

CHRONICLES

QUARTERLY NEWSLETTER || OCT - DEC 2024

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Dear Readers,

As I sit back and reflect on the year that went by, I am amazed to see and feel how time flies. Looks like we just welcomed 2024 and here we are bidding goodbye. Looking back we started off 2024 with an ambitious target of expansion, reach, and impact and every quarter we were able to show remarkable progress.

While this may sound “corporate”, it is imperative to have this spirit as all of these translate to changing the lives of people on the ground. Today as we wind up, UWBe is touching over 2 Million lives.

As you sieve through the pages, kindly remember every page is a reflection of our commitment and passion to our stakeholders. I would like to leave you with a couple of points that I felt deeply in the last few months.

- i) The importance of a comprehensive needs assessment and co-creation of the solutions with all the stakeholders*
- ii) The importance of strategic communication and using data to communicate the impact that an intervention is creating on the ground.*

One of the key aspects that never ceases to amaze me at UWBe is many times we may not know our beneficiaries by name and same from their end, yet we work with so much zeal and passion as if they are our own who need nurturing. I guess this is the difference.

One such Intervention is the cooked meal initiative to address the undernourishment of tribal children of Noolpuzha GP, Wayanad. I am amazed at how far we have come in this initiative which started as a simple strengthening of anganwadis to concentrate on the Nutrition of the child. For every Rupee invested in the child, the return is Rupees 7.5 as per our SROI studies. As India transitions to become the start-up capital of the world, UWBe works with the principle capital of the start-ups, our Children.

Strategic Communication is one of the crucial aspects. The amount of work that goes around; the number of mediums to let people know what we do, is a tough task. I must say that UWBe in the year 2024 took a giant leap in terms of changing our colour and tone of communication. We communicate IMPACT through tangible DATA, we communicate the NEED and PRIORITIES as statistics. We are communicating from the LENS of the COMMUNITIES which feels the impact.

2024 was gratifying, to say the least, and we realized that we are capable of bigger things. Here we are; embracing 2025 with renewed commitment, vigor, and confidence that as a team if we set our sights, we achieve.

Happy New Year 2025. God Bless. Thank You.



Gratitude
Rajesh Krishnan

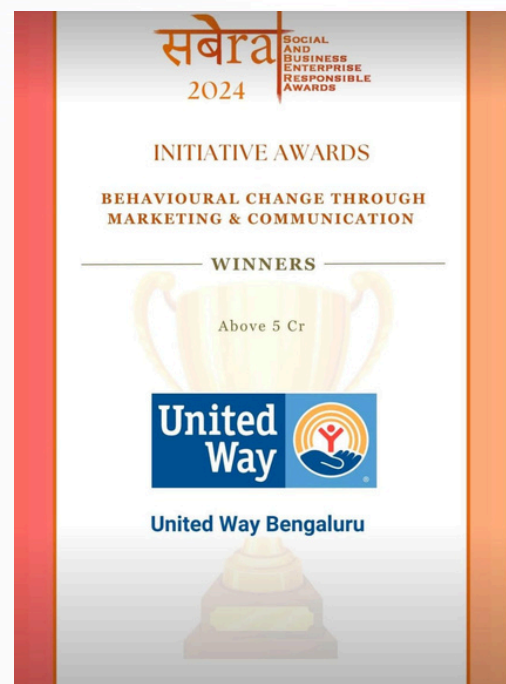
SABERA 2024 Award



On December 11th, we were honoured to be announced as the winner of the prestigious सबेरा SABERA 2024 Award in the category **Behavioural Change through Marketing and Communications**.

सबेरा SABERA is a social impact award & summit that highlights sustainable development initiatives by corporates, nonprofits, and individuals. It's larger objective lies in amplifying the good in society, building a positive narrative of India's success by acknowledging inspiring stories of impact and development.

We received the award for our **integrated behavioural change model towards addressing Malnutrition among tribal children in Wayanad**, implementing a cooked-meal initiative through Anganwadi Centres. Read more about this initiative on page 10.



