

CSR REVIEW

OUR MONTHLY UPDATE ON ALL CSR ACTIVITIES

CASE STUDY

"Our social responsibility is all about winning goodwill from society"

"When you call up a company or a call centre does it ever cross your mind that the person on the other end of the line could be physically challenged person?", K.V. Seshadri, trustee of GTL Foundation asks you matter-of-factly. If you haven't got the drift of the conversation, Mr Seshadri emphasises that corporates need to be made aware of the realities of the world, often which are "not very appetising." GTL Foundation has contributed over Rs500-crore in just three years for its social initiatives.



GTL's CSR story encompasses education and vocational training to the underprivileged and people with disability. According to him, the efforts of his foundation have made an impact on people living in far flung areas and the most remote villages. GTL Foundation works with several agencies to reach out to the poor and the needy. "Our principles in working with our partners are about transparent dealings, timely payments, need-based financial support, sharing of market intelligence and of course, partnering our progress", Mr Seshadri adds. We give you a typical case of CSR, managed incredibly well. ■

PROJECT GYAN IT

Gyan IT is an educational programme aimed at imparting training and educational aids to the deserving and needy. Major focus areas are in education and training.

IT EDUCATION

- Basic education in computers
- Advanced computer education for the differently-abled people

ENGLISH EDUCATION

- An English lab has been set up in a rural school with the help from University of Cambridge.
- Vocational training: Informing bright students in rural areas about possible employment opportunities.
- Computer education: 50 static computer labs have been set up in rural schools of Sindhudurg District and Navi Mumbai in Maharashtra. These computer labs have been maintained by the Foundation for over 2 years. 22,500 students have been its beneficiary. The Foundation is currently in the process of covering 200 secondary and higher secondary schools in Sindhudurg district and 53 municipal schools in Navi Mumbai.

PROJECT VKC

A Village Knowledge Centre (VKC) in association with Nasscom Foundation is functional in Pinguli, Sindhudurg Dist., benefiting 200 people (including women, senior citizens, graduates and school children).

PROJECT KNOW

To supplement computer education, the Foundation also launched a mobile computer lab to cover schools in remote areas. Known as 'Knowledge on Wheels' (KNOW), this involves an air-conditioned, 32-seater bus converted into a computer classroom. The bus is self-sufficient with 8 PIV Computers, UPS and a generator for its own electricity. The mobile computer lab parks in a school for 20 days and imparts 20 hours of computer training to a batch of 40 students. During the last 2 years, it has covered 20 schools and trained 1,000 students. KNOW is also used for conducting Internet training to graduates and teachers.

PROJECT NETRA

The Foundation has undertaken a number of

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projects for this. One such project is the commencement of an advanced computer training centre for the visually impaired at the GTL office in Wadala, Mumbai.

Through the centre, GTLF intends to provide proper training and support to enable the visually impaired cope with a competitive work environment, achieve success in pursuing higher education and discover better employment opportunities. At present 54 visually challenged are undergoing advanced training in this centre. A DAISY (Digital Access Information System) library of books is available that can be accessed through membership.

GTL CSR Projects ROLE MODELLING

K. V. SESHADRI,
trustee of GTL Foundation



'Train the Trainer' courses are available for faculty of other computer institutes for the visually challenged, or for those interested in a similar career.

PROJECT SWAYAM

To support the cause of employment for the visually impaired, and help them stand on their own feet. The Foundation sources suitable employment opportunities for them as per their skills. Six people have already been employed by

GTL. The Foundation also approaches other corporate houses for their placement.

PROJECT ASHA

Under this project GTL is helping the Helen Keller Institute for the Deaf and Blind, an NGO in Mahape, Navi Mumbai. This institute is helping educate and train deaf and blind children, since its inception in July 1977. The Foundation has helped in setting up a training centre by providing infrastructure for these children.

PROJECT SAMMAN

GTL Foundation has partnered with Rajiv Gandhi Foundation to help people with disabilities to become self-reliant and provide them opportunities for self-employment. One of the programmes undertaken by the Foundation was 'motorized three-wheeler scheme'. Three-wheelers were distributed to students or those who are self-employed and for whom getting a loan was difficult.

PROJECT IDAYA

Thousands of families were orphaned and many more lost their entire belongings in the Tsunami disaster on December 26, 2004. GTL Foundation supported those who lost their houses by constructing 30 concrete houses in Cuddalore in Pondicherry. Within 13 months, these houses were handed over to the most deserving families.

Thane Police Welfare Fund

As part of GTL's commitment to Society, the Foundation assisted the Thane Police Welfare Fund with Rs5-lakh for the construction of a hospital and school. Community Development ICT Research Supported Nasscom Foundation for using IT to help Mumbai Police reach out to citizens of Mumbai, and make Mumbai a safer place to live and work in.

Project Pralay

Mumbai was devastated by floods on July 26, 2005 badly affecting thousands, especially those living on lower floors in residential buildings. Financial assistance was given to about 100 families for immediate procurement of necessities. Note books were distributed to students who lost their study material during the flood through Yuvak Pratishthan, an NGO dedicated to social and constructive causes for the last 25 years.