

UNITED WAY OF BENGALURU

CHRONICLES

QUARTERLY NEWSLETTER | Coverage: April - June 2022

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CEO's Insight



Dear Readers,

We are a cause-agnostic organization, and we reach out to the communities in need and address multiple issues by partnering with private and public organizations.

We see a significant shift in corporate social responsibility (CSR) today. Corporates are committed to their CSR goals and engage in impactful and measurable work. In line with United Way Bengaluru's mission which is "To improve lives by mobilizing the caring power of communities around the world", we find common ground and connect with like-minded organizations to :

- Drive collective impact
- Facilitate innovative solutions to address critical needs around Environment, Social and Governance (ESG) issues
- Utilize available resources in untapped areas and address community needs

Across all our interventions, 'sustainability' is vital. The most effective way we ensure this is by using native intelligence and working in close partnership with local communities.

This newsletter edition will give you a flavour of our different initiatives and collaborations. Thank you for supporting us!

With Gratitude,
Rajesh Krishnan



Awards



Delighted to have been awarded the "Implementation Excellence Award" by SKF for demonstrating maximum community impact for the scholarship and STEM project "WeGyaan" implemented by United Way of Bengaluru. All six project coordinators have also been recognized with the "Best NGO Team" Award for their hard work and commitment.



Homemakers to Candle Makers

A candle-making unit has been set up at Kadayarappanahalli in Devanahalli Taluk of Bengaluru Rural District, giving new hope to 40 women from 10 villages. This intervention is a part of 'Rural Rising' – an integrated rural development program of United Way of Bengaluru (UWBe), supported by UWBe's CSR partner.



Initiated as a pilot project in January 2022, this intervention has created a lucrative livelihood opportunity for women who are primarily homemakers. In the first batch, 40 women were identified and trained. The candle unit, equipped with machines and resources, also serves as a training center, has been provided by the Gram Panchayat, who collaborated, seeing the initiative's potential in uplifting women's lives from the Below Poverty Line and Schedule Caste communities. The Panchayat also helped to construct a toilet and a storeroom; and pays for the monthly electricity and water bills.

"I will use the training to start a small business from my house. This will help me to support my family, and take care of the additional expenses, including my children's education.", said Meena*



THE INTERVENTION METHOD

Need Analysis: The need of the rural community and suitable livelihood options based on the geographical relevance, availability of resources, talent, and the interests of the local people were explored. Given the market demand and scope for creativity in candle-making, it was the preferred choice.

Mobilization and Training: Women from the surrounding villages were mobilized through outreach activities and significant contacts such as the panchayat office, shops, Anganwadi workers, and self-help groups. Participants were identified and trained for three months through a hybrid model - online training (when the covid cases soared) and practical training. They learned to make an array of candles of various aromas, shapes, and sizes, using different kinds of wax and environment-friendly materials like flowers, leaves for decoration, and recycled papers for packaging.

Exposure and Linkages: Participants learned to procure raw materials, calculate the product cost, and market them. They were taken to local markets and luxury candle shops to understand branding, competitive pricing, and market opportunities.

The unit sold candles worth Rs 60,000 in three exhibitions in Bengaluru in a month. The market potential of this intervention is enormous, given that candles are in demand for all kinds of purposes, and there is an exponential growth in demand for local and handmade products. Individuals can earn anything between Rs 5000 to 40,000 for a small-scale setup at home, with easy availability of low costs materials; and low capital investment. This intervention strengthens the clarion call for 'Atma Nirtbhar Bharat' and shows the way for women from rural communities to become self-reliant.

"For me, this training was not just an opportunity to learn how to become financially independent but a matter of pride to be able to expertise in a skill which is not very common in the villages. Women learn stitching and tailoring and open small shops, but the candle business is out of the box.", said Laxmi*.

Fathers Who Break Stereotypes

Birth of a Father

The father's role as a caregiver starts right from the time of conception.

Satish understands his responsibility, especially during the first 1,000 days of his baby's life, that ensures health and wellness of the mother and the newborn, even before conception.

Father, the Equal Caregiver

Fathers' engagement in a child's feeding practices has been limited due to gender role perception. The nutrition of the child in a household is often considered the responsibility of the mother. But

Praveen breaks the stereotypes and engages in his child's nutrition and health practices.



Fathers as Role Models

Fathers influence their children during early childhood years and into adolescence by role-modelling behaviour. Fathers have a strong influence as role models for adolescent sons and daughters.

The Father Factor

Fathers play an important role in the emotional, mental and physical growth of their children. Active engagement of fathers helps children learn life skills in their early years, which have a long-term impact on their school and adult success.



"In these uncertain times, the only positivity and happiness I found were being able to spend time with my daughter, Ghanavi. I only saw this as an opportunity to contribute to her education & good future. The daily activities which I received over WhatsApp from the BLC team of UWBe were immensely helpful. I learned simple yet enjoyable ways to teach my child."

