



CHRONICLES

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Dear Readers,

Businesses have the potential to be powerful agents of positive change in today's rapidly evolving world. As the CEO of United Way Bengaluru, I firmly believe that businesses can drive environmental sustainability and embrace the principles of Environmental, Social, and Governance (ESG) to shape a better future for all. Here is how businesses can play a transformative role as thought leaders in driving sustainable practices and integrating ESG principles, positioning them at the forefront of a global movement.

Environmental Stewardship: Pioneering Sustainable Practices

Businesses drive innovation for environmental challenges by adopting energy-efficient practices and responsible supply chains for a greener future.

Social Responsibility: Driving Positive Change for Communities

ESG principles drive businesses to uplift communities with education, healthcare, and sustainable livelihoods, fostering diversity and innovation for equity.

Governance and Ethical Practices: Setting the Bar High

Thought-leading businesses uphold strong governance, build trust, and ensure success with inclusive decision-making and robust risk management.

Conclusion

Businesses lead a brighter future by embracing sustainability, environmental stewardship, and social responsibility, becoming beacons of positive change.



Rajesh Krishnan

CEO

With Gratitude
Rajesh Krishnan

Recognition

United Way Bengaluru was recently recognized by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) Southern Region CSR & Sustainability Award 2022 under the category **Excellence in Water Conservation**. The award was graced by distinguished guests Thiru Anbil Mahesh Poyyamozhi, the Minister for School Education, and Thiru Meyyanathan Siva V, the Environment Minister from the Tamil Nadu state government and delegates from ASSOCHAM.





Breaking Barriers, Building Dreams: Uniting Underprivileged Children through Sports in Wayanad, Kerala



Context

In early 2022, **United Way Bengaluru** (UWBe) and CSR partner **Herbalife** launched a rural development initiative under the "Rural Raising" flagship program in Wayanad, Kerala. The intervention aims to foster integrated development in the region, focusing on various areas such as education, sports and livelihood initiatives. The sports initiative stands out among its other significant initiatives, explicitly targeting underprivileged tribal children in a state known for its passion for football.

Progress and Expansion

The sports initiative started with four batches, each consisting of 30 children, training on different grounds. Within just six months, the batch sizes increased to accommodate 60 children. Currently, three boys' teams and one girls' team are formed due to this project. These young athletes actively participate in local tournaments, showcasing their dedication and talent.

Continuing the Journey

Buoyed by the success achieved thus far, Herbalife and UWBe plan to double their efforts in the coming year. The focus will be reaching out to more underprivileged tribal children in Wayanad, expanding the number of teams and training opportunities available.

By harnessing the power of sports, particularly football, these children have been given a chance to pursue their dreams, overcome challenges, and showcase their talent on various platforms. Through sustained efforts, Herbalife and UWBe aims to bring together more children in the region, ultimately igniting the spark in them to reach their full potential.

Addressing the Challenges

Recognizing the limited resources available for pursuing sports, especially for underprivileged tribal children, **Herbalife** and **UWBe** took prompt action to bridge the gap. They began by collaborating with local schools and authorities to secure playground permissions. Additionally, an experienced football coach was hired, and the necessary safety gear and equipment were provided to ensure a conducive training environment.

-Story contributed by Arun Paul and Ankur Nagaria, United Way Bengaluru

Early Childhood Care and Education intervention, Born Learning Campaign reaches Assam



Born Learning Campaign (BLC), the national level Early Childhood Care and Education (ECCE) initiative of United Way Bengaluru, is successfully scaling across geographies and reaching out to remote locations and aspiration districts nationwide.

The campaign made its first move towards working in India's gateway to the northeast region, Assam, along with Vikramshila Education Resource Society, our on-ground partner and CSR partner **Parexel**.



According to reports and ground survey data, Anganwadi Centres in Assam face certain challenges:



Infrastructure & resource constraints



Desired skills and training of Anganwadi Workers



Quality of services

To address this challenge, we joined hands with our CSR Partner, **Parexel**, and strengthened six Anganwadi Centres marking them as conducive to children. The intervention was inaugurated by **Shri Bivash Modi**, ACS Director, Women & Child Development, Assam, along with the leadership team from Parexel.



Creating a Cleaner and Conducive Environment for Children and Community in alignment with the Swachh Bharat Mission

Anganwadi Centre is meant to be a place to nurture and protect young children. Unfortunately, the Jalibenchhi Anganwadi Centre in Raichur was surrounded by heaps of garbage. None other than people themselves are responsible for being insensitive about this. The contamination of the area resulted in a breeding ground for various diseases. The contamination of the area resulted in a breeding ground for various diseases.

