

CHRONICLES

QUARTERLY NEWSLETTER || Jan - Mar 2024

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About Us





Dear Readers,

At the close of the financial year, our organization reflects on a quarter filled with diligence, as our team dedicated themselves to project completion, reporting, and documentation. These tasks are given priority, ensuring that we fulfill our obligations to our partners with authenticity and transparency.

We are proud to announce that our efforts have been recognized with several prestigious awards and certifications like the 'GuideStar' and 'Great Place To Work', for the second consecutive year. Additionally, we have registered with the **Social Stock Exchange**, reaffirming our commitment to social impact and financial transparency.



Rajesh Krishnan

CEO

This quarter marked the launch of a significant campaign, "**Mangroves Matter**," aligned with the aspirations of **COP28**, which highlights the shared responsibility of various stakeholders, including the government, corporations, local communities, NGOs, and others, in achieving environmental breakthroughs.

This newsletter, highlights developments in aspirational districts like Wayanad, Raichur and Dharashiv (Osmanabad), showcasing **United Way Bengaluru's** leadership in addressing pressing challenges in these regions.

Inspired by **Carl Jung's insight**, we recognize the traits that define achievers: **consistency, integrity, commitment, and courage**. As an organization, we strive to embody these qualities in our daily work, ensuring that we remain committed and consistent in our mission, uphold ethical standards, overcome obstacles, and embrace innovation.

As we move to the next financial year, I extend my best wishes to all our stakeholders. Together, let us continue to raise awareness, advocate for sustainable solutions, and collaborate towards a greener, more water-secure and sustainable future for all. Thank you for your continued support.

With Gratitude

Rajesh

NGO Leadership Award 2024



We are delighted to have been honoured with the "NGO Leadership Award" at the "World CSR Congress & Awards 2024" in Mumbai. The recognition means a lot to us and we are grateful for the support and trust we have received from all our stakeholders, partners and the community we serve. Let's continue to collaborate and contribute to society for meaningful change.

ICC Social Impact Awards 2024



We are proud to have received two recognitions - the **Indian Chamber of Commerce (ICC) Social Impact Runner-Up Award for Gender Equality and Women Empowerment** and the **Special Jury Mention for Promoting Education**. The two awards were presented for our 'GendHer' and 'STEM' initiatives implemented in govt. schools.

These awards were presented by **Shri C V Ananda Bose, the Governor of West Bengal** and **Dr. Andrew Fleming, the Deputy High Commissioner of the British Government**.

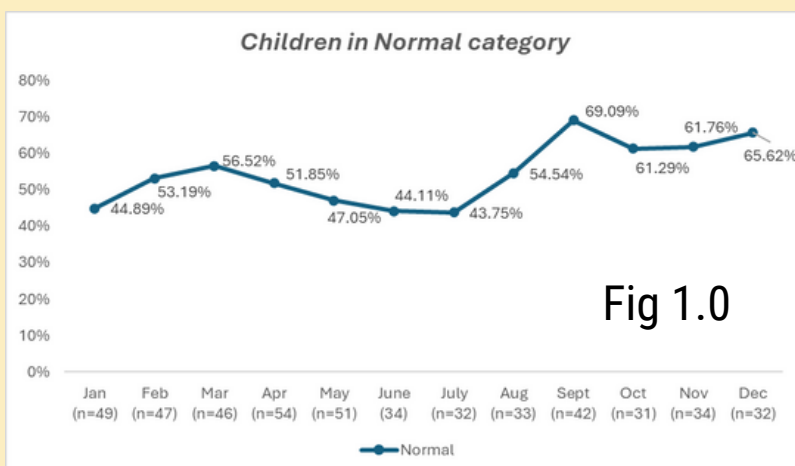
These are not just recognitions; they symbolize the years of dedication and hard work we've put in, and they serve as a motivation to continue making a difference in our communities.

From Aspiration to Action - Cooked Meal Intervention at Wayanad's Noolpuzha Gram Panchayat Helps to Address Malnutrition



The Noolpuzha Gram Panchayat in Wayanad is the second-largest tribal-populated gram panchayat in the state. In response to the urgent need for comprehensive interventions in aspirational districts of India, 'Rural Rising,' an integrated rural development program, was launched in Wayanad, Kerala.

To address the health and nutritional requirements of children, especially those affected by malnutrition within tribal communities, a distinctive 'Cooked Meal' intervention was conceived. Recognizing the irregularity of cooked food consumption at home among tribal groups, this initiative is crucial in tackling malnutrition issues and anaemia among mothers and children, as well as raising awareness within the community.



