



# PwC Foundation Our Endeavour

Difference can be made in two ways – **Arthdaan**, contributing monetary resources and **Shramdaan**, where employees can make a difference by contributing their time and skills, for good of the community.

**Deepak Kapoor**  
Chairman, PwC India



At PwC, we believe in being *part* of it:



**Doing the right thing**, which means playing our part on responsible issues that are central to our business – from the quality of our services and the diversity of our people, to our engagement with communities and our environmental footprint.

PwC India wants to play a part in **education** and **environmental stewardship**.

**Our journey till now...**



*“When I saw that my firm has started a corporate responsibility initiative, it was as if my prayers had been answered. In some of the schools in the slum areas of Delhi, Kolkata, and Mumbai – indeed, all over India – there are children who have been deprived of the most basic things of life. So many of my colleagues and I volunteer every Saturday to go to these schools where we have sessions on mathematics, and English, drawing sessions – it’s one hour of fun and learning. And it has had an impact in the most remote areas. When we work with PwC clients, we seek to understand their issues and we never want to fail them. But at the same time, I firmly believe it is also our duty to serve this ‘other’ part of our society.*

Deepa Bachcha, Assistant Manager



**Being a catalyst for change**, which is about using our skills, voice and relationships to work with others and influence activities that make a difference, create change and have a lasting impact on the world around us.

## Empowering Community

We have partnered with reputed non-profit organisations and are involved in diverse projects like providing non-formal education to underprivileged children, giving scholarships to deserving candidates for pursuing higher studies, mentoring such students to complete their secondary and higher secondary education through open school and organising tree plantation drives and its maintenance, etc.

## Enabling Participation

At PwC, we believe that social responsibility is more than writing a cheque. We believe in using the existing skills and experience of our employees as we graduate towards skill-based volunteering for creating value in our society. Our organisation allows every staff member to volunteer two working days or 16 working hours annually for projects supported by the Foundation. Our volunteers are involved in:

Mentoring Programmes, which allows the employee to mentor an underprivileged child from our partner NGOs. Currently, 24 employees are mentoring 12 children, providing them with career counselling and resolving their current challenges by helping them define their goals and exploring ways to achieve it with available resources.

Each year, PwC celebrates ‘Volunteer Week’ to promote the significance of volunteering. During the week, employees take part in various social activities like cleaning drive, tree plantation, blood donation camp, teaching and counselling underprivileged children, supporting schools etc.

*“I was struggling to understand Political Science as I opted for English medium during my 12th Board examination. Sankar Sir and Shubham Sir helped me to identify important points, answers to the potential questions, among others. They regularly spent 2-3 hours and coached me even on Saturdays. Their dedication boosted my morale and I managed to score good marks in the subject. I am grateful to both of them for helping me through my difficult phase.*

Abdullah Irfan, a 12th grade student

## Special Initiatives

Our special Initiative broadens our approach and reaffirms our commitment towards steering responsible business.

**Urban Child Project:** Children in urban India comprise 30% of the total population, yet their needs are not included during urban planning. To address this key issue, PwC has collaborated with Save the Children to launch series of insightful reports to bring focus on children – especially the vulnerable section and enable decision makers to integrate their requirements and entitlements in urban planning and implementation.

**Global Dignity Project:** Global Dignity was formed in 2007, as an autonomous non-profit initiative by three young Global Leaders with the belief that Dignity is a universal and fundamental human right which must be given its due.

In India, Fortis and PwC collaborated with them to launch a nationwide initiative to promote the message of Dignity among the younger generation. Till now, we have conducted several interactive Dignity sessions covering over 2000 school children (10-18 years). The artwork and expressions have been compiled in a coffee table book titled Reflections that was launched in August 2014.

The programme recently won an award in the Innovation in CSR Practices’ category at the World CSR Congress 2014.



**Collaborating with Nanhi Chaa Foundation:** We are the Knowledge Partner for their Inter-School Essay Writing Competition in which we are supporting the development and monitoring of the programme content and related processes. The competition hopes to create an environment conducive for starting a discussion among children on topics such as protecting girl child, preserving the environment and maintaining secular harmony. The platform hopes to influence their views and through them, their extended surrounding.

**Supporting the affected community during Natural Calamities:** An apocalyptic flood struck the hill state of Uttarakhand in 2013, killing hundreds and leaving thousands of people stranded in the midst of adversity. The firm launched Uttarakhand Relief Programme’ to contribute to the relief and rehabilitation efforts. Over 1320 employees raised INR 42 lacs for the cause.