In response to this challenging situation in Raichur, **United Way Bengaluru** and CSR Partner **GE** collaborated with the Panchayat District Officer and Child Development Project Officer to organize a cleaning drive and **Janata Awareness Campaign**.

We found immense encouragement as 70 participants, including school teachers, the headmaster, youth, Anganwadi workers, college students, health department officials, community leaders, and panchayat members, united with us in this inspiring initiative.

Our objective was to raise awareness and foster a sense of responsibility within the community, ensuring their understanding of the importance of maintaining cleanliness in the area. This initiative is aligned with Govt. of India's Swachh Bharat Mission and the Government's Saksham Anganwadi initiative, which focuses on creating clean and conducive learning spaces for children, respectively.



Towards Health Equity



- According to reports, 1 in 700 newborns in India are born with a cleft
- 35,000 children are born every year in India with cleft lip and palate

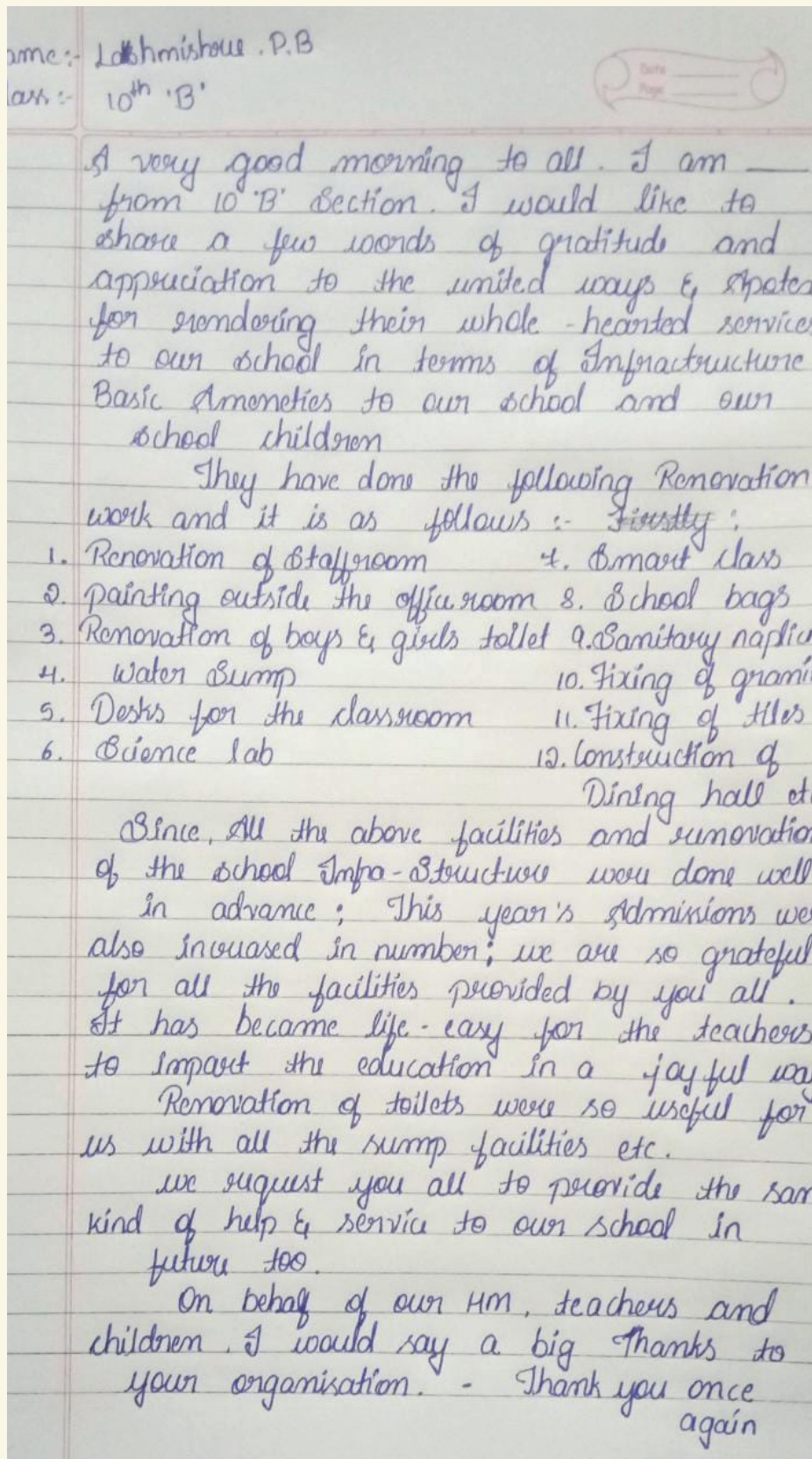
(Source: Indian Council of Medical Research)

