create awareness of malnutrition and improve the nutritional status of children, adolescent girls, pregnant women and lactating mothers.

## Children of UWBe supported Anganwadi centres learn by doing



On World Paper Bag Day, July 12, 600 children and parents of 69 AWCs under the BLC made paper bags. They recycled old newspapers, invitation cards, and papers from their old notebooks, turning them into beautiful paper bags which were distributed in local markets and among vendors. This hands-on experiential learning activity helped to create awareness among the children and community members who saw their children doing it.





**Integrated Watershed Development at Anekal Taluk**

## Enhancement of ecosystem and biodiversity in Pearl Valley

The water crisis in Anekal taluk of Bengaluru impacted small farmers and communities struggling to meet their basic needs concerning agriculture, livelihood, livestock, and health. In response, UWBe, in partnership with Continental India, initiated an integrated watershed development program at Pearl Valley in Anekal.

We are delighted that the conservation initiative that began in 2021 came to a successful completion with the construction of a mini reservoir, four check dams, ) and 1000 tree sapling plantation in the catchment area. This initiative will benefit a population of 7651, covering ten villages in the Vanakanahalli Gram Panchayat, by ensure water available to villagers that will impact their livelihood situation and improves ground water table.

### Key benefits envisaged:



Ensures water security by increasing the stream's and rise in the groundwater table and conserve 3.2 cr litres of water annually



It will help to conserve the forest and wildlife of Bannerghatta Reserve Forest, situated about 6 km from the Gram Panchayat

## "Catch the rain, where it falls when it falls....."

UWBe's 'One Billion Drops' campaign kick-started in 2020 to conserve one billion litres of rainwater annually. The campaign is becoming popular among Government departments, institutions, CSR partners and community members supporting it. Seventy-seven percolation wells have been constructed at the NIMHANS Sakalawara Campus with CSR partner Northern Trust. Each percolation well can conserve 1,28,000 litres of rainwater annually and help augment the groundwater table level. It is already five months since the initiative was completed, and the benefits are already visible.



- Increase in the groundwater level by **1 - 3 meters**
- Percolation wells can percolate **9.85 million litres** of rainwater annually
- Dead Open well restored, and there is **15 feet depth of water**.



## Reaching out to an aspirational district



The beauty of the Wayanad district in Kerala is known to many, but how many of us are aware that it is the only aspirational district of the state?

To complement the efforts of the govt. in addressing the district's concerns, our team in the Noolpuzha Panchayat, Wayanad's second-largest tribal belt.

The need assessment conducted by our team highlighted three critical areas of concern - the nutritional and health status of children and women, the need for quality education, and the lack of livelihood opportunities.

To address the issues, we are implementing an integrated rural development program, 'Rural Rising', at the Noolpuzha Panchayat in partnership with our CSR

partner Herbalife Nutrition, the District Administration, Panchayat, and the community. We believe this collaborative effort will help make a difference in the lives of the tribal population by improving their nutritional and health status, providing access to strengthened Anganwadi Centres and schools, and creating sustainable livelihood opportunities.



## The quest for drinking water is finally over for 10K community members

Getting access to drinking water was a dream for many families in the Myleripalayam Gram Panchayat in Coimbatore. With just one Over Head Tank (OHT), which could store 30,000-litre water, it could not provide adequate drinking water supply to several households. Unfortunately, the OHT tank would supply potable and non-potable water alternatively. This impacted the quality and taste of the drinking water, adding to the drinking water woes of the community members. Under United Way Bengaluru's "Rural Rising" initiative, and with the CSR support from Flowserve Corporation, two OHTs of one lakh litre water storage capacity each have been constructed. Thanks to the Gram Panchayat, CSR partner -Flowserve and community members who have been a part of this intervention and proactively engaged in different capacities from the beginning

## Homemakers turned entrepreneurs

A new journey begins for the women members of Sri Raja Rajeshwari Self Help Group (SHG) in Yellampalli Gram Panchayat, Bagepalli Taluk of Chikkaballapur District. The women were homemakers and did not have any source of income generation. As a part of the 'Rural Rising' program, the SHG members have been supported to start an enterprise. United Way Bengaluru and CSR partner Zebra Technologies handed over a cotton wick-making machine, a weighing machine, and 30 kg of raw cotton to the SHG to start a livelihood intervention. Members were trained to produce, package and market cotton wicks. Recently, SHG members got their first order from a local vendor, sold 5 kg of cotton wicks, and earned a profit of Rs 6000. The budding entrepreneurs are now very excited to take more orders and potentially earn 30,000 by selling 30 kg of cotton wicks.







## A vote for a paper-bag is a vote for our planet

We are glad that volunteers from SwissRe came forward and participated with full zeal in the paper bag-making activity, where they made and distributed paper bags among street vendors. This event created awareness around adopting sustainable lifestyle choices, such as using paper bags among the consumers as much among the vendors.



**30**  
Volunteers



**45**  
Person Hours



**300**  
Paper bags

## When volunteers made an emotional connect



A team of 55 enthusiastic volunteers from Zebra Technologies spent quality time engaging with the elderly members of Nightingales Medical Trust. Alongside serving as a daycare with free-of-cost facilities, the centre provides opportunities to its elderly members to earn by making and selling newspaper bags. Our volunteers assisted these members in making paper bags and also contributed a few essential items.

