

# CHRONICLES

QUARTERLY NEWSLETTER || JAN - MAR 2025

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About Us



Dear Readers,

*Wow! Roller coaster ride it was ... FY 24-25.*

*A Year where new milestones were reached.....*

- *2 million lives positively impacted*
- *Operations in 16 states*
- *187000 volunteering hours undertaken by 29500 volunteers*
- *Growth of over 70%*
- *Our flagship campaigns are gaining momentum... Mangroves Matter, GendHer, One Billion Drops etc.*



*We began the financial year with an objective to roll out UWBe 2.0, a VISION where we see ourselves transition from a 'Match Maker' to becoming a 'Problem Solver' and a 'Master Implementor'. Any transition is a marathon and not a sprint. I am glad we have embarked and are moving in that direction. It is imperative that transitions are navigated well for desired outcomes and we are doing just that.*

*The team has earned the goodwill and trust of our stakeholders, which is reflected in the overall performance. Primary among them are our Corporate partners. We are extremely grateful and thankful for your support. Thank you for believing in us.*

*I have always mentioned this many a times, we are not perfect; sometimes we feel disillusioned as outcomes are not as we have envisaged. This can create friction. However on one important aspect I wish to assure you; we are extremely hardworking, committed and good people who have their heart in the right place, always willing to learn from mistakes and surge ahead.*

*Kudos to the entire team whose passion creates the magic on the ground, regards to our Board Chair and Directors for their belief in the team and the causes we work on and gratitude to all our stakeholders who wish well for us.*

*There has never been a dull day at United Way Bengaluru. With your support, we are looking forward to FY 25-26 with zeal, enthusiasm and passion.*

*Thank you and god bless.*

*Gratitude*

*Rajesh Krishnan*

## Welcoming the Global Leadership: Visit from United Way Worldwide

The President & CEO of United Way Worldwide, Angela F. Williams, visited our office on February 19th. This visit was a wonderful means for us to connect with the wider United Way family, sharing the impact of our diverse interventions, and allowing for conversations around our collective vision for creating lasting positive change.

We unveiled the rainwater percolation well prototype at Indira Gandhi Musical Fountain Park, and felicitated the well-digger couples who understand the art of digging wells.



As part of our livelihood interventions, the e-rickshaw driving women known as 'Autosarathis' connected with Angela to share their inspiring stories of resilience and personal journeys.



The whole team visited and enthusiastically interacted with the children and staff at an Anganwadi Centre, understanding the importance of our 'Born Learning Campaign' that works toward building safe and conducive learning environments for early childhood education and care.

## Impact Amplified: The 7th ICC Social Awards

We're proud to announce that United Way Bengaluru has been honoured with **two prestigious awards** at the **7th ICC Social Impact Awards 2025!**

Our work in **Wayanad** was celebrated under the **Healthcare** category for making meaningful strides in community well-being. Our one-of-a-kind **Safe Space Centre** for the LGBTQ+ community, under the campaign '**AIKYAM**', was recognized under the **Diversity, Equity & Inclusion (DEI)** category.

*Read ahead to page 6 for a recent update about our Safe Space program!*



## Little Learners, Big Support: Parental Investment in Anganwadi Centers

Through our **Born Learning and Rural Rising** campaigns across different areas in the country, we work extensively with Anganwadi centres: strengthening their physical infrastructure by building kitchens, toilets, and compound walls, adding drinking water supplies & nutrition gardens, providing suitable teaching & learning materials, and training the workers and helpers so that they are well-equipped to enable early childhood education & development.

While we interact directly with Anganwadi workers, we have witnessed the wonderful efforts of these investments on a different stakeholder! Especially in recent times, parents of the communities we work with have been stepping up to contribute additionally to the centres that their children attend.



Following multiple other appealing improvements at his son Koushik's Anganwadi Centre, it emerged that there was no conveniently available drinking water. Enthusiastic to contribute to the improvements in the centre, Revanna generously provided a **high-quality water filter** for use by his son and other children of the centre.



Sonne Basavanahalli AWC, Hoskote, Bengaluru Rural District

Parents in many centres are happy to step up in cases where blocks have a shortage of helpers assigned, with mothers and grandmothers spending their days to support the teacher & help care for the children.