Shaping Social Inclusion Through Sports

The culmination of yet another year of after-school football training for students, 4 teams from our training program participated in the **Football Tournament at Mathamangalam School in Wayanad**. Of the 15 teams participating overall, both of our teams in the Under-11 category walked away with trophies – the result of dedication, teamwork, and passion for the game.



Through our partnership with **Herbalife**, under the **Rural Rising** initiative, we have been supporting sports development for children. We've provided training and sports kits to 50 students across two schools, with coaches hired to work with the children regularly.

There are many benefits to playing football, and our students have built not just physical fitness through these training sessions, but also **essential life skills including discipline, teamwork, and confidence**.

However, the intention behind this program in this specific region goes further. The local population in Wayanad includes a high proportion of tribal communities, who often lack social inclusion in the community. These games have served to **bring children together over their shared love of football, acting to build social inclusion regardless of background**.



[View the video here](#)



How Mentoring Sessions Strengthen a Scholarship Intervention

Ever since 2015, **Applied Materials** have supported students of Kolar district with scholarships that enable them to pursue their higher education - from PUC to various streams of Diplomas & Bachelor degrees, and even Master's degrees. The support these students receive help them to afford entrance, college, and exam fees, various travel and logistical costs, and books and study materials.

What enhances this support and ensures that the students are holistically supported, however, are the **regular mentoring sessions** that they also receive. Dedicated volunteers from Applied Materials have taken time out to conduct workshops on a variety of topics for scholarship students over the years, upskilling them and equipping them with various life skills and the confidence to follow their goals.



Engaged students attend a mentorship session

Below are glimpses into some of our past and present scholarship students' lives.



Deepika's mother at her tea stall

A daughter of a single mother struggling to make ends meet, **Deepika completed her BSc** earlier this year after 5 years of scholarship support. Having secured a job as a Staffing Analyst in Bengaluru, she is **now able to support her family** in Bangarpet. This great milestone will transform her family's circumstances.



Prinitha & Anu have been scholarship recipients since 2017, and are now completing their MSc degrees. **Inspired by the mentoring sessions** they attended, the friends were **keen to give back to their community**. They have been conducting daily tuition classes for students of their village, free of cost, for the past 5 years. They **credit the sessions for their confidence and values**, having set them on a path of social service.

Madan, who now works at an interior design company, was a scholarship recipient between 2017-2020. He expressed that he probably **would not have completed his degree if not for the support of the scholarship program**, which kept him committed while he balanced studying and working to support his family.



Scaling Up our GendHer & ECCE Initiatives

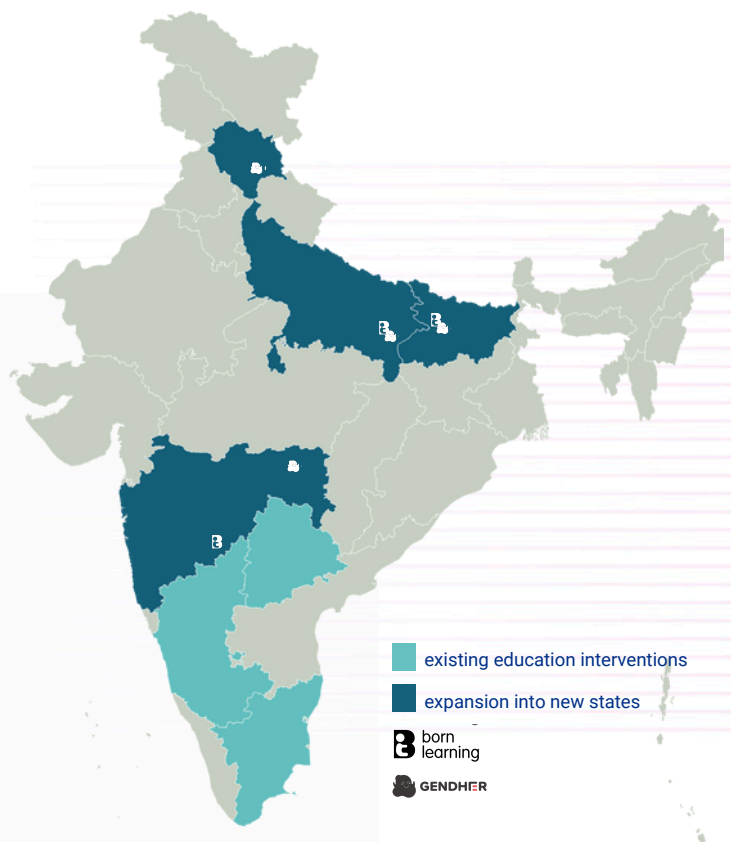
With significant efforts from our team and the support of **Kenvue**, our projects are expanding into multiple new states. Under our **Early Childhood Care & Education (ECCE)** initiative, we are implementing a new **first-1000 days initiative** to spread awareness about ECCD. Further, we are bringing our **GendHer initiative to new states**. This is aimed at addressing the prevalent taboos and lack of conversations around gender, by providing gender sensitivity and inclusion trainings.