A child with a cleft faces many challenges, including difficulties in eating, speaking, and hearing. A cleft is usually treated with surgery, but unfortunately, the starting price of a cleft surgery is ₹25,000, which poses a challenge for low-income families.

Deliver Health, in partnership with **United Way Bengaluru**, supported 27 cleft surgeries in Varanasi for children from low-income families. The project was implemented with Smile Train and G.S. Memorial Plastic Surgery Hospital And Trauma Center.

Not only have these surgeries helped children overcome their congenital facial disabilities, but they have also paved the way for them to lead a healthy and confident life.

A handwritten note from a Class X student



"The visions we offer our children shape the future"

-Carl Sagan



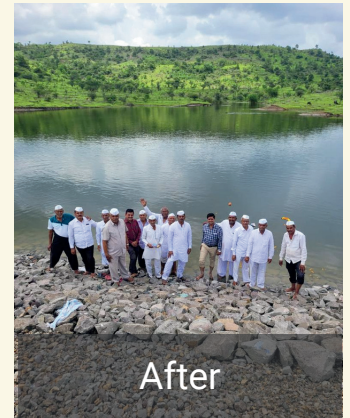
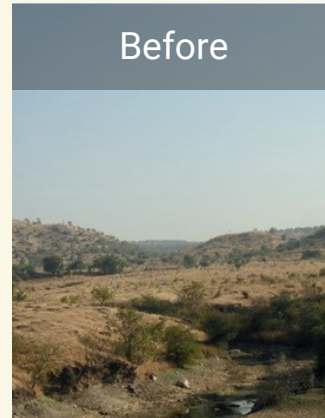
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Wed, December 07, 2022 10:

Ensuring water security through the restoration of a mini reservoir

Takalkarwadi & Dhorewadi villages in Khed taluk, located in the Pune District of Maharashtra, have a population of 2600. As per the Central Ground Water Board, a falling water level trend is observed in this region due to scanty rainfall. Besides only a couple of months of Monsoon, the area receives scanty or no rain, which leaves it dry, affecting the livelihood of the local people. The region is primarily mountainous, leading to massive rainwater runoff.



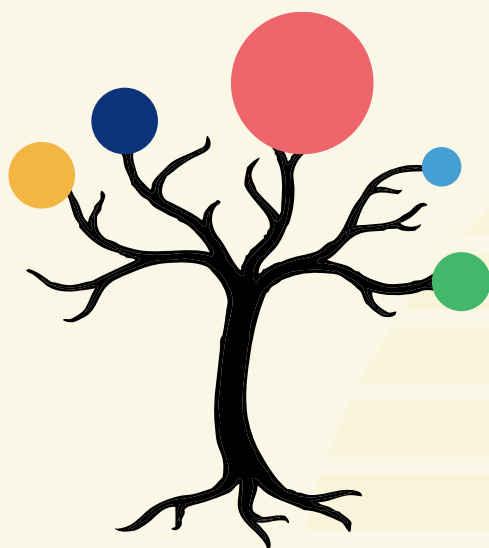
During the summer months, February to May, when the open and bore wells get dry, the community members and cattle struggle due to water unavailability. The community depends on paid water sources from the water tankers. Cattle do not get enough water to drink. Farmers are forced to migrate to towns and cities in search of work.

United Way Bengaluru and CSR partner **Northern Trust** addressed the situation by restoring a mini reservoir. The reservoir has been cleaned of silt deposits through various activities, and its water-holding capacity has increased.

The intervention has helped

- ① Create a potential to provide 2.42 crore litres of water to the villages
- ② Local community members including farmers
- ③ About 1000+ livestock from the village have been ensured of drinking water
- ④ In enhancing the groundwater levels and recharge of 30 open wells

FACT BOX



Forest Cover in India

- 76.87% Non - Forest
- 3.04% Very Dense Forest
- 9.33% Moderately Dense Forest
- 9.34% Open Forest
- 1.42% Scrub Forest

Source : <https://www.slideshare.net/UWBEMarcomm/indias-forest-status>

Nature Is Full of Fascinating Secrets

Hey, did you know that plants can communicate with each other?

