

THE
POWER
OF 10



• **you** can change lives

A Corporate Responsibility program

Capgemini Norway

**Support of the Nahni Kahli –
the Girl Child program**

**A Naandi Foundation and Capgemini
Norway Partnership**

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1 EXECUTIVE SUMMARY

The principles of social responsibility, stewardship, and sustainability are reflected throughout Capgemini's long-standing business practices. These principles, including our shared values and ethics, guide our relationships with our clients, our employees, our business partners and the communities in which we operate. The key business drivers for the CSR program in Norway are:

- Create more business and opportunities
- Create a competitive advantage
- Emphasis on People - attract the right people with the right values/keep down attrition
- Build a strong Capgemini brand in the press, with business executives and key stakeholders (like politicians)
- Be a leader in working with community
- Supporting our Rightshore strategy
- Focus on gender diversity, education and India
- Building a strong network with Business leaders in Norway.
- Building a strong network with Capgemini India (and help to create a strong network with the business society in India)
- Drive innovation.

We at Capgemini Norway strongly believe in being responsible members of the community we live in and are committed to fulfill our Corporate Social Responsibility (CSR). Under the CSR, Capgemini Norway has espoused a cause of helping an underprivileged girl child through Naandi Foundation. Formed in 1998, Naandi Foundation is not-for-profit trust with a vision to eradicate poverty & improve quality of life of the underprivileged.

Power of 10 – Support a girl child:

- You can help an underprivileged girl child to enroll, learn and remain in school by contributing 10,- NOK pr day (or multiples thereof) to the Nanhi Kali program.
- Capgemini Norway will support the program with the same amount as each employee will contribute with¹

The Nanhi Kali programme:

- Objective of the Nanhi Kali programme is to enable every underprivileged girl to complete 10 years of schooling. Jointly managed by Naandi and K C Mahindra Education Trust, this programme sponsors girl children to look after their education and related needs. With 35,000 Nanhi Kalis already in the fold, the plan is to reach out to 100,000 girls by end-2008.

The Nanhi Kali program supports the education of girl children through two types of sponsorships:

¹ To be capped at an agreed level

- Girls in elementary school (Std 1 – VII) - Contributions of Rs 1800 per annum will provide every girl child with study material and learning support.
- Girls in high school (Std VIII – X) - Contributions of Rs 2500 per annum will provide every girl child with study material and learning support.

Contributions through Power of 10 are pooled in to fulfill sponsorship requirements for Nahni Kahli. The steps involved are:

- A generic survey of the catchments areas to identify the needy girls
- Academic Support
- Material Support (stationary items and hygiene material)
- Progress reports to track their academic progress
- Volunteering time to conduct activities with children

Goal of the Power of 10:

- We have a goal that 70% of all employees in Capgemini Norway will sponsor the program
- Average monthly donation pr employee: 150,- NOK
- Average monthly donation from Capgemini pr employee: 150,- NOK

With an annual cost pr child of 2000 RUPI and 200 girl's pr school this goal represents a support of :

- 6000 Nahni Kahli girl children pr year
- 30 Schools 'Capgemini Norway' schools

The key principles of the Power of 10 is:

- a CSR program for all employees in Capgemini Norway.
- The program is voluntary for the employees.
- Capgemini Norway will donate the equal amount of money as each employee donate. The donation from Capgemini Norway will be capped at a predefined level. The predefined level will be decided in the Management team of Capgemini Norway.

Capgemini Norway can in addition also support Nahni Kahli with:

- Competency
- Time

- Products (HW, printers etc.)

This support will be discussed and agreed upon in the Management Team in Norway.

The Power of 10 is also linked with Capgemini India's CSR program – The Power of 50. The detailed Presentation has been enclosed herewith to give broader view of the foundation and the program.

2 CAPGEMINI AND NAANDI FOUNDATION – A PARTNERSHIP

Capgemini Norway and the Naandi Foundation has established a close partnership which ensures

- Effective and efficient use of resources
- Participation in interventions that are National Priority
- Engaging with marginalised communities to solve problems
- Indirect participation in government endeavours
- Sense of civic spirit- Use of private resources for public good

As a part of the program and our partnership we will engage our employees. There are numerous of opportunities, some of them might be:

- Mentoring children
- Improving school environment
- Supporting teachers in classrooms
- Interacting with and motivating parents
- Helping in conducting school events
- Weekend classes for academically weak children
- Helping in conducting school events

3 THE NAANDI FOUNDATION AND NAHNI KAHLI

3.1 Naandi Foundation

Naandi Foundation is a not-for-profit trust managed by corporate leaders and academicians such as Dr K Anji Reddy, Anand Mahindra, Ramalinga Raju and Dr Isher Ahluwalia. Since 1998 the vision has been to eradicate poverty by creating public private pluralistic alliances with governments, corporates and civil society institutions, and channelising their collective resources – financial, technical and human – into innovating new approaches to solve large impact social sector issues across the country.

