

CHRONICLES

QUARTERLY NEWSLETTER || Jan - Mar 2023

Contents

Leadership Insight

Making a Mark

Jar Full of Dreams

Education

Rural Rising

Environment

Health

Volunteering

Team & More



Dear Readers,

As the CSR landscape in India continues its tectonic shift, there is an increased emphasis on collaboration and partnerships between corporate organizations, NGOs, and government agencies to maximize the impact of CSR initiatives. This has led to the emergence of innovative and scalable models that address complex social and environmental challenges.

We have completed another fulfilling Fiscal Year and I would like to take this opportunity to highlight some mantras that have are the cornerstone of project execution:



Rajesh Krishnan
CEO



Proactive approach to stay ahead of the curve when it comes to community needs and making meaningful impact



A culture of sense of shared ownership & accountability helps maintain a strong sense of purpose amongst the team



Donor centricity to meet the needs of our donors, to effectively mobilize resources and to build strong relationships based on transparency & accountability



Maintaining clear goals, establishing SOPs and fostering a culture of consistency



Audit Readiness like always, not compromising on compliance and transparency in all the governance systems and with adequate evidence and documents

In conclusion, I want to emphasize that **United Way Bengaluru** is a global brand with a local heart. This newsletter briefly presents our efforts to contribute positively to local communities in Q4 (Jan-Dec). Once again, wishing you a healthy and happy year ahead.

Best Wishes,
Rajesh Krishnan

7th Corporate Social Responsibility Awards 2023



Our CEO, **Rajesh Krishnan's** conviction 'Be the change you wish to see', made his transition from the Biz world to the impact sector, and there has been no looking back since then.

We are delighted that his thought leadership, vision, passion and commitment have been recognised. He has been conferred the **NGO Leadership Award (Winner)**.



United Way Bengaluru has been recognised with the **Most Committed NGO Award (Recognition)**. We dedicate this award to the entire team of UWBe and our partners, who are an integral part of this journey.

The International Chamber of Commerce (ICC) Social Impact Awards (5th Edition) and Certified as Great Place To Work



Winner, Healthcare category



Jury Choice Award, Rural Empowerment category

This is the third time in a row that we received the ICC Social Impact Awards under different categories. These are National Awards and a proud moment for us. Thank you all for your continued support and collaboration!!



We're proud of our work environment. UWBe work culture is amazing and our Great Place to Work Certification® proves it.



Jar Full of Dreams

Vocal for Local

Nearly 40% of global mango production comes from India. Karnataka ranks third, with 17.95 lakh tonnes of production and 1.79 lakh hectares of mango cultivation. Kolar District is Karnataka's mango capital. However, the mango pickle-making units in this area are small and rarely scale up efficiently.

The Beginning of an Inspiring Story

In 2019, under the Rural Rising (RR) intervention, United Way Bengaluru (UWBe) and CSR partner Applied Materials came forward to support a Farmer Producer Organisation (FPO) in Kolar and help one of the Farmer Interest Groups (FIGs) to establish their mango pickle-making unit and link it efficiently to a market system. The pickle processing unit started under the leadership of a remarkable woman, Ratnamma, from Gundamanatta Village in Srinivasapur Taluk, was manually run then and managed by ten other women. The facility managed to produce only 50 kg of pickles a month.



With support from **Applied Materials** and **UWBe**, Ratnamma's pickle unit, 'Vaibhava', became semi-automatized and scaled up in no time. Ratnamma feels that the support gave a fillip to their confidence and helped the team to move in a positive direction, encouraging them to take more risks and focus on details – quality, quantity, building customer relationships, knock the doors of different departments etc.

In six months, the production increased from 50 kg to about 450 kg per month, and other varieties were added to the production, including *alma* (Indian gooseberry) and lemon pickles. As estimated, the unit can now make over 8000 kg of pickles a month if utilized to the maximum capacity. The unit sold about 2904 kg of pickles in the last six months. The cost of production is 270 per kg, and on average, the unit is currently making a profit of approx. 32,000 per month.

Dreaming Big

Recently, the Vaibhava Pickle Unit got the Food Safety and Standards Authority of India (FSSAI) licence. This licence will help the business not to only expand in size but also win the trust of more consumers. Ratnamma and the dream of ten women entrepreneurs do not end here. "We want our products to create a brand of its own, reach out to the urban markets, and to the plates of consumers who have a taste for local, home-grown products.", said one of the members working at the unit. Ratnamma believes that each jar of Vaibhava pickle contains the ambition of local farmers and women who have embarked on a new path of entrepreneurship and social and economic development.