Ms. Rajeshwari, AWW, at Sidhanaickenpalayam AWC nutrition garden, Sultanpet, Coimbatore District

Ms. Rajeshwari enthusiastically grew various vegetables in the kitchen garden installed in her AWC. Whenever there were extra vegetables, she would give them to the students' mothers to take home.

Soon the mothers were **bringing seeds** from their farms to plant in the Anganwadi garden. Seeing the direct benefits provided by this garden, the parents' investment in the garden grew, and shortly after, some of them came together to **build an irrigation setup for the centre**. Now, Ms. Rajeshwari simply needs to turn a tap on briefly for the garden to be watered.

## Avifauna & Herpetofauna Assessments at Dr. MH Marigowda Centre for Plant Conservation & Development, Koratagere

**Objective:** To systematically assess the diversity and distribution of birds, reptiles, and amphibians. Assessments were carried out over a period of 4 days in March 2025. Opportunistic sightings of other taxa such as mammals, butterflies, spiders, etc. were also recorded.

### 75 bird species



Indian White-eye

### 11 amphibian species



Indian Cricket Frog

### 11 reptile species



Barred Wolf Snake

### 5 mammal species



Blackbuck

The horticulture department had conducted an avifauna assessment in September-October 2021 where they recorded 37 bird species. Afforestation efforts, including UWBe's dense forest & thorn forest plantations, have assisted in improving the habitat and microclimate, resulting in **100% increase in number of bird species.**

### UWBe in Doddasagger Botanical Garden

- **Thorn forest: 2,500 saplings** belonging to 11 arid and semi-arid native species
- **Dense forest: 1,00,000 saplings** belonging to 77 native species.
- We have **created 3 ponds** within the Botanical Garden.
- The **carbon sequestration potential of the plantations is a combined total of 1,62,939kg CO2 per year.**



Oriental Honey Buzzard

**Three long-distance migratory birds** were sighted. These travel from Central Asia to India during the winter, and will return to their home range post winter where they breed.



**Booted Warbler** (pictured left), **Syke's Warbler** (not pictured), **Pallid Harrier** (pictured right)



3 threatened species as per the IUCN Red List were spotted at the site

- **Near Threatened (NT):** Asian Woolly-necked Stork and Pallid Harrier
- **Vulnerable (VU):** River Tern



## Scaling Impact: Training Teachers & Anganwadi Workers

Last quarter, we were excited to announce our first-1000 days and GendHer training initiatives spreading into 4 new states across North India. We have conducted training sessions for Anganwadi workers, school teachers, children, and mothers, with the understanding that they will further spread the impact of what they have learned. This saturation approach spreads into nooks and corners of the country, creating a better learning environment for numerous teachers and children.

**First 1000 days:**  
Nurturing Healthy Beginnings



**GendHer training**  
Encouraging an equal start



- First 1000 days training covers topics such as:**
- Care of pregnant women
  - Stages of early childhood & achieving developmental milestones
  - Mother & Child protection card
  - Medicines and supplements for maternal and child health



- GendHer training covers:**
- Behaviour change communication on adolescent health & hygiene
  - Capacity building of teachers on menstrual hygiene management
  - Capacity building on ensuring gender inclusivity



*"The training has not only enhanced my understanding of these dynamic topics but has also strengthened my ability to provide better guidance and support to the mothers and children in my community."*

*-Snehal Singh, Anganwadi Worker, Chowkaghat, Varanasi*

- **New states:** Bihar, Uttar Pradesh, Himachal Pradesh, and Maharashtra
- **Specific locations:** Patna, Varanasi, Baddi, and Osmanabad.

## Building Equity, Advancing Health: Our Ongoing Commitment

### Launch of our second Safe Space Centre for the LGBTQ+ community!

The official inauguration of **UWBe's second Safe Space Centre** in Bengaluru under the '**AIKYAM**' campaign took place on 7th March 2025.

This centre, made possible by the support of **HSBC**, is dedicated to providing holistic services in one accessible space, to address the unique needs of the LGBTQIA+ community.



