

WPP FOUNDATION (INDIA) BULLETIN 2018



A year of great strides

Last year marked great strides for the children supported by WPP India CSR Foundation in their journey from Education to Livelihood.

We thank all our implementation partners working tirelessly to help achieve our vision and open many doors of opportunities for our children.





While our children continue to make headways in their journeys from education to livelihood, their successes are getting WPP Foundation recognised at various industry and government forums.

- 🏆 WPP Foundation received the Best Livelihood CSR Program at the Indian International CSR Awards.
- 🏆 We were awarded the Best CSR Case Study at the NHRDN-BimTech summit.
- 🏆 We have won the Best Business and Corporate Communications within CSR at the National CSR Leadership Awards.
- 🏆 At the same forum, we were recognised for our Impact Initiative.
- 🏆 At India CSR Summit, one of the largest development summits, we were a recipient of the Best Company with Impact Initiative on behalf of WPP India.
- 🏆 We were given the Special Commendation at the Golden Peacock Awards for CSR, the highest Business Excellence Awards in the industry.



Opening doors of opportunities:

In the last two years, hundreds of children have seen their doors being knocked with opportunities, taking them a step closer to their dreams. Some of them smile as we ask them about their dreams and some shed a tear, for they have been asked this question for the first time. Since the start of the academic year the children have witnessed a sense of magic in their lives.

Within a short span of time, our children have witnessed key impacts in their education and livelihood journeys:

1. 90% retention among children compared to the national average of around 73%
2. Doubled the ability to use and apply technology through our digital education programme including coding, robotics and 3D designing
3. 70% placement for those graduating from our job-readiness skills training programme
4. Improved entrepreneurial skills through vocational skilling programme



Our work



At WPP Foundation, we first meet a child when he/she is in their 6th grade. We provide them with the most conducive environment to complete their education and after 7 years with us, make a career choice of their own. We are enablers for these children, so they achieve their highest potential in the field of their choice — be it a manager at Kidzania, cashier at Big Bazar or a technician at GE Healthcare or even an entrepreneur.

We are mindful that we have a herculean task before us with each decision we make having an influence on a child's life, especially since these children are first-generation learners. With their daily problems being many, such as their struggle with literacy, health, sanitation,



even boredom or stress of traditional education, life keeps them unexposed to the fast-moving world around us.

Our belief is that these children, if provided with the same opportunities most of us had growing up, are as capable of succeeding as us. And so, we work with the best of breed NGO-partners to support children in ten schools across the cities of Mumbai and Delhi.

Our children today are taking a leap towards mainstream and diverse careers, and they continue to feel empowered with each small initiative we take.





As the world becomes more digitised, it's important that our children also be equipped with skills that will always keep them on the competitive edge.

Located within urban and peri urban slum communities, most of our schools lack the digital infrastructure to train their children in computer skills. We have worked to establish computer labs where they are absent and upgrade them where they are required. We launched our first digital lab at a Nalasopra-based school which will support over 600 children in learning digital skills. It is one of the first hi-tech classrooms in the school, which now runs daily computer classes with boys and girls learning the basics. The school sees our digital lab as a huge leap for the students to bring them closer to the digital world. We aim to empower another two of our schools with similar digital labs.



To further our children's digital learning, we have curated programmes which are implemented through partner organisations. Our digital curriculum has spiked interest across our schools in Mumbai and Delhi. The enthusiasm has been palpable with children attending sessions even during their summer or winter holidays. So far, we have trained over 200 children at 4 schools in scratch coding through DIY KANO computer kits.

With future occupations relying on 3D design and robotics, we have successfully piloted our 3D design course in a school and aim to train 6 graders across 4 schools in robotics. We look forward to witnessing the impact these digital programmes will bring in the lives of our children. We are witnessing a massive change in agency with every second girl in our schools aiming to take computers as a career option after attending our programmes.



Every programme we introduce to a child such as digital, dance, music, arts and craft, has an inbuilt sustainability for his/her career.



• Bridging creativity during summer camps

We want each child to come closer to their creative self. During our summer programme, we brought colours and new ways of thinking for our children. Here the students enjoyed learning new art forms like cubism. They even learnt problem-solving skills through arts and crafts, with many making models of sustainable development. Our children were vibrant and smart in articulating their solutions to everyday problems, including solving the electricity problem in their own school through various renewable energy methods.

• Bringing arts and crafts to the forefront

During the month before Diwali, we brought our children together to foster communication skills showcasing them as future creative geniuses. We adopted one of the school-led exhibitions, 'Hastakala' and trained children in our expertise like building creatives and communications for sale of their products, with children sharing the research of their surrounding communities. They even learnt a few tricks of event management. Our children's mural based on the theme of Andheri, may compete with our creative work and may even inspire us when we design our next pitch.

• Developing our children's passion towards music and dance

With almost 1000 children getting trained in musical instruments and contemporary dances, we are looking at future performers, thumping their feet on each platform they are given.

We have been able to bring diverse career opportunities in art and craft, music and dance to the forefront for each child.





Taking a step in the world outside

Earlier in the year, we had our first cohort of children graduate from our Education to Livelihood (E2L) programme. In our livelihood programme children in their 11-12th grades are provided career counselling and guided to pursue a career based on their interests and aptitude. Children are provided basic training to apply for and succeed in a job interview. 70% of the children graduating have been successfully placed in employment or are pursuing higher education. We also launched our vocational training programme in Mumbai and Delhi, where over 100 children are being trained in various vocations.



Working towards a bigger and better future

WPP India CSR Foundation has established itself successfully in the journey of 20,000 students from their education to livelihood. We are witnessing our initial successes from the achievements of our children, who continue to spread their wings in academics and extra-curricular activities. We look forward to supporting many more children in achieving their life-goals.

All this wouldn't have been possible without the support of the WPP group companies, and each individual who has contributed in the journeys of our children directly or indirectly. We are looking forward to broadening their horizons and making it all better with your support. Thank you for bringing magic in our children's lives!



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