"Courage is found in unlikely places"



Every now and then, we are faced with projects that test our resolve and capability. This project is one of them - 200km away from Bengaluru. Built in 1933, Government Junior College (GJC) Rayachoty has been home to some of the most profound and prolific minds across generations.

We took upon the formidable challenge to restore the structural glory of this historical institution which, in the beginning, seemed daunting and fear-inducing.

Here are some important facts which deemed this project critical:

- GJC caters to students from 20 villages!
- That's a whopping 600 students!
- Most of the students are from lower socioeconomic communities
- Functional from 1969 without timely maintenance and major upgrades
- Dire need to upgrade toilets, furniture, lab infrastructure & drinking water facilities



A special mention to the alumni batch of 1983 who worked relentlessly on the ground in moving mountains and to the collaborative effort with CSR partner **Apotex** India for turning this feat into nothing short of a miracle. It has to be seen to be believed!

Tinkering minds through the STEM intervention

On National Science Day, 28 February 2023, we celebrated the wonders of science with our students who have been exposed to Science, Technology, Engineering and Mathematics (STEM) learning under different interventions steered by UWBe in collaboration with CSR partners.



We would like to particularly thank our CSR partner, **SKF India**, for their support in implementing the STEM intervention called "WeGyaan" across six different locations - Ahmedabad, Bengaluru, Gurugram, Haridwar, Mysore, and Pune. Over 14,000 students, especially girls from financially and socially underprivileged communities, are benefitting for this program.

Capacity Building of Anganwadi Workers on Early Childhood Care and Education (ECCE)

This training has taught us how to supervise children's age-appropriate developmental milestones. When successfully implemented, these interventions will help increase children's attendance at the center, and help us use the skills for better and effective engagement with children."

Devi, Anganwadi Worker
(name changed to protect privacy)



Anganwadi workers are a focal point in delivering Integrated Child Development Services (ICDS) at Anganwadi Centers that include health, nutrition, and early education, building the blocks for children's lifetime learning and development.

United Way Bengaluru, in collaboration with **the Ministry of Women and Child Development (WCD)**, Karnataka, designed a capacity-building training program for Anganwadi workers on ECCE to help in enhancing their knowledge and skills so that they can execute their learning practices and ensure the best delivery of services. United Way Bengaluru's early education intervention, the Born Learning Campaign (BLC), aimed to reach out to 1,000 Anganwadi workers in 2022-2023. The target has been successfully achieved.

President of United Nations General Assembly visits one of the Anganwadi Centres supported by Born Learning Campaign (BLC)



The presence of **Mr. Kőrösi Csaba**, President of the United Nations General Assembly and his team at United Way Bengaluru's BLC outreach Anganwadi Centre, Kannur, hosted by UNICEF, was indeed a privilege. Mr. Kőrösi observed the functioning of the Anganwadi Centre and also participated in the Graduation Day Ceremony of the Anganwadi children, wishing them well for their future endeavours.

A step towards sanitation

Globally, more than 1.7 billion people lack access to even the most basic sanitation services, such as private toilets or communal latrines. Of these, 494 million continue to defecate in open-street gutters, behind bushes, or water bodies. (WHO, 2022)

About 1500 households live in Chennai's New Bupathy Nagar area, making it highly concentrated. Unfortunately, many families are without private toilets and are forced to defecate in the open or use the public restrooms in the locality. Owing to the bad condition of these toilets, only about 200 people would use them daily on average.



United Way Bengaluru, in collaboration with CSR partner **Flowserve**, came forward and addressed this. Two public restrooms were remodelled, making them gender inclusive in design and accessible to persons with disabilities. Urinals were also installed in the women's bathroom, making it suitable for the third gender. This public toilet complex is 100ft away from the Chetpet railway station, hence accessible to many travellers. These restrooms were inaugurated and handed over to the Greater Chennai Corporation, responsible for the day-to-day maintenance.

A picture is worth a thousand words

Business used to last only as long as the sun did in the weekly market of Thimmarautanahalli village. All small traders were impacted, and customers had a short window to purchase at the market because it was only open for a few hours.

The looming darkness brought with it its own set of challenges. The installation of solar lights along the street has directly stretched the window of business to the late evenings.