Naandi's Vision: **To Eradicate Poverty.**

Naandi's Mission:

- To be a leading not for profit development institution that strives for the eradication of poverty.
- To enhance the quality of life of the marginalised and less privileged in our society through the creation of improved access to quality education, health and livelihood opportunities.
- To be a centre for learning and excellence that demonstrates convergence of state, corporate sector and civil society in working towards the eradication of poverty
- To be a credible and transparent organisation that inculcates and promotes the virtue of "giving back to society" amongst individuals and institutions globally.









Naandi Foundation's focus is:

- **Child rights:** It is taken up with the conviction that every child is entitled to quality care and nurture, and at various stages of life she must get essential health, education and nutritional inputs irrespective of whether her parents can pay for it or not. These beliefs guide Naandi's interventions. They cover the entire lifecycle of a child — right from conception to pre-adulthood — converging critical inputs of health, nutrition and education to equip her with those faculties and capabilities necessary to improve her life chances.
- **Transformative, sustainable Livelihoods:** Enabling small and marginal farmer families to rise above the poverty by organizing them into groups and federating them into societies or collectives to enable easier transfer of knowledge and technology to them, leverage economies of scale by joining fragmented holdings together, and access progressive credit and marketing linkages so they are able to secure for themselves regular sustainable incomes.
- **Safe Drinking water:** So we can reduce the high statistic of preventable deaths and illnesses arising out of more than 60 per cent of India not having access to safe drinking water.
- **Creating civil society participation through the Power of 10™:** Involving corporates and private citizens to give back to society by contributing at least Rs 10 or 10 minutes of their time for a cause and thereby lending it their voice and support.

The Naandi Foundation, is one of the leading NGO's in India, and based in They are working closely with national, international and state governments to improve the quality of life of children, women and small farmers across the country. Naandi is most popular for running the largest midday meal program in India, whereby they feed 500.000 children every day. The Hyderabad kitchen alone has provided 100 million meals in the last three years. It's existence is considered to be the largest kitchen in the world.

What do Naandi's Proactive Board of Directors do?

- ❖ They are a group of eminent corporate citizens, academicians and social change agents who set an example to their peers
- ❖ They help in strategic planning and visioning of the organisation
- ❖ They raise benchmarks for changing lives of marginalised communities in India
- ❖ They brand and leverage Naandi as a change agent in the process of Nation building in different fora
- ❖ They participate in quarterly board meetings and reviews of budgets, partnerships and impact of interventions

Dr Anji Reddy	
Anand Mahindra	
K S Raju	
Dr Isher Judge Ahluwalia	
B Ramalinga Raju	
M Rajendra Prasad	
J A Chowdary	
Chiranjeevi	

Naandi is presently working out of eight states: Andhra Pradesh, Madhya Pradesh, Maharashtra, Chhattisgarh, Andamans, Nagaland, Karnataka and Rajasthan impacting lives of half a million children, and 50,000 underserved families.

Naandi's Partnerships

- ❖ Governments of A.P., M.P., Chhattisgarh, Nagaland and Rajasthan...
- ❖ Department for International Development
- ❖ The World Bank
- ❖ UNICEF
- ❖ Royal Netherlands Embassy
- ❖ Canadian International Development Agency
- ❖ Swedish International Development Agency
- ❖ WaterHealth International
- ❖ Reach India, A USAID project
- ❖ Sir Ratan Tata Trust
- ❖ BrihanMumbai MahanagarPalika
- ❖ Michael and Susan Dell Foundation
- ❖ Effective Intervention, UK

Governments, Development Organisations, Private Foundations, Research Institutes

3.2 Problem Statement – Girl Children in India

Girl Children at receiving end due to poor quality elementary education in government schools coupled with socio-economic constraints

Location: Mumbai, Maharashtra, India

Summary: A glance at the primary education scenario in Mumbai is sufficient to understand that there is tremendous scope for interventions that address quality issues in government schools. Girl children who access these schools are doubly disadvantaged because poor performance coupled with socio economic factors leads them to discontinue their education.

Challenges:

- A high dropout rate of children from school, where only 50 % continue with elementary education till class ten. 40% of the girl children drop out by class five.
- A large number of students still cannot read, write or do arithmetic. 50% of children studying in standard III could not read even simple paragraphs and about almost 40% in standard IV could not write, and almost 32% were not able to do simple arithmetic.
- 49% of the city population lives in slums. Young children are mostly seen as another earning hand for the family, or one who takes care of household chores and younger

siblings. Going to school is a luxury that these families can ill afford. Boy children are often given preference in this regard to girl children.