Medical support



Mental health care



Assistance accessing legal entitlements



*Multiple stakeholders came together through a palm-printing activity symbolizing unity and creative expression*

The following assistive devices have been provided for people with disabilities, with the support of **State Street**:

- **KIBO** or **Knowledge in a Box**, which translates written content into audio, digitizes, and translates content
- **Smart Vision glasses** for visual impairments that inform the user of their surroundings
- **Neo Motion vehicles** for mobility & livelihood opportunities



### Strengthening community health services in Nelamangala, Karnataka

Nelamangala Taluk hospital, with the support of **ABB**, received a complete renovation, enabling them to better cater to their patients, providing quicker and more efficient services in a cleaner, more organized space.



*Administrative Health Officer Dr Soniya shares in detail all of the changes in the hospital – scan the code to watch.*

## Wheels of Change: Women Driving Livelihood Progress

In a noteworthy initiative, women have been provided with e-autos as a means of sustainable livelihood. They are upskilled to operate the autos, and partner with aggregators such as Namma Yatri, through whom they are also trained on using the app to efficiently manage ride requests.

Over this quarter alone, **38 Auto Sarathis** have received e-rickshaws with the support of multiple corporate partners: **Continental, Fivetran, GE Aerospace, State Street, and Deliver Health**, a number which will cross 100 over the course of the year.

A majority of these distributions took place on **International Women's Day**, at the City Armed Reserve Headquarters, Parade Ground in Bengaluru. The initiative is supported by Parihar, an initiative of the Bengaluru Police Commissioner's office dedicated to **creating sustainable livelihood opportunities for distressed women**.



The initiative highlights the power of Public-Private-People partnerships in fostering financial independence, particularly for women with challenging situations.



The women who received autos have shared personal stories of their challenges, ranging from domestic violence and physical disability, to financial struggles of being single parents, and supporting family members with health concerns. Each of them has shown grit and determination to improve their situations for themselves and their families. Many started out by learning to drive and renting autos independently.

However, now, by owning their own e-autos, which are provided with smartphone connections, there is no pressure of a monthly rental cost and **the women are able to make consistent savings**. They have also been trained & onboarded onto the Namma Yatri app, through which they can directly connect with customers and keep track of their rides and earnings.

## Mangroves- Roots That Breathe, Forests That Protect

This quarter, under the '**Mangroves Matter**' campaign, we have completed the **plantation of 70,000 mangrove saplings** of *Rhizophora mucronata* and *Avicennia marina* species. This sustainable mangrove plantation initiative in the southern tail region of Pulicat Lake, Tamil Nadu, was made possible by the partnership of **Mphasis**. The primary goal of the initiative is to restore ecological habitats for various bird species such as painted storks, spot-billed pelicans, and pond herons, while supporting local livelihoods dependent on prawn and shrimp hand-collection and net fishing.

There have also been efforts towards a **carbon credit feasibility study**, following VERRA certified Carbon Standards, prepared by Infinite Environmental Solutions. The 50-hectare mangrove plantation project is projected to **generate approximately 30 carbon credits per hectare annually**.



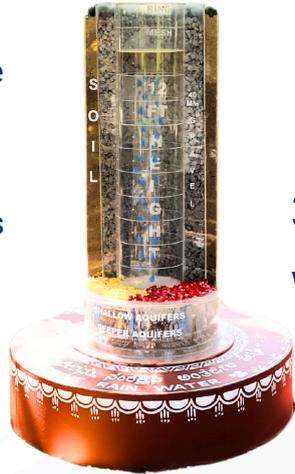
**World Wetlands Day** in February was marked with events to raise awareness on wetland conservation. Over 50 children joined a themed **drawing competition** at Sathankuppam, while MSc. Zoology students from Presidency College visited a mangrove site to **witness UWBe's restoration efforts**.

**New Location Update:** We will now be spreading our mangrove rewilding efforts further, venturing into Kudikadu in Cuddalore district of Tamil Nadu.

## The Multi-Faceted Approach of One Billion Drops

One Billion Drops aims to enhance the depleting groundwater levels by conserving rainwater. The project intervention involves an integrated approach where social, technical, and environmental aspects are blended during the intervention phase.

Over the past 3 months, we have constructed **2,344** percolation wells across



These will contribute to **3.5 mn litres** water conservation potential

Awareness sessions are an important part of the campaign, aimed at **educating people on the status of ground water and water shortage concerns in Bengaluru**. The functioning & process of recharge pits is explained using videos and animation, as well as miniature models of the percolation recharge pit.