Kids study under the solar street lights



In Meruvapalli, women sort and clean bean seeds under solar street lights

FY 2022-23



Photographs clicked by our team members from Bagepalli Taluk and Chikballapur district of Karnataka, where our CSR partners **Keysight**, **Herbalife**, **Zebra Technologies**, and **Flowserve** supported the installation of **178 solar street lights**.

Julpalaya - 52

Yellampalli - 60

Kanagamakalapalli - 66

Sports as a catalyst for youth integration

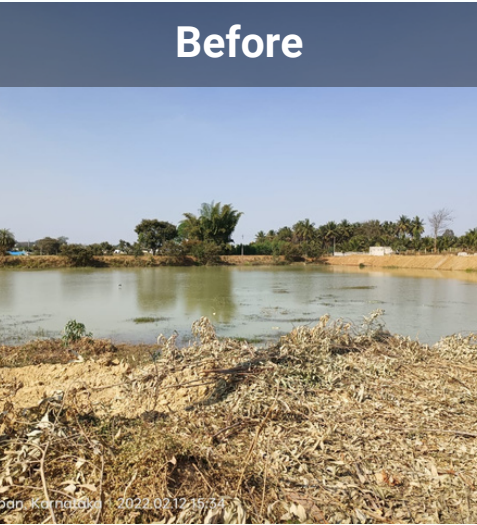
"This is the first organized sports event we've ever been a part of. Until today, we have never experienced the feeling of formally winning or losing. This is what made the day truly special.", said a participant.

United Way of Bengaluru, in collaboration with **Applied Materials** India, organized a Sports Day for the youth who are supported under the Rural Rising Scholarship and Mentorship Program.

It was heartwarming to watch 146 students from Bangarpete Taluk enthusiastically participate, along with the volunteers from **Applied Materials** and **United Way Bengaluru**. Many athletic events were held simultaneously, including the 100m and 400m Dash, Skipping, Kho-Kho, Kabaddi, Volleyball, Throwball, and Mixed Relay.



Restoration of Begihalli Lake



💡 Studies indicate that Karnataka’s groundwater level is under the over-exploited category, and several blocks are under the critical category. Bengaluru district's Anekal taluk is one of them. The water crisis in Anekal has impacted small farmers and communities struggling to meet their basic needs concerning agriculture, livelihood, income, and health.

In collaboration with CSR partner **Wells Fargo** we have restored the Begihalli Lake in Anekal. Through this intervention, we have been able to save **393 lakh litres** of water, ensuring a year-round water supply for **512 households**, and **22 borewells** also benefited from water recharge and improved water level.

This intervention is a under the flagship camapign of United Way Bengaluru , called ‘Wake The Lake’ (WTL). The objective of WTL is to revitalize and maintain urban and rural lakes in and around Bengaluru. The strength of the campaign is in the proactive engagement of multistakeholders including local administration, govt. dept., civil society, and local communities in reviving lakes and waterbodies and fostering ownership for their long-term sustainability.



Campaign's Snapshot



Wake The Lake Campaign has helped to rejuvenated **47+** lakes in and around Bengaluru



40 Lake Associations Mobilized



100,000+ Citizens being sensitized and turned visitors



2.6 MLD (millions of litres / day) of treated water being added to 4 lakes

Empowering Gen-Z to be environmental stewards

Our interventions are not just evaluated by their immediate results but also by their potential to create long-term impact and sustainable change. One of the ways we ensure sustainable progress is by creating behavioural change.

Messages are disseminated especially among the future generations, who will be leaders of change tomorrow. Our environment team has consistently focussed on creating awareness among schools and students to raise awareness around our programs, including rainwater harvesting through percolation wells, rejuvenating water bodies, and enhancing biodiversity through plantation activities etc.

These ideas are often very novel and intriguing to students, but to make the young minds custodians of the future, they must be sensitized early. Mobilising Gen-Z also helps add a fresh perspective to the programs; after all learning is a two-way process!



Did You Know?



- In the next 20 years, **more than half of India's** districts will face a severe **water crisis**?
- India has **18 %** of the world's population but only **4 %** of its water resources, making it among the most water-stressed countries around the globe.
- **65%** of all irrigation is supported by groundwater
- Though the Forest Survey report 2021 suggests an increase of 2,261 sq.km in the total forest area and tree cover of the country in the last two years; many forest reserves - Kawal (Telangana), Bhadra (Karnataka) and the Sunderbans reserves (West Bengal), suffer from high green cover losses.

