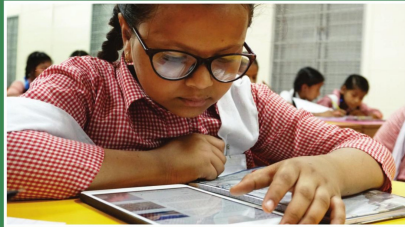


## MAKING AN IMPACT

Newgen Software Technologies Limited is a provider of Business Process Management, Enterprise Content Management and Customer Communication Management platforms with large, mission-critical solutions deployed at world's leading Banks, Governments, BPO's and IT Companies, Insurance firms and Healthcare Organizations.



Newgen's CSR mission is to actively contribute to the social and economic development of the communities in which it operates. In Newgen's belief, Corporate Social Responsibility, is not mere donations but a way of doing business while creating shared values. The core philosophy behind Newgen's CSR initiatives is to empower the members of the economically backward, neglected and weaker sections of society across the country through an integrated and holistic approach so that they are able to realize their full potential and enjoy a good quality of life.

Information & knowledge have become the cornerstones of a society's development and are the key factors behind promoting and sustaining the implementation of all the Sustainable Development Goals (SDGs). Contributing to the SDGs and national priorities for promotion of education through its CSR initiatives, Newgen is also contributing to the thematic area of eradication of poverty and hunger, care of abandoned children and promotion of girl child education.

Newgen does not believe in leaving any stone unturned when it comes to spending on community welfare and has even gone beyond our allotted CSR budgets in previous financial years. For the year 2018-19, Newgen has spent a total of Rs. 125.82 lakh.



## OUR FLAGSHIP PROGRAMME

### NEWGEN DIGITAL DISCOVERY PAATHSHALA (NDDP)



Revolving around the 'Digital India Campaign' and 'Beti Bachao, Beti Padhao Andolan', Newgen's Corporate Social Responsibility intervention 'Newgen Digital Discovery Paathshala' focuses on providing essential skills to the girl child belonging to the age group 10-14 years enrolled in Delhi government schools to navigate through the era called 'digital age' and the unimpeded world of Internet, 'NDDP' is a unique concept through which we impart digital education hence empowering the girl child by using digital tools such as I Pads, audio-visuals, presentations etc.

The use of digital technology equips the girl students with a skill-set to seek knowledge, discover new horizons and enables them to be independent, self-reliant and confident. Thus, this initiative is contributing towards achieving Sustainable Development Goal 4 and 5 being 'Quality Education' and 'Gender Equality'.

NDDP footprints have been spread across three schools after adopting Government Girls Sr. Sec. School, Tekhand. In 2018-19, 3000+ students of class 6th, 7th and 8th were benefitted through the NDDP programme in the project locations of Harkesh Nagar, Tekhand and Soami Nagar in New Delhi. Mentioned below is the brief about the programme's stakeholder and progress :-



Name of the School	Number of Years	Skill Based I pad assessment	%age of beneficiaries digitally literate* (2018-19)
Govt. Girls Sr. Sec. School, Harkesh Nagar	3	Proficiency 2	63.93 %
Govt. Girls Sr. Sec. School, Tekhand	1	Proficiency 1	83.42 %
Soami Nagar Model School	2	Proficiency 2	Proficiency I -100 % Proficiency II - 67 %

\* Digital Literacy rate- The digital literacy is measured with class 8th students only who have been enrolled with the programme for more than 1 year  
 @ Proficiency Level 1- Students under proficiency level 1 are 100% proficient with basic operations of the I-pad.  
 Proficiency Level 2- Students under proficiency level 2 can use digital media for research oriented activities

During 2018-19, Newgen initiated a reward mechanism for the students performing exceptionally well during the year. These students are bestowed upon with appreciation certificate to encourage them to work hard in the future. The mechanism is followed in all the schools for every class.

### MID DAY MEAL PROGRAMME



Adequate nutritional content is a decisive factor complementing the growth and well-being of children in their formative years and in this regard Newgen is supporting the mid-day meals of 3600+ students in partnership with The AkshayaPatra Foundation at the government schools in the backward areas of Vrindavan, Uttar Pradesh and Jhalawar, Rajasthan. This initiative contributes towards attaining of the SDG 2 being 'Zero Hunger'.

### FAMILY BASED CARE PROGRAMME



In pursuance with the CSR vision, Newgen collaborated with SOS Children's Villages of India in the year 2014 to ensure holistic development of the associated children and their SOS mothers. Under this initiative, currently one family home in the SOS Children Village, Greenfields, Faridabad and three family homes in SOS Children's Village, Bhopal are being supported by Newgen.