These programs has been conceived and designed in alignment with the government objectives, as we obtain **buy-in and trust from the government** to bring our efforts to their states.

Our new states for this year include Bihar, Uttar Pradesh, Himachal Pradesh, and Maharashtra, with interventions located in **Patna, Varanasi, Baddi, Osmanabad, and Nagpur**.



Collaborative efforts of UWBe and Kenvue teams at the Baddi office.



Strengthening Karnataka Public Schools

The Karnataka Government has designed a Karnataka Public School (KPS) concept, which is in line with the centrally sponsored schools. As part of this plan, 176 KPSs had been opened in the state in 2018-19 initially which have now expanded to 285.

The main objectives of the schools are:

1. Providing quality education to address the economic & social barriers that restrict students from enrolling in higher education.
2. Making them model schools that are exemplary and guide the way for other schools with a holistic learning approach

This quarter, we have adopted three new schools where we will be working to strengthen the KPS system in alignment with the government.

Igniting Minds: STEM+ for a Brighter Future

Our interventions to strengthen education in government higher primary schools & high schools have included the provision of interactive STEM models and the establishment of STEM labs. By providing students with the **ability to engage hands-on with science learning materials**, we enable improved interest and learning.

Taking this beyond the classroom, science exhibitions are also organised for students of nearby schools to participate in. This serves as an **opportunity for them to learn through creating**.



Students demonstrate their science models

Scan to view some students
explain their innovative models
from a science exhibition



Student exposure visit to Nehru Planetarium



Students exploring at Visvesvaraya Museum

Student exposure visits are another means to promote interest and learning, with recent visits of 410 students organized to the planetarium, museum, and our partner **Collins Aerospace's** office.



Did You

Know?

STEM stands for **Science, Technology, Engineering, and Mathematics**. It fosters critical thinking, problem-solving, and a foundation for emerging fields like machine learning, artificial intelligence, and life sciences

STEAM is the **addition of Arts to STEM**, fostering creativity, collaboration, and communication. In schools, it focuses on building Higher Order Thinking skills like applying concepts, creating models, and solving real-world problems.

At UWBe, **we have begun transforming STEM labs into STEAM labs**, by integrating civic problem-solving sessions, competitions, robotics, arts and crafts, and team-based learning.

Lakes, Lakes, Lakes

This quarter, we have seen the completion of multiple lake rejuvenation projects, and the kick-starting of multiple others. Each lake that is rejuvenated through our **Wake The Lake** program undergoes a detailed number of steps, leading to an increase in water availability, improved groundwater recharge, and improved bio-diversity and ecology. Some aspects of lake rejuvenation are clearly visible below. The lake bed is desilted and lake bunds are created to strengthen the boundary of the lake.