In this final quarter,

**27** awareness sessions were conducted for **2,113** school students



Felicitation of the **Bovi Vaddar** (Well Digger) community, who apply their specialised skills to manually dig wells with precision.

We are currently conducting a **longitudinal impact assessment** of the One Billion Drops project, with technical guidance from IIT Madras, to **evaluate the effectiveness of the percolation wells** constructed across Bengaluru Urban. It will measure the project's **long-term impact on groundwater recharge, water quality improvement, and soil moisture retention**.

By analyzing data at micro & macro levels, UWBe will refine strategies for better water management and ensure lasting benefits for the community.

## Countrywide Snapshots: Rural Rising at Work



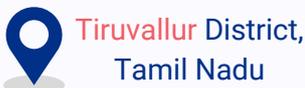
Students of Ghoghamba Government Model School earned the Education Award at the "Hack to the Future" State Level Hackathon 2025. The STEM Lab installed in their school with the support of corporate partner **GE Vernova** allowed them to develop a Smart Electricity Pole – a life-saving innovation designed to prevent accidents and infrastructure damage during storms.



Students of nearby government schools and degree colleges have been thrilled by the convenient access to a Community Library. Constructed in Mulbagilu earlier this year with the support of **Applied Materials**, this serves as a space for them to learn typing, complete their projects with internet access, and use applications such as paint to express creativity.



The library also serves as a community space, where scholarship students gathered on Women's Day for games and group discussions, and SHG members were appreciated for becoming independent decision-makers.



In Thangal Perumbulam Panchayat, a coastal area in Tamil Nadu, fluctuating weather conditions & natural disasters have occasionally resulted in unreliable access to electricity. The area also lacks regular access to potable water. In order to address these needs, **MUFG** has recently partnered with us to install 66 solar street lights and 2 solar-powered community water ATMs in 2 villages of the panchayat.

The community members now have readily available water to drink and cook with, as well as reliable streetlights to ensure visibility in the early morning and late evenings, which will not be impacted by the heavy rains or other weather concerns.



## Countrywide Snapshots: Rural Rising at Work



**Anamalai** has been identified as a **Focus Block** by the **TN State Planning Commission (SPC)**, and in February, a full-time member of the SPC Mr. Srinivasan visited a UWBe-supported Anganwadi as part of a discussion to explore the potential for convergence. UWBe was also one of few NGOs recognized by District Collector Pavankumar Giriappanavar, IAS at the CSR/CSO Regional Convergence Conclave hosted by Coimbatore District Administration.



**Thematic area: Health & Nutrition**



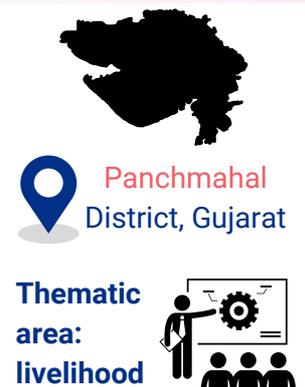
At a press meet in Wayanad, the **Noolpuzha Gram Panchayat** announced the closure of the **3-year 'Nutrition Initiative'** supported by Herbalife and Broadcom, and committed to sustaining the cooked meal program in 42 Anganwadi Centres.

By taking ownership beyond the CSR phase, the Panchayat has set a strong example for similar interventions across Kerala, and potentially Pan India, to sustain this program.



Observing that multiple youth who appeared for defense exams were unable to pass the physical examination, UWBe with the support of **GE Vernova** has been providing defense training to boys in the community. With a highly skilled ex-army trainer as their mentor, they have begun appearing for the exams, many of them qualifying for the first time. The program has also had other positive impacts on their lives, building character and ensuring healthy lifestyles.

We are now exploring the possibility of expanding this program to include girls, as girls in the community have been expressing their interest in receiving defense training.



## Sports Day: Game Faces On, Let the Fun Begin!



For the 3<sup>rd</sup> consecutive year, **Applied Materials** & United Way of Bengaluru organized the annual **sports day event** for scholarship students in Mulabagilu Taluk. **Seven different sports events**, including a number of races, kho-kho, kabaddi, volleyball, and throwball were organized, and students and volunteers - close to 50 from both organizations combined - participated with excitement.