- Pawan Kumar

Both me and my wife are equally involved in the daily activities of our child. Home is where the child's learning first begins hence parents need to wear multiple hats – that of a friend, or teacherof course, we are guided by the project team from United Way of Bengaluru. We attend regular meetings and participate in the various sessions organized at the Anganwadi Centre."

- Manjunath Kumar



New Initiatives

Soft Launch of GendHER

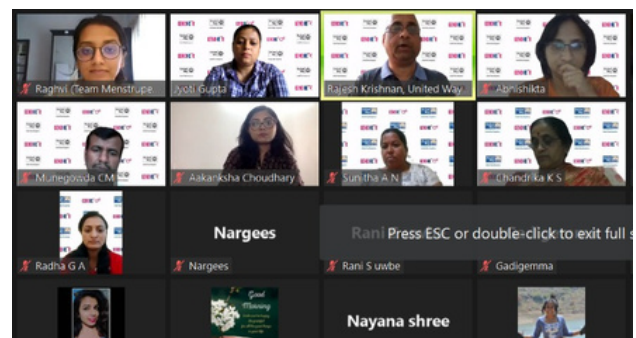


GENDHER



On World Menstruation Day, we did a soft launch of our new initiative, GENDHER. As a first step, we also conducted a workshop for our male and female teammates on menstrual health and hygiene, facilitated by Menstrupedia. Through this initiative, we aim to reach over 25,000 students, teachers and parents and collaborate to create environments and facilities across schools and communities that are safe, friendly, and open to sharing.

According to UNICEF, around 15,000 girls in India reach menarche every day and 98% of girls are unaware of what it is. The question we asked ourselves was, what about the boys? The communication on menstrual health education must be gender-neutral and inclusive.



Making Healthcare Accessible to Difficult to Reach Locations

Reckoning the need to strengthen the healthcare facility in Tobu, in the Mon district of Nagaland, far-flung from the state capital and Mon District Hq, United Way of Bengaluru and CSR partner Thermo Fisher Scientific set up a 30-bed modular facility as an extension to the existing community health center.



With just a basic community health centre of a 7-bed capacity, the healthcare requirements of 50,000 community members of Tobu were compromised. The nearest referral health center, which is situated at a distance of 120 km from the town, added to the distress of the community members, given the distance and poor road connectivity.

This modular setup has been equipped with state-of-the-art equipment for childcare and dental care. An advanced ambulance has also been provided to support patients with emergency needs. Special thanks to Thermo Fisher Scientific, Govt. of Nagaland, the local administration, and DC Shri. Thavaseelan K, IAS, Deputy Commissioner, Mon, for collaborating with us in this vital initiative. The inauguration event was graced by Shri. Bongkhao Konyak, Hon'ble Advisor, DUDA, Govt. of Nagaland.



UNICEF report released in June 2020, suggested that 28 million children in India, who otherwise could have gone to Anganwadi Centres have been at home due to the closure of the Centres during the pandemic.

Are children back to Anganwadi Centres again?

To ensure that students are back in the Centres again and children who are yet to be enrolled get admitted to the Anganwadi Centres after the opening of the centres, our early childhood care, and development program, 'Born Learning Campaign' conducted an extensive Enrollment Drive, with the support of CSR partners GE Healthcare, Target and HCL Foundation.

The objective of this Drive was to reach out to community members, especially parents, to ensure the enrollment of children in Anganwadi Centres. Through community processions, home visits, and effective IEC materials, parents are made aware of the role of Anganwadi Centres in providing early education.

First 1000 Days for Healthy Life



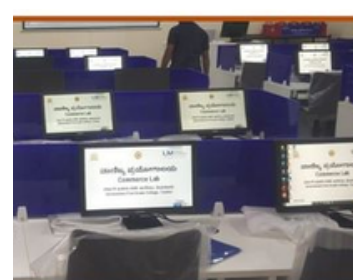
To address malnutrition, child stunting, underweight, low birth weight, and anaemia among children, the 'first 1000 days of life are crucial. The 'Born Learning Campaign' conducted awareness campaigns for stakeholders - mothers, Anganwadi workers, ASHA, and ANWs on the importance of this phase of life. One hundred kits consisting of manuals for caregivers, calendars related to a child's development, and a recipe book to promote proper nutrition were distributed.

Creating Conducive Learning Spaces

Seven hundred sixty children now have access to 7 beautifully transformed Anganwadi Centres, equipped with child-friendly infrastructure and made attractive with mural art. These children have also been provided access to learning tools. This intervention under the 'Born Learning Campaign' initiative has been supported by NextGen Healthcare. This support will help to enhance the developmental domains and trigger curiosity in learning among children.