There is a gradual increase in the number of children categorized as normal in the one year of intervention (January 2023 to December 2023)

- In the month of January 2023 - **44.89%** (22 out of 49) of children were categorized into Normal
- From April to July 2023, there was a slight dip in the number of Normal children, not because of the lack of cooked meal intervention but because of the increase in the newly registered children who were deficient in nutrition at the time of joining.
- In December 2023, **65.62%** (21 out of 32) of children were categorized as Normal.

Anganwadi children receive nutritious meals three times a day, six days a week, benefiting **2400 children** aged 0-6 years across **30 Anganwadi Centres** and **1300 lactating mothers, women, and adolescent girls**. The positive impact of the Cooked Meal intervention is noticeable, with many children moving to a healthier state from the Moderate Acute Malnourishment (MAM) category. Please refer to (Fig 1.0).



In the Kallurkkunnu Anganwadi Centre, four children were in the MAM category, and a few were underweight. After one year of cooked meal intervention, there are no more MAM children, and all the children have attained a healthy weight. This achievement highlights one of the key objectives of our intervention, which we aspire to replicate in other Anganwadi Centres.



Recognizing the importance of involving mothers and ensuring behavioural change in cooking habits so that they can continue providing nutritious cooked meals to their children at home, a unique initiative called the Community Kitchen has been introduced in the program. Mothers are invited to Anganwadi Centres and encouraged to assist Anganwadi helpers in cooking meals for their children. So far, approximately 36 community kitchen events have been organized, with more planned for the future.

Twenty nutrition promoters, serving as influencers, are actively engaged in community mobilization under this initiative. They are crucial in conducting awareness sessions. The intervention is being implemented in collaboration with the Women and Child Development Department, Wayanad, and with the support of the District Collector. Special thanks to our CSR partners, **Herbalife** and **Broadcom**, for supporting the much-needed intervention.

- Story contributed by Arun Paul and Hiba KM

Nurturing Scientific Temperament Among the Next Generation

We are committed to a future where everyone, regardless of gender, can flourish and contribute meaningfully to science and innovation. With United Way Bengaluru's Science, Technology, Engineering and Mathematics (STEM) intervention, we support government schools by establishing STEM labs and providing a conducive learning atmosphere for all students, particularly encouraging girls to pursue science. Our STEM initiative has several distinctive features that set it apart:



Focus on Practical Knowledge

Designing and setting up STEM Labs, equipping them with resources and providing Do-It-Yourself (DIY) Kits for students, along with digital resources (digital content) tailored for each class in the STEM Labs.

Organizing STEM Enrichment Activities

DIY sessions, Observation Days like Math and Science Days, and Science model-making competitions are organized to create curiosity and excitement among students, encouraging them to explore STEM subjects.

Integration of Soft Skills

Volunteers facilitate interactive sessions for students and guide students in a range of fields to pursue higher studies and potential career paths.

Robust Monitoring System

This helps to track progress and assess the effectiveness of teachers' and students' usage and engagement of the STEM Labs. Monthly trackers and group discussions help to get both qualitative and quantitative data.

Over the past six years

STEM

initiatives in schools have engaged

40,000 students, with 50% of the participants being girls

Thanks to our CSR partners

SKF, AMD, Collins Aerospace without their support, this would not have been possible.

Born Learning Campaign's Journey in Raichur, an Aspirational District

In 2021, the **Born Learning Campaign** launched in Raichur, Karnataka, an aspirational district. Targeting **73 Anganwadi centres**, the initiative aligns with the Government of India's ICDS program to promote early childhood education, health, and nutrition.

Engaging communities predominantly comprising wage labourers proved challenging due to their limited awareness, time, and interest in educational and health initiatives. Overcoming initial resistance and suspicion among community members required the strategic involvement of key stakeholders, notably the Women and Child Development department, to build trust.

Sanitation, particularly open defecation, was a prevalent issue addressed through youth engagement and community mobilization efforts. Youth volunteers played a crucial role in raising awareness by utilizing various education and communication tools, including street plays and motivational wall art, through cleanliness drives and health campaigns.



The Born Learning Campaign has witnessed positive changes in Anganwadi Centers in its second year. With support from CSR partners like **GE HealthCare**, **GEBE Pvt Ltd**, and **Broadcom**, **United Way Bengaluru** is laying a solid foundation for their future development.

Reach



3000
Children



10,000
Community members
mobilized

Empowering Frontline Health Workers

As part of a comprehensive effort to address the evolving healthcare needs of the community members, especially from rural counterparts, capacity building of frontline workers such as Accredited Social Health Activists (ASHA), Auxiliary Nurse Midwives (ANMs), Community Health Officers (CHOs) is a critical component of our health programs. In collaboration with CSR partner **Empower**, we sensitized **57 frontline health workers**. From handling high-risk pregnancy cases to addressing mental health ailments, monitoring infant development, and providing care for women after miscarriage, the training sessions were comprehensive and practical.