The sports meet aims to **promote physical health and activity** among youth, **impart valuable life skills** such as leadership, team-building, collaboration, and perseverance, and serve as a significant source of **motivation** for all participants. Despite continuous rain throughout the day, participants eagerly ran, played, and enjoyed each event organized.

The 69 students who participated are all recipients of this year's scholarship program, who receive regular mentoring from the volunteers at Applied Materials. The regular efforts from the volunteers were evident to see, and much appreciated.



## Celebrating New Beginnings with Toyota Through Mural Art

Members of **Toyota's** team joined us this quarter in two field locations, to witness the impactful interventions they have contributed to and participate in volunteering events.



In Ramanagara, Karnataka, where they have supported 5 government schools with toilet refurbishments, 40 volunteers - with members of their senior leadership team - came together to paint murals.



In Tiruvallur district of Tamil Nadu, to celebrate working in TN for the first time, volunteers painted murals and inaugurated 125 solar lights that were installed.

## Muddy Feet, Big Impact: Volunteers in Action at Pulicat

This quarter, 6000 mangrove saplings have been planted with the support of donors Alstom & Flowserve, including events through which the volunteers themselves planted the saplings.

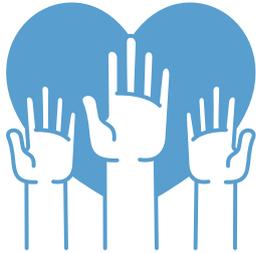


22<sup>nd</sup> February: 51 volunteers from **Flowserve** planted 250 mangrove saplings



29<sup>th</sup> January: 9 volunteers from **Alstom Chennai** planted 100 mangrove saplings

# Aligning Action with Impact: Our Volunteering & ESG Journey



**1,640**  
Volunteers

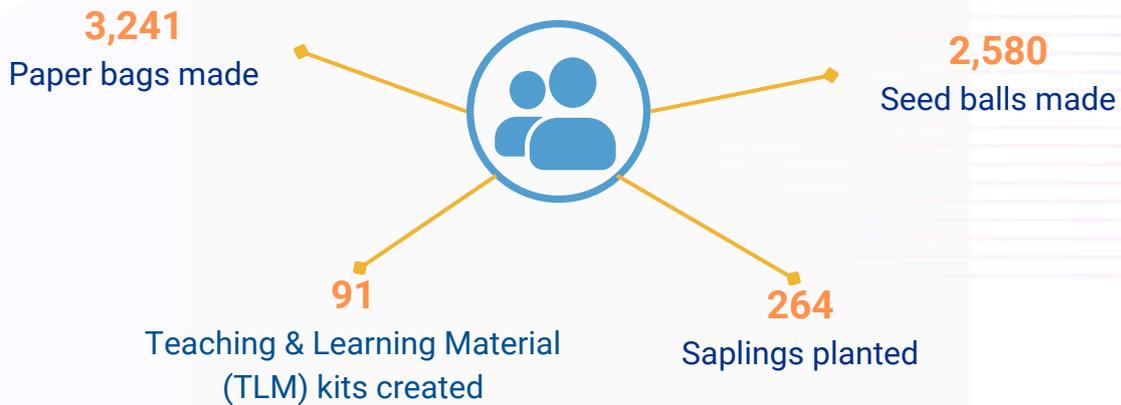


**3,280 hours**  
(Average  
2hrs/volunteer)



**41**

**volunteering events conducted**



## Volunteers from Corporate Partners (Jan-Mar '25)

ALSTOM	LM Wind Power
ANZ	MUFG
Applied Materials	Paychex
Baker Hughes	Texas Instruments
CBA	UiPath
Empower	VISA
Fidelity	Wells Fargo
Flowserve	Western Digital
GE Aerospace	Workato
GE Vernova	Zebra
Kenvue	



## UWBe Champion

When Varun began his career in the corporate world, he found himself seeking aspects of social development through his roles - even before CSR was mandated in the country. Eventually, this resulted in a shift to working with underprivileged communities through skilling organizations, and then a move into the NGO world and CSR.