Giving Access to Digital Learning

In partnership with our CSR partner LM Wind Power, we set up a well-equipped Commerce Lab with 51 computers and state-of-the-art infrastructure at the Govt. First Grade College in Tumkur, Karnataka. As many as 1000 students now have access to this and are getting a hands-on digital learning experience.



Strengthening Healthcare



Aligned to the objective of Ayushman Bharat, transforming Sub Health Centres and Primary Health Centres (PHCs) into Health and Wellness Centers is a significant step toward providing comprehensive health services to the communities they cater to. According to our need analysis, space, inadequate medical equipment, and facilities often are significant hindrances for many PHCs to serve their best. In collaboration with CSR partner - Parexel International, we equipped 4 PHCs - Bagalur, Thanisandra, Budhigere, and Nallur PHCs in Bengaluru with a range of facilities and services, including:

Construction of multi-purpose halls with toilet facilities where the PHCs can conduct yoga and health-related awareness sessions

Donation of medical equipment and furniture that will help the PHCs to cater together to a large catchment population of over 1 lakh; conduct over 250 OPDs daily and conduct 400 + immunization every month

Mural art has been done on the premises of the PHCs to create awareness about maternal and child health. This intervention is a part of our Health Intervention and commitment to #SDG3 Good Health and Well-Being.

Making Healthcare Accessible to Tribal Communities



In response to the nutritional needs of children from marginalized groups, who are often underweight, stunted, and wasted, United Way of Bengaluru, in collaboration with Herbalife Nutrition, distributed 200 ICDS-approved nutrition kits to underweight children from the Particularly Vulnerable Tribal Groups (PVTGs) in Noolpuzha Panchayat, Wayanad district. Mothers were also explained the content in the kit to help them understand the nourishment needs of their children. Herbalife also supported the distribution of 390 nutrition kits across 2 locations - Joolpalya in Bagepalli, Karnataka, and Vadavalli in Coimbatore, Tamil Nadu.

Volunteering

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.



Be the Change

Three hundred five volunteers from FAI India participated in 2 volunteering events at the Bannerghatta Biological Park (BBP), Bengaluru, organized by us. The volunteering team, including senior leadership from FAI led the show as they took charge of the environment. Volunteers cleaned and removed three tractors full of silt from storm water drains, collected 1200 kgs of non-biodegradable wastes, and planted 300 trees. This effort of the volunteers is an impactful step towards nurturing a beautiful public park and saving water bodies from pollutants. What might sound like a simple intervention sent out a loud message to the visitors - the responsibility of every citizen to take care of nature.

Are you ready to Volunteer?

We all desire to live on a green and pollution-free planet and have ideas that can bring transformation. However, it takes real action to make the change we wish to see. Are you ready for it? We are sure this update will leave you fully charged. One hundred fifty volunteers, including leadership from our CSR partner NextGen Healthcare, pledged to be the custodians of the environment. They made 2800 seed balls of clay and a variety of seeds - bamboo, cotton silk, ficus viren, cluster fig, and mustard. Making and dispersing seed balls is an efficient, cost-effective, and fun way to restore the lost green cover of our environment.



Making communities disaster-ready



Preparing Communities for Future Disasters

In 2019, the North Karnataka flood affected many villages. Kallola was one of the villages where United Way Bengaluru conducted relief programs. Considering the need to prepare Kallola and neighboring villages from future disasters, a well-designed Disaster Risk Management training was conducted with the support of our CSR partner.

Experts with field experience trained 100 local youth in disaster preparedness and recovery efforts, understanding and responding to warning signs, applying mitigation strategies to help communities, organizing mock drills, and managing local resources to save lives and provide first aid.



NGO PARTNER



United Way Bengaluru has been supporting Gramina Abyudaya Seva Samsthe (GASS) since 2017. GASS is committed to empowering communities by providing vital services in health, education, livelihoods and the environment while protecting and caring for the most vulnerable sections like children, women, senior citizens and people with disabilities (PwDs).

The economic impact of the pandemic on small traders and businesses was immense. Collaborative, through a livelihood initiative, GASS and UWBe, with the support of CSR partner Paraxel, helped 135 PwDs who lost their jobs.

These 135 people have been able to re-establish their old businesses or start new ones, including snack shops, photocopy shops, goat rearing, etc. They have recovered from their financial losses and are earning stable incomes

Integrated Rural Development

Rural Rising

In collaboration with CSR partner Zebra Technologies, we kick-started 'Rural Rising,' an integrated rural development initiative at Yellampalli Gram Panchayat in Bagepalli, Karnataka. Solar street lights were handed over to the Gram Panchayat.