The training significantly improved our skills, offering practical insights for our daily work. We gained proficiency in Basic Life Support techniques, essential for emergency situations, boosting our confidence to respond effectively. The interactive sessions were engaging and easy to understand, enhancing our ability to provide quality healthcare in our communities.

- Akshata KM, Community Health Officer

Celebrating a Milestone in Sustainability - We Completed over 4500+ Percolation Wells

Several rainwater percolation well projects were initiated last quarter across various parks and institutional campuses in Bengaluru. These were supported by many of our CSR partners.

This year marks a significant milestone as over **4500+ percolation wells have been successfully created**. Led under United Way Bengaluru's 'One Billion Drops' campaign, these percolation wells serve as reservoirs to capture and harvest rainwater, replenish groundwater, and mitigate the impact of water scarcity in Bengaluru. This would not have been possible without the dedication and support of our team members and CSR partners.

APTS Campus, Yelahanka



CSR Partner : Baker Hughes

We are passionate about shaping future generations. This year, we engaged with **16 government schools** and disseminated awareness among **1600+ students** in Bengaluru. We emphasized topics such as percolation wells and their importance in water conservation. By instilling this understanding in young minds, we empower students to take the message forward to their homes and communities, sparking a ripple effect of change.



Mangroves Matter: A Campaign to Restore Mangrove Ecosystems

Recent reports indicate a staggering loss of about 35% of mangroves between 1996 and 2000, highlighting a concerning trend in environmental degradation. Mangroves are crucial for stabilizing coastlines and combating climate change by sequestering carbon at a rate five times greater than tropical forests.

Despite their importance, mangrove cover in India remains low, at just **0.15%** of the country's total area.



United Way Bengaluru (UWBe) has launched the 'Mangroves Matter' campaign. It began with Pulicat, a coastal town near Chennai, Tamil Nadu. The initiative aims to rewild 1 million mangroves across 100 acres; the Pulicat coastline spans 720 sq. km and is India's second-largest brackish water body.



Mangroves Matter

However, human activities and natural causes have declined the lake's depth, endangering biodiversity and local livelihoods. The campaign focuses on environmental restoration and collaborates with the Irula community to create livelihood opportunities through shrimp and fish cultivation. UWBe plans to expand the campaign to other regions, including Andhra Pradesh, Karnataka, and Kerala.



Our CSR partners like **Mphasis**, **Alstom** and **Flowserve** have pledged their support to this cause, dedicating the rewilding of mangroves in Pulicat.



Building Bonds Beyond the Classrooms : Annual Sports Meet

Under the Rural Rising initiative, United Way Bengaluru partners (UWBe) with **Applied Materials** to implement a scholarship cum mentorship program for underprivileged students. An annual sports meet is organized each year to promote physical activity among youth, impart valuable life skills through various games and activities and serve as a significant source of motivation for all participants.

This year marked the second edition of the Annual Sports Day held in Mulbagal Taluk, Kolar district, Karnataka. Approximately 100 program participants and 25 volunteers enthusiastically took part in the event, which was jointly planned by UWBe and dedicated volunteers. Special thanks to **Applied Materials, Inc.** and their employee volunteers for their leadership and commitment.



Preserving Heritage, Empowering Youth



Silambam, an ancient martial art, is not just about combat but symbolizes a cultural legacy that instills practitioners' resilience, confidence, and discipline. Such school initiatives prepare children with physical and mental conditioning, which is also a part of the learning process.

In Coimbatore, under the 'Rural Rising' program, **60 boys and girls** from Maileripalayam Government High School in Madhukkari Block are currently being trained in Silambam, supported by our CSR partner, **Flowserve**. This intervention preserves art and promotes physical and mental well-being. Through Silambam, students gain valuable skills and confidence. Students are provided healthy snacks sourced from a local community elder.

Recently, our students showcased their talent at **the National Championship 2024**, organized by the World Kalari Federation.

Nurturing a Love for Reading: Setting up Classroom Libraries

A 'Classroom Library' initiative has been introduced across **39 govt. schools** in Dharashiv district (formerly known as Osmanabad), Maharashtra. This initiative is supported by CSR partner **Broadcom** and aligns with the Zila Parishad's vision to establish classroom libraries in government schools district-wide.

Libraries have been set up for 117 classes for students of grades I to V and stocked with age-appropriate books in Marathi, Hindi, and English, with a predominant focus on the native language, Marathi (50% of the books) and the remaining books in Hindi and English. This approach initially aims to captivate students' interest in reading by offering books in their mother tongue while providing them with diverse options in different languages.

The classroom library set-up is strategically designed vertically to require minimal space. While the design may seem basic, it prioritizes simple elements such as ensuring books are within easy reach and using non-metallic shelves ensures safety.