- In addition, the city of Mumbai presents a difficult environment for girls in the vulnerable age group. The city's slums are home to a thriving flesh trade, with girl children consisting of 15% of Mumbai's prostitutes, (especially 10-12 year old). While it is important to address issues in quality education at the elementary level, we cannot ignore the need to have focused interventions for the girl child, and also engage communities to promote girls education.

3.3 Project description - Nahni Kahli – The Girl Child

The Programme jointly managed by Naandi and KC Mahindra Education Trust and currently covers 35,000 Nahni Kalis.

- Ensuring Girl Children Learn - A public-private-partnership project to provide girl children in government schools in Mumbai access to quality elementary education.
- Profile of the Target Population Project Location: Kandivili and Worli, Mumbai. State: Maharashtra
- Number of government girl schoolchildren covered by the project: 10,000
- Girl children as a % of total government schoolchildren covered by the project: 50%
- Number of Government Schools covered by the Project: 50
- Schools covered by the project as a % of total government schools in Mumbai: 4%
- Number of Administrative subdivisions (Municipal Wards) covered under the project: 3
- Names of wards: G/South, R/South, and R/North Wards
- Relationship to Organization Goal: Naandi's vision is to eradicate poverty by helping marginalized communities improve their quality of life. Quality of elementary education has a direct bearing on an individual's ability to access livelihood opportunities to improve his/her quality of life.
- Strategy: The task of addressing girl child education requires a multi-pronged approach. Naandi's strategy for sustainable change is to work in a spirit of partnership with all major stakeholders in the education system. We do not establish parallel systems but build on and strengthen existing institutions and expertise in the government school system thus creating a pool of resources to sustain and grow the quality movement beyond the project. Naandi will work with children, communities, teachers, administrators, private enterprises and other members of civil society towards Ensuring Girl Children Learn
- Naandi's Education Team, after a review of the previous year's interventions and assessment of impact through various methods including measuring learning levels of children, has included a new focus in the strategy of the Ensuring Girl Children Learn program.
- Our strategy in this project period has 5 nodal points:

- Enable the girl child to complete elementary education
- Enhance quality of elementary education by means of innovative and creative curriculum for reinforcing concepts to children regularly, which would enhance their formal classroom learning.
- Improve the learning environment in schools and focusing on achievement.
- Mobilize and sensitize parents and the community to ‘own’ the school and quality of services delivered therein
- Teacher support including in-class support and developing methodologies to work around ‘hard spots’ in teaching.
- The long-term strategy for this project hinges around the girl child community, teachers and the Department of Education, Municipal Corporation of Greater Mumbai. Having demonstrated – over a period 5 years – that it is possible to ensure children learn, Naandi will withdraw from direct interventions. In this duration we will have mobilized teachers to use effective teaching methods, and lobbying & advocacy with the Department of Education to include Academic Support Classes within school hours would have borne fruit. Parents and community too, will be significant pressure groups on the education system, ensuring that quality education is delivered. Naandi would also leave behind a cadre of youth that is skilled in teaching & assessment and sensitized to quality issues.

4 KEY PRINCIPLES OF POWER OF 10

The Power of 10 is a CSR program for all employees in Capgemini Norway.

The program is voluntary for the employees.

Capgemini Norway will donate the equal amount of money as each employee donate. The donation from Capgemini Norway will be capped at a predefined level. The pre-defined level will be decided in the Management team of Capgemini Norway.

Capgemini Norway can in addition also support Nahni Kahli with:

- Competency
- Time
- Products (HW, printers etc.)

This support will be discussed and agreed upon in the Management Team in Norway.

Capgemini Norway will send 3 employees each year on a weeks visit to a Nahni Kahli School. These people will be picked in a lottery.

5 THE NORWEGIAN PARLIAMENTS VISIT AT NAANDI FOUNDATION

5.1 Background for the visit

The Parliament is officially called the Storting. Each of the 169 MPs in the Storting serves on only one of the 13 standing committee for the entire four-year parliamentary term. The Education and Research Committee 2005 – 2009 is one of the larger committees, with 15 members. In February 2007 the The Education and Research Committee visited India. On this trip Naandi Foundation and Capgemini Norway arranged for a program for the Members of the Parliament from ‘Stortingets Utdannings- og forskningskomité’. Capgemini Norway and Naandi Foundation presented their partnership and the Girl Child program.