Act before it is too late

United Way Bengaluru is driving a few flagship campaigns and interventions towards water security and forest conservation, and **we would like to COLLABORATE with you for accelerated success.**

Thindlu Primary Health Centre



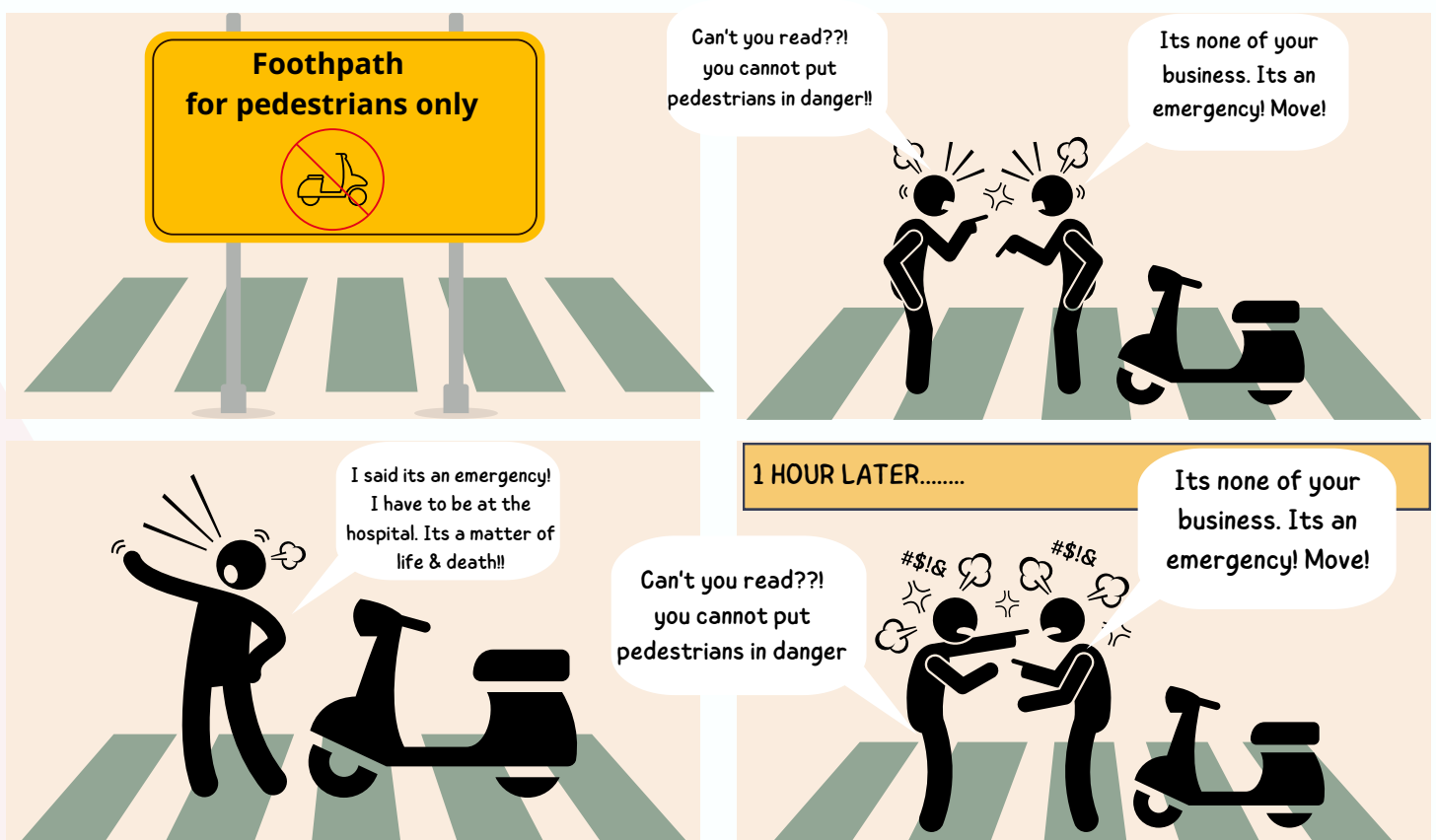
The Thindlu Primary Health Centre (PHC) was the only reliable healthcare centre for many of the communities that lived there, but due to its poor facilities, many people were apathetic about visiting the centre.

