

Corporate Social Responsibility (23rd CSR Committee Meeting)

23rd July 2024



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Highlights: Q1

Shwetdhara Program

Shwetdhara

1. Agreement and Expansion Plans

- a. Signed a **3-year agreement** with 4 partners
- b. Program implementation in **3 states** with a goal to expand impact from 800 to **1600 villages** by March 2027
- c. FIRST IMPACT team conducted multiple **in-person and online** thorough **reviews** of the grant **proposals**

2. Strategic Planning

- a. In-person **strategic planning meeting** conducted by the FIRST IMPACT Team
- b. Alignments on expectations and **goal setting** achieved

3. Tech Development Agreement

- a. Signed an agreement with Viacom Tech to develop **5 different modules** for 4 of our Farmer Producer Companies (FPCs)
- b. Environment setup initiated, with the first module (**member registration**) rollout expected **by September**

4. Operational Success

- a. All 4 FPCs have resumed operations
- b. Achieved a revenue of **1.93 crores in Q1 2024-25**



FIRST IMPACT Team having in-person detailed discussions on the proposal with team IGS at Indore



FIRST IMPACT team's visit to monitor and evaluate the program's operations in Karnataka with BAIF team



In-person meeting on strategic planning and goal setting by FIRST IMPACT Team with the team from Ananda Foundation and Jovita FPC



Discussion at Indian Grameen Services's office, Hyderabad by FIRST IMPACT Team on detailed planning for execution of Shwethdara in MP



FIRST IMPACT Team meeting at Boraj FPC office in Jaipur for strategic meeting and goal setting

MBA & Engineering Scholarship Program

MBA & Engineering Scholarship Program

Program Overview

Tech development

CUG testing successfully completed for CSR Scholarship Platform

- CSR Scholarship Platform launched on 1st July
- Platform is live for MBA Applicants to apply

Scholar Engagement

Partnered with Buddy4Study to capture testimonials

- Rolled out alumni survey for baseline study
- Successfully concluded orientation program with engineering scholars