Guttahalli Lake, supported by Broadcom

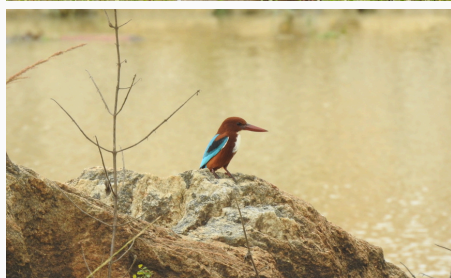


Invasive species are removed and remaining trees are preserved through island creation

Bommenahalli Lake, supported by Herbalife



When the contaminants are cleared from lakes, aquatic life can generally be seen thriving. Below are images of various **bird species spotted at Guttahalli Lake**, as captured by a member of our team.



A Plantation Unlike Others: Sidhlaghatta's Social Forest

We have now created a Social Forest plantation at Sidhlaghatta, with the support of **Happiest Minds**. In addition to the environmental benefits of planting **10,000 saplings across 25 acres** of land, this plantation provides a **social and economic benefit** as well. These saplings, belonging to 10 horticultural fruit-yielding species, bear fruit that will be sold as a source of income. This money will then be used for the development of the area, spent by the Taluk Panchayat on the minorities and lower classes in the taluk.



Mangroves Matter: Fishbone Channels

The intertidal waterways of Pulicat Lake are an ideal location to bring back the Mangroves that have been lost to a century of neglect and logging, an essential ecosystem with impressive carbon sequestration potential. We are implementing our flagship program **Mangroves Matter**, with **active involvement from corporate partner Mphasis and local community members**.

This quarter, we completed the **creation of fishbone canals, digging 30,000 metres around 32 acres of wetland**. This is an early stage of our mangrove rewilding projects, that improves inundation conditions by allowing water to reach each corner of the field channels. These structures are now ready for saplings of *Rhizophora mucronata* and *Avicennia marina* species to be planted.



Making Strides Towards Strong Public-Private-People Partnerships

One of our core approaches at United Way Bengaluru is to work in close connection with the local bodies in the areas of our interventions. By maintaining **strong relationships with the Panchayats** in all our Rural Rising focus areas, we gain a better understanding of the needs of our stakeholders, and ensure more efficiency in the projects that we implement. This quarter, we are proud to highlight a few moments of **new and strengthened relationships with various government partners**.

We were honoured to be one of few NGOs **felicitated by the Tiruvallur ICDS Department** earlier this quarter, receiving a memento from the District Collector for our TLM kit distribution project. With the **support of Caterpillar**, we had distributed Teaching and Learning Material (TLM) kits to 201 Anganwadi Centres, and provided them with training and feedback sessions. These interventions reached children across Tiruvallur block, Kadambattur block, and Sholavaram block.



Hathipura Anganwadi Centre (AWC), which we constructed with the **support of Alstom** last year in Baroda, Gujarat, has now become a **model AWC for the district**. The **Department of Women and Child Development** is using this as a model.

When refurbishing or building new AWCs, we aspire to create safe, appealing spaces for children to grow and learn. This is in line with Saksham Anganwadi guidelines. This AWC is solar powered as well.

We have recently signed an MOU with the District Collector in Wayanad, where we shall be implementing a variety of projects going forward, including a focus on disaster rehabilitation.



We are excited to announce that we will be taking our Rural Rising initiatives to a new location – with the **support of Alstom**, we now begin **new interventions in Madhepura, Bihar**.

Behaviour Change Efforts for Sustainable Change

In an exciting step forward, **our comprehensive intervention model addressing malnutrition in Wayanad** is now being taken forward by the department. We closed this quarter with a meeting conducted with the Noolpuzha Gram Panchayat members and the Wayanad DPO, where we planned for the sustainability of our existing interventions.

Context

There is a prevalence of malnutrition among children in the Aspirational District of Wayanad, attributed to a lack of nutritional awareness in the community, cultural eating habits, and the inaccessibility of affordable nutritious food.