Really? How?

Plants

are pretty awesome

- by UWBe Marcomm



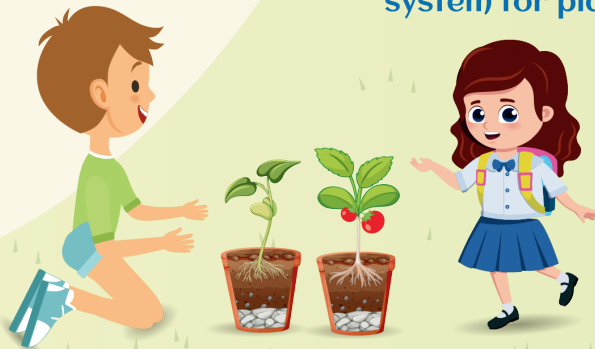
Well, they release chemicals into the air when they're being attacked by insects or pests.

That's interesting! What do the chemicals do?



The chemicals act as a signal to other nearby plants, warning them about the attack.

So, it's like a warning system for plants?



Yes, exactly! It helps the neighboring plants to prepare their defenses and protect themselves. Plants are amazing, right!

Absolutely! I had no idea they had their own way of communicating. Nature is full of fascinating secrets!



Women entrepreneurs walk the extra mile to advocate for sustainable practices in their communities

Under the **Rural Rising** intervention in Yellampalli Grama Panchayat, in the Chikkaballabpur district of Karnataka, **United Way Bengaluru** and CSR partner **Zebra** started an initiative to empower local women through a comprehensive women empowerment program. Twenty-five women from the community were identified.

Two mini garment/ tailoring units were set up at different locations. Over the past six months, these women underwent training in stitching cloth bags. These women participants have now started selling the bags to small businesses in their locality.



The intervention serves as a stepping stone in creating opportunities for women to break free from the confines of their households. It offers them a platform to liaison with district-level government officials, including the NRLM and establish market linkages.

On World Environment Day, they curated an exhibition at a government school showcasing the diverse range of cloth bags they had diligently crafted. The impact of their efforts reverberated throughout Yellampalli village as they engaged with the community, highlighting the environmental hazards posed by plastic usage and emphasizing the benefits of opting for cloth bags instead. They visited numerous shops, explaining the advantages of cloth bags while raising awareness about the detrimental effects of plastic on our planet and future generations.

Solar keeps the light on during monsoon



Continuous rain caused widespread blackouts in many rural areas in southern India. Thimmravthanhalli village in Mulbagal Taluk of Kolar District in Karnataka had a similar experience. With power cuts, it became challenging for the community members.

After the sunset, it added havoc to the lives of the community members. Amid the darkness, our clean energy intervention through solar streetlights has been of great help. The intervention is a joint venture of **United Way Bengaluru** and **Applied Materials**. As many as **94 solar lights** have been installed in the Gram Panchayat.



3M Equity In Action Day

On June 9th, **3M India** volunteers across India joined United Way of Bengaluru for **Equity in Action Day**, reflecting 3M's commitment to social responsibility. The activities were carried out in major cities, with unique activities benefiting 341 lives. The collective effort saw 81 volunteers across five locations (Bengaluru, Mumbai, Ahmedabad, Ranjangaon and Gurgaon).

The communities helped constituted of specially-abled individuals (children & adults), the elderly, people living with HIV, children from shelter homes and underprivileged backgrounds.



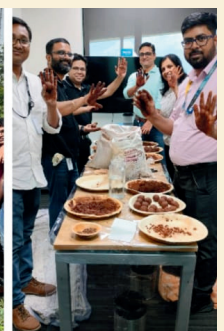
Western Digital and United Way of Bengaluru joined forces to rejuvenate the Mullur Lake



The partnership between **Western Digital** and United Way of Bengaluru flourished as they revitalized Mullur Lake in Sarjapura, Bengaluru. Despite heavy rainfall, over 100 committed Western Digital employees participated in a remarkable plantation drive, carrying umbrellas and unwavering passion. Their dedication contributed to a greener and more sustainable society, showcasing the power of collective action

The Earthworks campaign by Applied Materials is a great way to enable action towards environmental sustainability


Over 800 **Applied Materials** volunteers joined the Earthworks campaign, creating 5000 seed balls, 1300 paper bags, bird feeders from plastic bottles, and planting 700 saplings. Nine events took place in Chennai, Mumbai, Pune, Bengaluru, and Coimbatore, including a mural art painting activity at a Government school in Coimbatore.