Newgen became the first corporate to support SOS facility in Bhopal, a non metro city

### PERSONALITY DEVELOPMENT SESSIONS



In accordance, to contribute towards the holistic development of the underserved children, a personality development programme was developed wherein students from the economically weak background and SOS Youth hostel participate in PD sessions. These sessions help these children to build in self confidence, develop soft skills and provide career and personal guidance to the students. The session is held on the second Saturday of every month by an organization called I-AM. In 2018-19, Newgen catered to around 100+ students through its PD sessions.

A large number of children attending these sessions are also part of the Sadbhavna, a philanthropic initiative of Newgen. This initiative commenced in 2006 with the employee volunteers hand holding the underserved children and guiding them to come at par with their other peers. Across the years we have seen many success stories of the students of personality development sessions.

### HIGHLIGHTS OF 2018-19

- Under the NDDP program, we have doubled the head count from 1500+ beneficiaries in March 2018 to 3000+ beneficiaries in March 2019.
- Set up state-of-the-art- Digital Laboratory in all the adopted schools under the NDDP Programme.
- Increase in the beneficiaries count from 1053 students to 3600+ students in 2018-2019, under the Mid Day Meal programme.

### NEW INITIATIVES

- Community based interventions:** Since for every social intervention, active participation of community is essential, hence, NDDP has initiated activities connecting the mothers of beneficiaries with the program. Mothers being an integral part of the community have to be empowered to amplify the magnitude of change, that is being desired from the NDDP programme thus, helping them with digital media, disseminating information and generating awareness regarding different thematic areas of life. Sessions have been held on the thematic topics of menstrual hygiene and financial literacy in the Government Schools of Harkesh Nagar and Tekhand.
- Empowering female students by their engagement in NDDP:** This is one of the newly added activity of the programme. For the pilot, one of the Newgen's intern was provided with a platform to conduct a well defined internship programme for the slow learners to bring them at par with their peers. The outcome of the activity was very well received. 70% of the targeted students enrolled in the pilot sessions became digitally sound. This initiative has become part of the programme and during the project period students from various prestigious colleges will be able to do an internship under the NDDP programme and add value to the programme.
- Formation of Alumni Club in the adopted schools:** To strengthen the programme and to go that extra mile, a new initiative is in its planning stage. This new initiative will focus on bringing together the students of all the adopted school who have exited the regular programme and are now in senior classes. Under this initiative, the following thematic areas- career counselling, governmental schemes and scholarship information and an advanced level of digital education will be covered which will help them with their future prospects. The initiative is in its preliminary stage wherein the enrolment of students is being done at Harkesh Nagar and Tekhand schools.
- Newgen Volunteer Programme:** To promote individual social responsibility amongst their employees Newgen organises a week dedicated to volunteerism. Employees from all the sects of the company participate in the on-going NDDP sessions and other CSR activities during this week.

Name of the Student	Muskaan	NDDP
Class – Section	8th Standard – Section H	
School Name	GGSSS Harkesh Nagar School	

Muskaan is one of those natural leaders who have been portraying her strong character in every NDDP session since the day she was enrolled.

One of the bright student of her class, she showcased her leadership quality during one of the community session which was conducted with the mothers of the students of standard 8th in which her mother was also a participant. The session was being conducted on financial literacy and when she came to know about Jan Dhan Yojana accounts during the session, she took up the ownership to open up an account for her mother who before that never had enrolled with any bank.

She was successful with the account opening and to disseminate the teaching from the session amongst her close relatives and neighbours.

### CASE STUDY OF NEWGEN PERSONALITY DEVELOPMENT SESSION (I-AM)

Raveena Prasad, has been associated with Newgen from quite an early age. She was one of those few children who started attending Sadbhavna sessions when it was first initiated in 2006. Being a charismatic and bright young lady, it did not take too long for her to get recognised for her dedication and hard work. Immediately after finishing her graduation from Delhi University, she started working with Newgen's CSR Team as an intern. Along with her internship, she is enrolled with a MSW course which she is pursuing to develop herself as a better social worker and fulfil her dream to give back to society. Raveena, recently joined Newgen as an employee.

Anoop, became part of Sadbhavna in 2015 during his teen years. He joined the initiative late but was able to emulate with other children with his perseverance and dedication. Regularly attending all the organised personality development session from I Am, his hardworking nature and leadership qualities came into light. After completing 12th, he was counselled by the appointed counsellors to enrol himself for graduation programme in which he excelled in his first two years. Parallel to his grad course he started working as an intern with Newgen CSD department to assimilate real time experience of the IT industry. Anoop is now in his final year of graduation and has obtained many certificates in his field of internship for a better future.