5.2 The program – visit at the worlds largest kitchen

Naandi foundation and Capgemini Norway put together a program for the delegation:

- Departure from hotel to kitchen at 6 am
- Arrival at kitchen at 6.20 am
- Tour of the Kitchen from 6.20-7.00 am
 - Watch the logistics
 - The cooking process
 - The serving process
 - Meet employees of the kitchen
 - Breakfast will be served for the delegates
- Brief sessions on:
 - "Public Private Pluralistic Partnerships (4Ps) for guaranteeing Child Rights" - Mr. Manoj Kumar, CEO, Naandi foundation on
 - "Challenges faced by the Govt in Universalisation of Elementary Education" - Mr. Chandramouli, State Project Director for education, Govt of Andhra Pradesh
 - "Together, Changing lives : a Norwegian private sector initiative to support the under served girl child in India" - Mr. Anders Lier, VP, Capgemini, Norway
- Departure to the schools
- Participating in the serving and feeding program at the schools (08.30-10.00)
 - Participating the school health program
 - Interacting with sponsored Girl Children of the Nanhi Kahli Project.

5.3 The first donation was made at the visit

In late 2006, Capgemini Norway decided to donate 10.000€ to Naandi Foundation. This is to be considered as our starting donation. The 10.000 € was the budget we had for our Christmas gifts, to clients and employees. Our support for the Naandi Foundation was stated in our Greeting Cards in December 2006. During the MP's visit to Hyderabad, we handed over the ceremony check for this starting donation.



Picture: from left: Mr.Chandramouli, State Project Director for education, Govt of Andhra Pradesh Mr. Manoj Kumar, CEO, Naandi foundation and Mr. Anders Lier, VP, Capgemini, Norway

5.4 The MP's response was very good

The visit went very well and the feedback below shows the immediate response:

Fra: Ljunggren Anna
Sendt: to 08.03.2007 11:11
Til: 'chitra@naandi.net';
anders.lier@capgemini.com
Emne:

Hello!

Thank you so much for showing us what a great job you're doing, together with CapGemini. The whole committee was really impressed and the visit touched something in every one of us. We had a meeting with Anders yesterday and I suppose you've heard from him. I've send a letter from Anders to the Finance department, so now we're waiting for an answer on what to do and how to establish an office here in Norway.

I would just like to say that I support your work, and I would like to know more about your organization and how I, as the youngest member of the Norwegian Parliament, can help you, in the future.

From: Gåsvatn Jon Jæger [mailto:jon-jeger.gasvatn@stortinget.no]
Sent: 5. mars 2007 12:23
To: Lier, Anders H.
Subject: Naandi Stiftelse

Hei og takk for sist!
Det var en flott opplevelse å se hvilken fantastisk jobb Naandi gjorde og hva de oppnådde på skolen vi besøkte.
Jeg ønsker å snakke mer med deg om de hindringene dere har møtt på Oslo ligningskontor.
Snakket med flere andre i komiteen om dette på veien hjem, og vi er enige om at dette bør vi tverrpolitisk kunne bidra til å finne en løsning på. Skulle det være noe "feil med lovverket" så er vi villig til å se på mulighet for å rette opp i det.

Vennligst ta kontakt med meg så snart du kommer hjem.

Med vennlig hilsen
Jon Jæger Gåsvatn
Storingsrepresentant
Fremskrittspartiet

Hilsen Anna Ljunggren Stortingsrepresentant - Det Norske Arbeiderpartiet	
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Capgemini and Naandi Foundation sent a thank you note to all the MP's after the visit, see attachment.

5.5 Naandi Norway Goodwill ambassadors

Naandi Norway have a goal to have 1 – 2 Goodwill ambassadors at any time. The Goodwill Ambassador periode is for 2 years. We will work to have well known persons from business life, politivs, sports or film/music.

We will define the expectations and requirements for being a Goodwill Ambassador within sort time. But some key thoughts about this role are:

- Advocacy for the Rights of the Girl Child in India on a national and international platforms/Goodwill Ambassador - creating greater awareness of the issues at heart which prevent girls from accessing and remaining in education.
- International Representative of the Nanhi Kali Programme - specifically linked to the programme and its activities; bring greater awareness of Naandi's work on an international platform.

Mrs. Anna Ljunggren, the youngest Member of the Norwegian Parliament, has accepted to be the first Goodwill ambassador.

6 NAANDI NORWAY – A NORWEGIAN NGO

6.1 Registration of Naandi Norway

Capgemini Norway and Naandi Foundation will establish Naandi Norway. This foundation will be a Norwegian NGO with base in Norway. In order to be approved by Norwegian authorities we need to establish the company in Norway. This approval also implies that all the donors will get a tax deduction for the money they donate.

The formal requirements for the registration is that Naandi Norway need to have a seed capital of 100.000,- NOK. After final approval and Naandi Norway is registered as a Norwegian NGO, the seed capital will be fully be used to the Nanhi Kahli projects.

6.2 The Board Of Naandi Norway

The Board of Naandi Norway will consist of:

- Mrs. Chitra Jayanthi, Vice President Naandi Foundation
- MRs. Ms. Sheetal Mehta, Executive Director, K.C. Mahindra Education Trust
- Kjell Andre Engen, CEO of Capgemini Norway
- Anders H. Lier, Vice President and Rightshore Champion