Communication & marketing

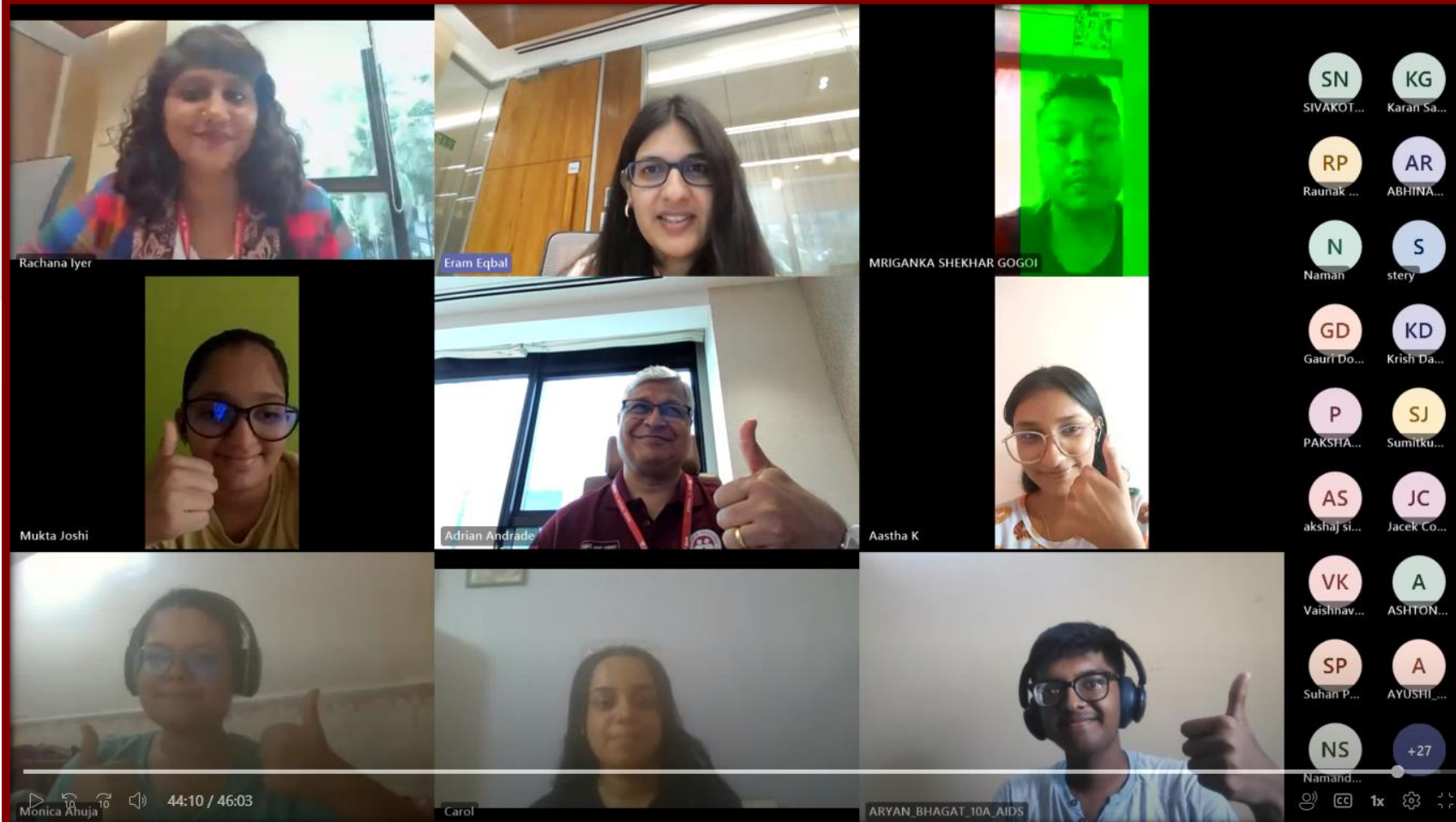
- Activated marketing of CSR Scholarship platform across SM , website
- Partnered with B4S & MSL to execute outreach program

Orientation Program with Engineering Scholars

IDFC FIRST Bank CSR Initiative

FIRST IMPACT

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List Of participants

- 55 Scholars
- CHRO, Adrian Andrade
- FIRST IMPACT Team – Rachana Iyer & Eram Eqbal

Ek Prayas Program

Ek Prayas Program

Program Overview

1. Partnerships and collaborations Plans

- a. Signed a **3-year agreement** with
 - Bandhu Purulia, West Bengal
 - SPARC India, Uttar Pradesh
 - SANKALPA, Karnataka
 - B. D Tatti, Karnataka
- b. Signed **1-year agreement** with
 - Sarthak Educational Trust, Gurugram
 - DCCW, Delhi
- c. Sarthak Educational Trust has been appointed as a New Technical Support Agency to provide a technical training to the field NGO staff.
- d. Implementing program in **4 states**, with expansion of the program in Uttar Pradesh and Delhi, targeting to reach **180 children's** in the current FY.

Ek Prayas Program

2. Focus for current FY

- c. Designing and developing **training modules and Standard Operating Procedures (SOPs)** for the Ek Prayas program.
- d. Adopting a milestone-based approach, requiring **NGOs to secure funding YoY** for sustainability.
- e. Establishing **3 new Ek Prayas** centers in current FY.

3. Achievements

- a. Enrolled **146 children** across **7** different Ek Prayas centers.
- b. NGOs **raised Rs. 4,73,983/-** under the Ek Prayas program

4. Engagement and Support

- a. Provided in-person training to NGO partners on proposal writing.
- b. FIRST Impact team conducted **surprise visit at Davangere Ek Prayas center.**
- c. Organized **LAS activity at Gadag Ek Prayas center** focused on Teachers Learning Material development (TLM) , with participation of **11 volunteers, 20 Teachers and 10 children.**



FIRST IMPACT Team visited BDT Tatti with Sarthak to conduct an Ek Prayas Center assessment



FIRST IMPACT team is providing training to the Karnataka NGOs on proposal writing



FIRST IMPACT team visited Sarthak to explore collaboration under Ek Prayas Program



FIRST IMPACT team conducted a surprise visit at Davangere Ek Prayas Center on 2nd May'24 and interacted with staff and children.