At Karunashraya, a palliative care centre in Marathahalli, Bengaluru, that caters to advanced-stage cancer patients, the volunteers cleaned and maintained their campus and prepared lunch for 130 patients and staff. Their presence brought smiles and positivity to the centre. Counting on the blessings and opportunities the volunteers had in their lives, they supported a bunch of students from low-income families by distributing educational materials and laptops. Thanks to all the volunteers who brought in the most valuable assets - compassion, willingness to be out there, and an open mind.



## Welcome Home Initiative

We are glad to have partnered with Wells Fargo in their enterprise-wide initiative, 'Welcome Home'. Rooted in volunteerism, the initiative brought together employees to join the organisation's commitment to helping build a more inclusive, sustainable future for all. Throughout September, employees were invited to work alongside non-profits and immerse themselves in community revitalisation projects.

In partnership with United Way Bengaluru, Wells Fargo's volunteers painted and refurbished schools and Anganwadi Centres. Spread across four events, this project engaged more than 200 volunteers and helped to enhance the learning experience of more than 600 children.



### Srinivas KV



UWBe

Champ

Srinivas has been associated with United Way Bengaluru for over three years and is our field warrior. He hails from Devanhalli taluk of Bengaluru rural district and understands the know-how of rural set-up, its challenges and possible solutions for them. While Srinivas started working on watershed projects at United Way Bengaluru, he also explored and gained expertise in other areas of interventions like education and livelihood etc.


His knack for exploring local cultures and traditions helps him to quickly build rapport with the communities he works with and understand the needs of local people. It also helps him build relationships with the stakeholders of government departments and solve field-related challenges skillfully during project implementation. He is a go-getter and words like "not possible" does not exist in his dictionary. He takes an interest in politics and updates himself regularly on current affairs. We are proud to have him work with us.

## Sports unites communities and nations alike



We are very proud of our young team member, Srinu Masa, a national-level Kabaddi player working passionately towards promoting sports among the rural youth from Bagepalli in the Chikballapur district of Karnataka. Beyond the call of duty, Srinu trains youth from the villages. Recently, the students of Govt. High School, Mittamari, who Srinu coached, won the block-level inter-school Kabaddi competition at Bagepalli. Srinu says, "it is through sports that helps me to develop rapport with the community members, which is critical to my role as a project coordinator."

# PARTNER'S STORY

BUT TARUNA IS NOT ALONE 



On Women's Equality Day, August 26, we interacted with three powerful women who have lived with HIV for years and are helping many others to live a life of dignity. We are grateful to Milana India for supporting these women and for being committed to working with many others by providing them psycho-social care, counselling, skill training and nutritional support. United Way Bengaluru feels gratified to be able to partner with and support Milana India.

To know more about Milana India: <https://milanabgl.webs.com/>

## Action-driven Volunteering on Earth Day

We had an action-oriented Earth Day celebration with enthusiastic volunteers from Applied Materials and Wells Fargo. Taking responsibility for our natural resources is the best way to express gratitude to Mother Earth. One hundred fifty volunteers rolled up their sleeves to clean up Kannamangala and Panathur Lakes, collect trash from the surrounding areas, and plant saplings. This sent out a loud message that every step counts, no matter how small it seems, to fight the environmental crisis - climate change, global warming, biodiversity loss, environmental pollution, deforestation, water insecurity, and the list continues.



**150**  
Volunteers



**600**  
Person Hours







## PHOTO CORNER



### Independence Day Celebration

Celebrations are essential to our work culture in United Way Bengaluru as it gives us tremendous energy. The Independence Day celebration at the office had a very personal touch as our team members thoroughly enjoyed getting involved in the decor and organisation of it. A simple yet warm celebration.



### Celebrating Culture

The Onam Celebration made us realise that as an organisation, we have grown in number and cultural diversity! Living United at United Way of Bengaluru

### Moments from our everyday work life



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# United Way Bengaluru

Every community has a plethora of serious, unique, and multifaceted issues – from environment and health to income and education. To truly overcome these challenges and make a worthwhile difference, we must bring together everyone involved – everyone with a common interest and purpose, to work on a solution for a better Bengaluru. And we do just that.

Started in 2008, we are a registered (FCRA, 12A and 80G compliant) not-for-profit organization that works with communities to take local action for global impact. We partner with stakeholders from the Govt., civic bodies and local communities, listen to their concerns, identify the problems, and empower them to tackle these challenges head on. But we don't stop there – we ensure our efforts reap long-term returns by staying connected with the communities.

And that's how we bring visible, lasting change.

## VISION



United Way envisions a world where all individuals and families achieve their human potential through education, income stability, and healthy lives.

## MISSION



United Way seeks to improve lives by mobilizing the caring power of communities around the world to advance the common good.

**LIVE UNITED®**  
GIVE. ADVOCATE. VOLUNTEER.

## United Way Bengaluru

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## Find us on