Aligned with "Mission Antyodaya" and co-created with the Gram Panchayat, the intervention is in concurrence with the taluk and district level development goals and aimed at:

- **Strengthening early childhood education and promoting quality education**
- **Supporting youth scholarship and mentorship for higher education**
- **Creating livelihood opportunities for Self Help Groups and youth**
- **Reducing carbon footprints through the installation of solar lights**



Our CSR partner Keysight was equally committed to working in the remote villages of Bagepalli Taluk in Kanagamakalapalli Gram Panchayat (GP), Chikkaballapur, which is beyond 100 km from their office; challenging their comfort zone! The interventions included strengthening two Anganwadi Centres and one Primary School. In addition, 79 solar street lights have been installed across 25 villages. This move has set a pathway for transforming 7000 lives by improving education facilities and providing renewable energy that ensures the safety of women and children.



Digital Facilities and Technology have not Percolated to the Last mile

In the spirit of Govt of India's flagship program -Digital India, and to ensure the benefits of digital transformation reach rural India, United Way of Bengaluru (UWBe), in partnership with CSR partner LM Wind Power and the Village Panchayat, set up a Community Resource Centre (CRC) cum Digital Library that got inaugurated in village Thyamagondlu, located in the Nelamangala taluk of Bangalore Rural district, today.

Where community members had to travel to the nearest town to avail facilities such as paying bills, booking travel tickets, agriculture-related services, banking, Aadhaar and passport services, etc., this CRC will be a one-stop shop next door for community members. On the other hand, the digital library will empower students and youth who do not have access to computers, internet facilities, reference books, textbooks, or online facilities that are required for seeking college admission, applying for jobs, training, etc. This Centre will be facilitated by a Librarian and Centre In-Charge, who UWBe will train to ensure that the resource person can promote the services in the best possible way.



Environment Sustainability

Sarovaro Rakshati Rakshataha: One Who Saves Lakes, Is Saved By Lakes



As a part of our commitment toward environmental sustainability, United Way of Bengaluru's 'Wake the Lake' campaign protects and conserves the dying lakes in rural and urban areas. Three years ago, in collaboration with our CSR partner and the local administration, Mantapa Panchayat, we started working at Mantapa Lake, which is spread over 41 acres.

The lake is now counted among the very few which does not have an effluent inlet which directly translates to a thriving aquatic ecosystem.

To strengthen the natural fortification of the lake boundary, we revisited Mantapa Lake with the zealous team of Telstra (India). To enhance biodiversity around the lake fruit yielding saplings were planted, and a part of the walking path was freed from the garbage. We thank the enthusiastic volunteers and their families, who did a fantastic job.

UWBe champ



Ajay is popular among the stakeholders we work with for implementing our environmental projects. He has an incredible skill in understanding the community he works with, which helps him to anticipate the problems and execute the projects to their best potential. He is an excellent team player and demonstrates strong interpersonal skills with diverse individuals and groups.

His core contribution includes ensuring effective delivery of his commitments, timely troubleshooting risks in the field, and mitigating problems with the best alternative solutions.

Ajay has been a part of the team for more than seven years, and we are proud to have him work with us.

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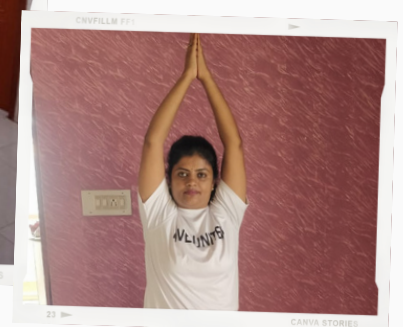
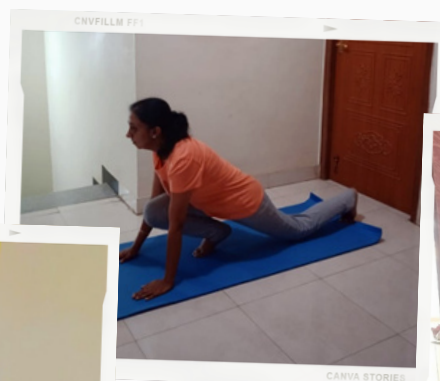
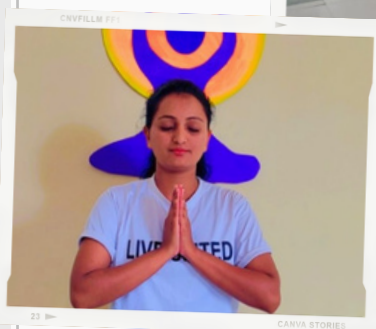
PHOTO CORNER



An opportunity to showcase our impactful programs supported under CSR initiatives of HCL Foundation - 'Wake the Lake Campaign' and 'Born Learning Campaign' at the HCL Technologies Office, Bengaluru.



Campus Recruitment Drive conducted to bring on board talented, compassionate, and enthusiastic young minds



Yoga enthusiasts of our team on World Yoga Day

United Way of 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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