Give... Grow... Change...



Corporate Partners	LM Wind Power	GEBE	Mercedes Benz
	Collins Aerospace	Continental	Tata AIG
	Wells Fargo	Western Digital	Telstra
	Amazon	Flowserve	3M
	CSGI	Availity	Cytiva
	Applied Materials	Apotex	Empower
	ANZ		Delta
	JPMC		Ingersoll Rand
	Alstom		





UWBe Champion



K. Radhakrishna Pradeep
Lead - Projects (Environment)

Pradeep's journey at United Way Bengaluru started in 2018. He has come a long way in the last five years because of his sincerity, hard work, and persistence. It is incredible to see him consistently pushing the bar. He is intrinsically motivated and capable of seeing the big picture plus the details of any project delivery. He considers his work more than a job and takes the initiative to go the extra mile.

Pradeep enjoys both the process and outcome of any task. He has an excellent collaborative sense and knows the art of delegating, which makes him an efficient manager. He is appreciated for his warm, outgoing nature and his willingness to lend a helping hand to support his co-workers.

A step towards Inclusive Change

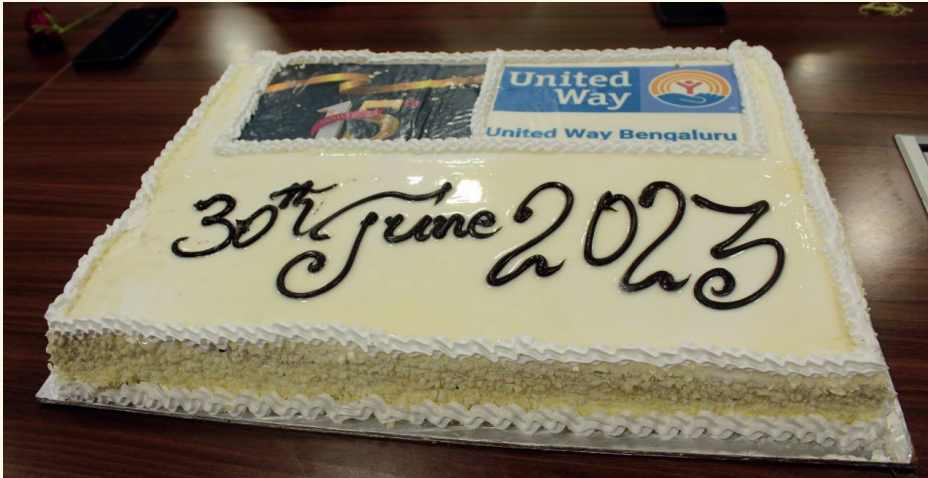


Reckoning the importance of acknowledging diversity, equity and inclusive spaces at work and in our communities, we organized an event observing the Pride Month, in our office. Rajesh Srinivas and Spoorthi from Sangama were the key speakers. They spoke about the challenges of the LGBTQ+ community, the need to respect diversity and individual preferences, and the need to create safe spaces.

World Laughter Day celebration at Work



UWBe turns 15!!



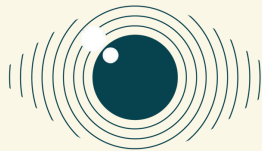
Birthday Celebrations



United Way Bengaluru (UWBe) is a part of United Way Worldwide, the largest NGO network of over 1,800 chapters working globally. Since 2008, UWBe has been dedicatedly working in underserved locations and marginalized communities. The organization "envision[s] a world where all the individuals and families achieve their human potential through education, income stability and healthy lives." Towards the vision, UWBe works in a few key areas: Education, Health, Rural Development and Environment.

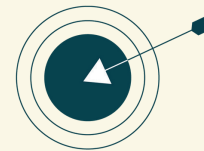
Aligned with its mission, "To improve lives by mobilizing the caring power of communities around the world to advance the common good", the organization brings together unified efforts from corporates, civic bodies and local communities to work collaboratively towards solutions.

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.

Our Flagship Campaigns



We are
Great Place To Work® Certified

Recognized by Great Place To Work® India

United Way of Bengaluru

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