

**WPP Foundation wins big at the ET Now CSR Leadership Awards**

*The Foundation’s Education to Livelihood programme leads it to a 7th win over the past 8 months*

* Won awards under ‘Best CSR Practices’ and ‘Innovative CSR Practices’ categories
* Rama Iyer, who leads the WPP India CSR Foundation, won the accolade of ‘Women CSR Leader’

**Mumbai, 21 February 2019:** WPP Foundation, the CSR entity of WPP India, today announced that it has been awarded three prestigious awards at the recently concluded ET Now CSR Leadership Awards. The Foundation received awards in the ‘Best CSR Practices’ and ‘Innovative CSR Practices’ categories. Rama Iyer, Director-General of WPP India CSR Foundation, was also the recipient of the ‘Women CSR Leader’ award at the ceremony.

The awards recognise WPP Foundation’s contribution towards the society via its Education to Livelihood (E2L) Program. The winners were chosen based on several criteria, which included the impact and quality of the CSR project.

*On winning the prestigious awards,* ***Rama Iyer, Head, WPP Foundation****, said, “To be recognized for something we believe in and truly enjoy is always encouraging for us, and we continue to strive towards a better future for our children.*

*We’ve succeeded in a short span of time, as we collaborate within our amazing small team and with our very supportive partners.*

*Our real win is in the opening of new doors of opportunities for our children and in creating an impact in their journey from education to livelihood.”*

The 27th edition of ET Now CSR Leadership Awards saw corporates from various sectors go through a selection process of self-appraisal and a jury round, including presenting one’s work to the leaders in the social development sector. The jury for this year’s awards included **Professor Indira Parekh** who leads the FLAME Foundation (ex-Dean, IIM A) and **Saugata Mitra**, Chief Human Resource Officer of Mother Dairy, amongst others

As a part of the E2L program that they have been commended for, the team at WPP Foundation curated their own digital education program which introduced the children to coding using the DIY KANO computer kits, that led to advanced digital courses in 3D designing and robotics. Their progress is directed by a Theory of Change, developed with the help of a Harvard Professor, which emphasises on three key areas of their Education to Livelihood (E2L) programme i.e. improving learning outcomes, addressing deep-rooted social norms and enhancing work-readiness skills.

**About the WPP Foundation:**

WPP is a creative transformation company that builds better futures for its clients through the integrated services of communications, experience, commerce and technology. WPP India launched WPP India CSR Foundation in 2015. The vision is to help 20,000+ underserved children and youth in achieving their true potential. Together, we work in unison with partners towards bringing social change. The foundation is committed to a common CSR vision of opening doors for every child and youth from vulnerable and marginalised communities through their holistic child development programmes that focuses on education, life skills and health. For more information, visit [www.wppindiafoundation.com](http://www.wppindiafoundation.com)

**Journey of the WPP India CSR Foundation**

Founded in 2015, the WPP India CSR Foundation strives to bring about a social change through its flagship Education to Livelihood program(E2L). Addressing key focus areas—retention in school, poor learning outcomes, work skilling and deep-rooted social norms, the E2L program has been providing interventions and resources to 20,000 first-generation learners from 11- 18 years. Currently, the program is running successfully in 10 underserved government aided schools across the Mumbai and Delhi-NCR region. Through strategic partnerships with best-of-breed social organizations, the E2L program takes an evidence-based approach in developing frameworks to facilitate successful implementation.

The foundation’s key initiatives include improving educational outcomes in literacy and numeracy, with a focus on opening young minds to the world of digital innovation. The Foundation also helps to inculcate confidence, gender equality and the mindset and habits to be livelihood ready amongst the youth, through career counselling, sport, dance and music.

To ensure retention among the youth they support, they provide access to health education and health services.

In a remarkably short span of time, the E2L program has been able to

* Help over 70% children secure their future through employment or higher education
* Reduce dropout rates to less than 5%
* Double the ability of coding
* Increase literacy & numeracy
* Increase confidence levels
* Reduce gender discrimination
* Initiate better health standards

As a testimony of its sustained efforts to drive positive social impact, WPP Foundation has been recognised with several awards, including Special Category Award for Livelihood at **India International CSR Awards, 2018**, Award for Best Business Campaign and Communication in CSR at the **National Excellence in CSR Congress and Awards, 2018**, Award for the Best CSR Impact Initiative at the **National Excellence in CSR Congress and Awards, 2018** and National Recognition for Excellence in CSR at the **5th NHRDN-BIMTECH CSR Summit, 2018.** They also won a **Special Commendation at the Golden Peacock Awards** for CSR in January 2019.

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