FIRST IMPACT team and Sarthak visited SANKALPA to conduct an Ek Prayas Center assessment

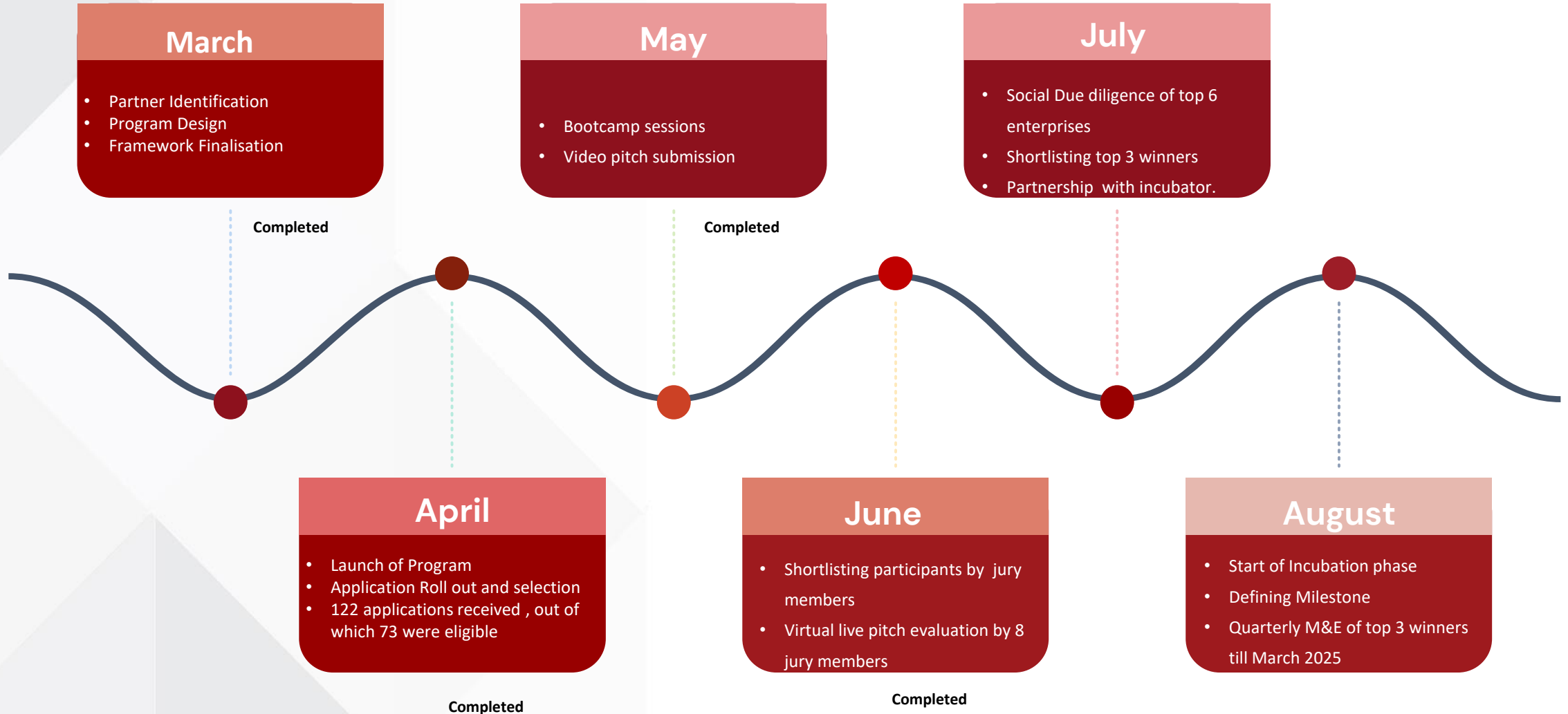
Catalyst for Impact

Catalyst for Impact

Program Overview

- A social incubation program in partnership with **Leap to Unicorn** that aims to support **for-profit social enterprises**
- As part of this program, **3 startups** will be selected from identified **thematic areas** such as Agriculture and allied services, environment & climate change , assistive and inclusive technology
- A total of **122 applications** were received for 'Catalyst for Impact' program , out of which **73** were **eligible** for first round of process .
- Out of the 73 eligible startups - **38** were in **Env. & Climate change** , **22** were in **Agriculture** and allied services & **13** were in **Assistive Tech**
- **17 bootcamp sessions** were organised for the participating startups .This was followed by a series of evaluations in form of video recorded pitches , form evaluation, live pitches, jury panels

Program Journey



Lend-A-Shoulder Employee Volunteering Program

Strategy for the year

- To focus our volunteering efforts and have a targeted impact , this year we identified two leading campaigns called as '**Clean India**' & '**Educate India**' and curated multiple activities within each
- All volunteers were provided with a **year-long volunteering calendar** and list of activities within each campaign that they can choose from.
- The two campaigns were identified basis need assessment via **focused group discussion** with multiple stakeholders which included leaders, goodwill ambassadors and volunteers
- While '**Clean India**' campaign focusses on **Environmental initiatives** such as beach clean-up , tree plantation, etc. , '**Educate India**' campaign focusses on **adopting select few schools** in Tier I cities and doing **targeted interventions** such as school painting, mentorship sessions, etc. with these schools