Our CSR partner **EMpower** supported in strengthening the Thindlu PHC by investing on refurbishing the floor, and constructing a multi-purpose hall, a toilet and biomedical waste segregation rooms; and also by equipping the PHC with other

facilities and providing by like computer and printer. The PHC now appears to be welcoming, and more people from the surrounding community are beginning to visit it.

Volunteers from **EMpower** beautified the PHC with mural arts including yoga-themed murals to sensitize visiting patients about health and hygiene, benefits of exercise etc.

Cartoon Capers



by UWBe Marcom

Teaching Learning Materials play a vital role in the daily lives of special kids

How many of you know that autistic children learn through their sensory abilities? Teaching Learning Materials (TLMs) help children understand better with visuals and sensory activities. Volunteers from **HealthPlix** had a unique experience interacting with the children from the **Academy for Severe Handicaps and Autism (ASHA)**. Volunteers learnt and created different kinds of sensory tools for the children.



Curb Stone and Warli Painting to create awareness around rainwater conservation



A volunteering event was organised for **Swiss Re** employees at the 8th Main Park in HSR Layout, Bengaluru. Volunteers did Curb Stone Painting which enhanced the beauty of the park compound. They also did Warli Painting on the percolation wells to create public awareness around the campaign 'One Billion Drops' that aims at preserving rainwater through percolation wells.

Swiss Re supported the construction of 50 percolation wells in this park. The percolation wells are not only helping to conserve rainwater, increase the groundwater level but also helping to address the flooding issue during rains. Percolation wells have been constructed at a lower slope in such a way that all of the water from the higher slope accumulates in the percolation well.

The efforts of the volunteers have helped the park to attract more visitors due to its aesthetic appeal.

Volunteers immersed in nature

A team of enthusiastic volunteers from **Tata AIG General Insurance Company Limited** participated in the mulching of saplings and cleaning up of Kannamangala lake and its surroundings.

*A mulch is a layer of material that is spread out over the surface of soil. This is typically done to retain soil moisture, block weeds and to keep the roots cool.



UWBe Champ



Dr. Sonali Swain

Manager
Monitoring and Evaluation

A veterinary doctor by qualification, Sonali's heart lies in the development sector with an interest in the impact space. This made her take the bold decision to change her career path. She specializes in data analysis and putting context to the numbers. Her contribution helps the organization assess the scope of the interventions tangibly and practically. This helps the project team make the right decisions and course corrections if necessary. Sonali makes sure that her work is not limited to meetings and working on Excel sheets and reports but travels tirelessly to the project sites to monitor the projects.

Sonali's outgoing attitude, cheerfulness and free expression of her thoughts encourage others to keep an open attitude at work. A shopaholic she is known to be, you know she has made a good deal online when she looks super excited!

UGADI CELEBRATION

No matter how busy we are, we never miss an opportunity to celebrate special moments. This year's Ugadi celebration was unique. We celebrated it with traditional games and food. We put our own spin on the festival by dressing up in our traditional outfits to celebrate the cultural diversity of our workplace. It was heartwarming to see how each team member played an active role and contributed behind the scenes to ensure the event's success.



Women's Day events organized by UWBe and CSR Partners



Women's Day
celebration in office



Women's Day celebration with
Pourakarmikas at UWBe office



Women's Day celebration
supported by 3M



Women's Day celebration by the BLC for
Anganwadi Wworkers at Raichur

We do not need imaginary superheroes to tell the tales of bravery to our children cause superheroes are real.

- Rain, sun, hail or contagion, they are an UNSTOPPABLE BAND OF WOMEN..... **MOTHERS**
- Who were out serving the country, risking their own lives during the Covid crisis**DOCTORS AND FRONTLINE WORKERS**
- Who form the bedrock of India's rural healthcare system **ASHA WORKERS, AUXILIARY NURSE MIDWIVES, ANGANWADI WORKERS**
- Who are out in the streets at the break of the dawn every single day, making sure that we walk down the clean streets...**SANITATION WORKERS OR BBMP POURAKARMIKAS**
- Who give priority to others' health over theirs **MOTHERS**

This Women's Day, 8th March 2023, we extended our gratitude for their unstoppable service and contribution to the community by honouring these unsung heroes of our society!

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.



We are
Great Place To Work® Certified

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United Way of Bengaluru

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