The Behaviour Change Approach

Step 1: We **strengthen Anganwadi infrastructure**, to make them safer and more attractive for children to attend.

Step 2: We provide **updated meal kits & recipes** to Anganwadi Centres, in alignment with ICDS, so that daily cooked meals provided provide adequate nutrition.

Step 3: **Focused nutrition-based training** is provided to the Anganwadi workers and helpers to understand the importance of nutrition and home-cooked food.

Step 4: **Nutrition Promoters** are hired and trained to work within the community towards long-lasting behaviour change.

Step 5: **Co-Active Kitchens for Enrichment**, or CAKE, is a monthly community event where mothers are encouraged to practice cooking simple, nutritious meals together.

Step 6: Throughout, **anthropometric & other data is collected** for consistent monitoring of progress.

The Social Inclusion Factor

The Co-Active Kitchens have served a purpose beyond beginning a conversation on cooking nutritious food at home - they are an opportunity for mothers and children from various communities in the area to come together. These events act as a medium for the entire community to practice social inclusion, uplifting marginalized members of the community.



A visit by our senior leadership team and field team to a recent Co-Active Kitchen event



Mothers and children interact and sing songs while preparing meals at a Co-Active Kitchen

Wells Fargo's Welcome Home Campaign: Leading by Example

In yearly tradition, we were happy to partner with **Wells Fargo** for their **global volunteering campaign 'Welcome Home'**, with close to **10,000 volunteers** joining us over multiple months to participate in various activities across **Bengaluru, Chennai, and Hyderabad**. The volunteers included **members of the organization's International Leadership teams**.

They painted beautiful murals to create conducive learning environments for students at **3 Anganwadi Centres and 34 schools**.



Volunteers planted **8,500 saplings at different campuses across the 3 cities**. Bengaluru included fruit-bearing varieties of orange, lemon, pomegranate, and guava, and was set up with drip irrigation, while flowering saplings were planted in Hyderabad.



With the heads of Wells Fargo Philippines in attendance, volunteers interacted with members of local Karnataka Public Schools (KPS) as they painted eye-catching murals on the walls. Also at the event, our **CEO, Rajesh took the opportunity to explain the KPS system** and our approach to working with them. It is **motivating to see the leadership of organizations coming together to lead by example**, taking time to understand the ground reality of where their CSR efforts go.

Creating Climate Action Awareness Among Top Leaders: Target

We were joined by members of **Target's CSR team and top leadership** for an eye-catching volunteering event at Nimbekayipura Lake, to paint birdhouses and plant saplings on the lake islands. Together, they **created 25 bird houses, and planted 60 saplings**.



A highlight of this event was the time taken by the volunteers, as well as Rajesh, our CEO, to discuss and understand the state of the lake ecosystem. He debriefed the **current status of climate action, what is going wrong, and what needs to be addressed**, and described how our collective action is aimed at addressing climate change.

With more such **opportunities for top leaders to enhance their awareness of the ground reality, will come more fruitful conversations in boardrooms and stronger collective action**. We are enthusiastic about the work that we continue to do with all of our partners.



Volunteering & ESG : How We Join The Dots



11,091
Volunteers



33,273 hours
(Average 3hrs/Volunteer)



Volunteers from Corporate Partners (Oct-Dec'24)

Applied Materials
CBA
Deloitte
Delta Tech Hub
Flowserve
Herbalife
Marvell
Microsoft

OpenText
Pratt & Whitney
Swiss Re
Target
Ujjivan
UL India
VISA
Wells Fargo



UWBe Champion



Jyoti Gupta

Lead - Strategy Campaigns & Impact

Jyoti has played various roles at UWBe in the 6+ years she has worked here. Beginning as a manager in the education vertical, she has grown over the years to senior manager and then Operations Lead, until 2024 when she joined the newly formed Strategy Campaigns & Impact team.

Jyoti's journey at UWBe has reflected her leadership and adaptability. Her role has transitioned multiple times, involving monitoring and supervising external resources, managing partnerships, onboarding team members into new roles, devising strategy, and running national flagship programs.