The initiative **benefits over 2000 children** who can immerse themselves in seeing colourful pictures or reading stories of their choice at any time instead of waiting for their teachers to take them to the school's main library on scheduled days. When you see beautiful books hanging in front of you, who can resist turning the pages?



Paper Bag Making

Global concerns about plastic usage have always been in the spotlight. While change won't happen overnight, we at UWBe are actively organizing volunteering events to make paper bags, a step towards creating a positive change.

A heartfelt thank you goes out to **Silicon Valley Bank** and the 50 volunteers who actively participated in creating **1500** paper bags. In the fiscal year 2023-2024, we successfully mobilized over 3000 volunteers from diverse corporate organizations, creating **44,000+** paper bags.



OpenText Food Bank Campaign

Screenshot of a LinkedIn post shared by our **CSR partner, OpenText**, serves as validation for the volunteering event we organized in collaboration with our partner, OpenText.



Guruprasad S • 2nd

Vice President Of Engineering at OpenText

1mo • 

Through the **OpenText** Food Bank Campaign, we could provide bulk food packs to 10+ NGOs (children's homes, old age residences, patients needing support, housing children/elders with special needs, rehab center etc.) and to about 475 individual impoverished families in Bangalore. Each bulk pack containing groceries/ration that could last for a few weeks depending on the number of inmates and the family pack containing groceries/ration to support a small family for about a month.

Executing this program with support from **United Way of Bengaluru** and with volunteers of our company to distribute the food packs over a couple of days last week. Thanks OpenText colleagues who donated for this good cause, **OpenText** for creating a platform as well as doing a matching contribution & to our volunteers who helped in distribution.

Feels good to be part of this program and being able to make a positive difference to those who are needy and underprivileged, in whatever limited way we can.

Volunteering & ESG: How do we join the dots?



1063
Volunteers



143 Hours
(Average
3hrs/Volunteer)



iVOLUNTEER AWARD



United Way Bengaluru announced as a finalist under the category
Leader in Volunteer Engagement



UWBe Champion



Jassim Joy

SENIOR EXECUTIVE - CORPORATE RELATIONS

An engineer by qualification, Jassim ventured into the IT sector at the beginning of his career. However, his career took a turn when he realized something was missing. Driven to make a real difference, he listened to his heart and pursued a degree in Masters in Social Work (MSW). Jassim became a university rank holder and this was the beginning of his journey in the development sector.

As a part of the corporate relations team at United Way Bengaluru, Jassim has the ability to build relationships that shine through. For him, it's not just about the job; it's about making genuine connections that come naturally. Jassim takes centre stage when organizing volunteering events for corporate partners, stealing the show with his infectious energy. Despite undergoing a personal crisis recently, like recovering from an accident, Jassim was not deterred from leading from the front at volunteering events soon after the recovery phases.

Jassim is our in-house performer and does not fail to mesmerize us with his spectacular dance performances at any cultural program organized in our office.

Celebrating Five Years of Dedication and Growth

We extend our heartfelt congratulations to the team members who have completed a remarkable five-year journey at United Way Bengaluru (UWBe). We wish you all the best for the future and hope for many more years of success and fulfilment at UWBe.



L-R : Lokesh Gujjarappa, Srinivas KV, Venkata Sudhakar, Jyoti Gupta, Sanjeeva Raju, Victor Vinod

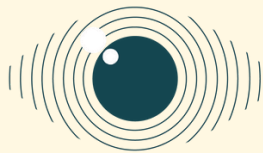
International Women's Day Celebration

On International Women's Day, we celebrated the dedication of our female team members across various locations. We also took the opportunity to show our gratitude to women front-line workers who play a significant role in the community, such as **Anganwadi workers, women involved in well-digging, Accredited Social Health Activists (ASHA)** and **Auxiliary Nurse Midwives (ANMs)**. The celebration's highlight was the panel discussion organized to explore the transformative journey of these incredible women, their invaluable roles at home and in the workplace, and the shift in decision-making power.



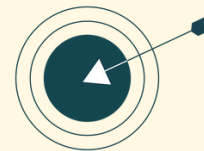
United Way Bengaluru (UWBe) is a part of United Way Worldwide, the largest NGO network of over 1,100 chapters in 37 countries. Since 2008, UWBe has been dedicatedly working in underserved locations and marginalized communities. UWBe marked a significant milestone this year as it completed its 15-year journey. Over 15 years, the organization's reach extended beyond Karnataka to eight 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 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



RURAL
RISING



GENDHER

ONE BILLI'N DR'PS
Sustainability Through Water Security



Mangroves
Matter



born
learning



aikyam



We are

Great Place To Work® Certified

Recognized by Great Place To Work® India

United Way of Bengaluru

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