**Varun Kumar**  
Sr. Manager -  
Corporate Partnerships

As a senior manager working with the corporate partnerships team, Varun finds that his role provides the perfect opportunity for understanding the social development sector as a whole, with a 360 view of the various verticals and domains. He actively interacts with various stakeholders, including around 50 different organizations, and finds himself constantly engaged and challenged. He has just completed his 3rd year with UWBe, but reflecting on how much he has achieved, and the scale of impact that he witnesses, says that it feels like longer. Varun is a valuable manager to his team, holding them to a high standard without additional pressure, and constantly providing insights and stories beyond the scope of the work.

A trained Hindustani vocal singer, Varun has an artistic side, and unwinds through lots of cooking and quality time spent with his 3-year old daughter.

## From Words to Impact: A Storytelling Workshop

In January, as a part of recent efforts towards upskilling our organizational capacity towards identifying and sharing impactful stories, there was a storytelling workshop organized for members of the UWBe team, conducted by Aditi Seshadri from Unlock Impact.

This was organized to help enhance our storytelling skills, with a focus on engaging audiences through captivating narratives. During the workshop, we explored ways to structure stories, develop strong characters, and effectively use emotions to connect with listeners.



## Student Engagement with UWBe

In the month of February, members of our team conducted a **webinar titled "Building a Career in the Development Sector"**, where they explored the evolving landscape of what it means to grow and thrive in this field. Students attended from various colleges, exploring the shift in the social sector over time, and the vast variety of roles that can find meaningful employment in the sector in today's world.

To create lasting impact, development professionals must equip themselves with the right blend of skills, mindset, and knowledge. Numerous work possibilities in the development sector were discussed, making it open to people from various professions to join the field.



**Webinar:**  
**BUILDING A CAREER IN THE DEVELOPMENT SECTOR**

Make a meaningful impact while growing personally and professionally in the development sector.

**Anchored by**

**Sriram Ananthanarayanan**  
Director of Strategy,  
Campaigns & Impact

**Lokesh Gujarappa**  
Specialist, Impact

Thursday, 27 February 2025  
3pm - 4pm

Join here



Stay on the look-out for further such webinars with senior members of the UWBe team over the rest of the year.

**United Way Bengaluru has also been opening opportunities for students to join us as interns!**



A recent group of 6 students in their 2<sup>nd</sup> year of BSc Economics, Mathematics and Statistics brought their skills to real-world application. They contributed to our One Billion Drops project by using mathematical modeling to predict silt formation in percolation wells, enabling the formation of an efficient maintenance schedule. As they contributed to the solution, they gained a deeper understanding and awareness of the water crisis in Bengaluru.

We're partnering with colleges in Bengaluru to build knowledge centres that equip students with real-world skills. Other colleges are welcome to join us—our internship programs offer valuable upskilling opportunities for students.

**Interested to join us for an internship? Contact us at [hr@uwbengaluru.org](mailto:hr@uwbengaluru.org).**

## #AFieldDay Team Photography Contest

Last quarter, we introduced a new monthly photography contest where our employees can showcase the heart of our work and interventions. We have appreciated the enthusiasm of our team, sending in beautiful images from across locations, thematic areas, and events. Here, we celebrate the winning photos from the months of January and February 2025.



*Mastering the stick, winning the day*  
**Vishruthi**



*Cognitive Development Activity*  
**Krupa**



*You are the hero of your own story*  
**Rani**



*"My teacher for the day, wish I could enroll in the class full time"*  
**Yashaswini S**



*Discipline*  
**Akash**



*Little feet, big dreams, huge heart*  
**Gadigemma**

# About Us

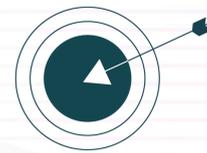
**United Way Bengaluru** (UWBe) is a part of United Way Worldwide, the largest NGO network of over 1,100 chapters in 36 countries. Since 2008, UWBe has been dedicated to working in underserved locations and marginalized communities. Over 16 years, the organization's reach extended beyond Karnataka to fifteen other states, with a special focus on remote areas and aspirational districts. United Way Bengaluru works in five key areas: Climate Action, Education for All, Integrated Rural Development, Diversity, Equity & Inclusion (DEI) 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



Mangroves  
Matter

ONE BILLI'N DR'PS  
Sustainability Through Water Security



born  
learning



aikyam



We are

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**United Way of Bengaluru**

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