- Volunteers are given the freedom to choose between **indoor or outdoor** activity and also engage in a **recurring manner** basis the frequency of volunteering chosen such as monthly , quarterly , annually.
- Apart from above, we have also launched ' **Women Supporting Women**' initiatives that encourage female employees to take mentorship session on financial literacy for our female community members

Overview (Till date)

VOLUNTEERING
IS MY SUPERPOWER,
WHAT IS YOURS?



76694

Individuals
Impacted



31982

Volunteering
Hours



21117

Volunteers
Participated

Overview

Q1

VOLUNTEERING
IS MY SUPERPOWER,
WHAT IS YOURS?



6,749

Indirect
Impact



2403

Volunteering
Hours



2282

Volunteers
Participated



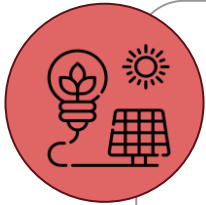
2655

Individuals
Impacted

Volunteering Outcomes



Lend-A-Shoulder
Employee Volunteering
Program



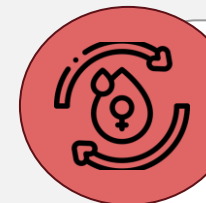
377 **Solar Lamps** were assembled and distributed as portable source of light for communities without reliable power sources.



06 **Educational Jenga Sets** were designed to enhance critical thinking abilities, fostering comprehensive development.



969 kgs of **Non-biodegradable waste** was collected for subsequent sorting and recycling.



43 **Menstrual Hygiene Kits** were made to promote awareness & provide access to hygienic menstrual protection methods

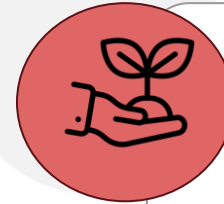
Volunteering Outcomes



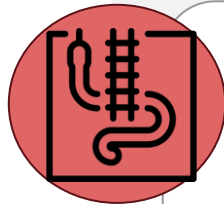
Lend-A-Shoulder
Employee Volunteering
Program



110 **Notebooks** were upcycled to support the educational requirements of children lacking access to basic school supplies.



255 **Saplings** were planted, contributing to the improvement of greenery



41 **Educational Board Games** were created to educational resources for students of government schools.

Glimpses





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Thank You