Jyoti is easy to work with, and excels at dealing with challenges. She has pushed the education vertical to grow in various ways, most recently by conceptualizing new initiatives and campaigns to scale up projects to different locations.

Jyoti has recently been certified as a social impact assessor, and appreciates the opportunities she has received for personal capacity building. We wish her the best in her journey at UWBe.

Reflect, Reiterate, Recognise

As many members of our United Way Bengaluru team are based in field locations across the country, we were fortunate to have the entire organization gathered together in Bengaluru in October. The day served as a way for team members to connect with each other, reflect on the work we have been doing as an organization, and reiterate the goals of our 2.0 strategy that has been a major focus of the organization this year.



Rewards & Recognition



Satyapal Kamble
The Everyday Hero



Krishnaveni G
The Everyday Hero



Anil Kumar
The Growth Driver



Bhagya Kumar
Above and Beyond



Pechiammal M
Above and Beyond



Gouri Gururaj
Above and Beyond



Vinothkumar R
Raising the Bar



Vishruthi S
Volunteering Champion



Jassim Joy
Volunteering Champion



Gadigamma
The Hidden Gem



Sanhitha S
The Hidden Gem



Shiva Chethan
The Hidden Gem



Ranjith K
The Hidden Gem



Naveen Kumar K
The Hidden Gem



MNV Satyanarayana
The Hidden Gem

Rewards & Recognition



Arun Paul
Innovation Explorer



Hiba KM
Innovation Explorer



Prashanth CB
Circle of Joy



Ramakrishna PVS
Shining Star



Ajay SS
Shining Star



Varun Kumar
Culture Champion



Sherly Infanta
Circle of Joy



Akash Gite
Circle of Joy



Srinivas KV
Culture Champion



Vinod PR
Shining Star



Smita Singh
Shining Star



Jyothi MA
Pat on the Back

#AFieldDay Team Photography Contest

This quarter, we introduced a new monthly photography contest where our employees can showcase the heart of our work and interventions. This initiative is more than just capturing moments; it's about celebrating the efforts, passion, and conveying a story behind every snapshot. Here, we celebrate the winning photos from the months of November and December 2024.



Small hands, big challenges - change is coming
Satyapal Kamble



The best fighter is never angry
Pechiyammal



Change the world
Hiba K M



Aunty feeds us, I feed you
PerinAnn Katrak



Quenching thirst, flourishing life
Saravanan



ನಾವೇ ಭವಿಷ್ಯದ ನಿರ್ಮಾಪಕರು
We are makers of the future
Radha

About Us

United Way Bengaluru (UWBe) is a part of United Way Worldwide, the largest NGO network of over 1,100 chapters in 34 countries. Since 2008, UWBe has been dedicated to working in underserved locations and marginalized communities. UWBe marked a significant milestone this year as it completed its 15-year journey. Over 15 years, the organization's reach extended beyond Karnataka to ten other states, with a special focus on remote areas and aspirational districts. United Way Bengaluru works in a few key areas: Education, Health, Rural Development, Environment and Volunteering. Aligned with its mission, the organization brings together unified efforts from CSR partners, civic bodies and local communities to work collaboratively towards solutions. The organization carries a global image with a 'local heart' committed to creating meaningful change in the lives of the local communities.

VISION



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

MISSION



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

Our Flagship Campaigns



**RURAL
RISING**



GENDHER

ONE BILLI'N DR'PS
Sustainability Through Water Security



**Mangroves
Matter**



**born
learning**



alkyam



We are
Great Place To Work® Certified™

Recognized by Great Place To Work® India

United Way of Bengaluru

Building No. 5, 3rd Floor, Crimson Court,
Jeevan Bima Nagar Main Road, HAL 3rd Stage,
DOS Colony, Jeevan Bima Nagar,
Bengaluru, Karnataka 560075

www.uwbengaluru.org

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