

WPP CSR Bulletin

Good futures depend on the right doors being opened at the right time.



We believe in creating a bright future for the marginalised youth of India by improving their educational outcomes through technology. Our educational interventions impart technical livelihood and soft skills to help them seamlessly integrate with society.

We believe in creating a bright future for young minds. This is our dream. And this is their story.

Key highlights of the last 6 months

We, at the WPP India CSR Foundation continue to work with our 15,474 children in Mumbai and Delhi to nurture their dreams. We also work with approximately 37,586 community members in and around our selected schools. And as a part of our endeavour, we are launching new programmes for them.



(L to R) Shree Ram Welfare Society's High School's Principal, Ranjan Kapur (Chairman WPP, India) and award recipient

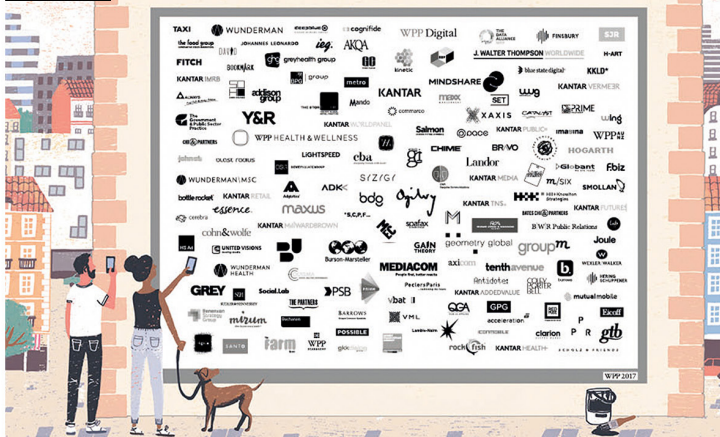
Sharing our dreams and success stories

The WPP Global Board Meeting was held in Delhi, October 2017. We, at the WPP India CSR Foundation were happy to share our success with CEOs, CFOs and Directors of the WPP family. We were really motivated by the positive response we got from Sir Martin Sorrell. We look forward to continued support from the WPP family.

Sir Martin Sorrell, CEO, WPP



WPP Family



(L to R) Rama Iyer (Director, WPP India CSR Foundation) Sir Martin Sorrell, (CEO, WPP) and Dr. Indu Shahani, (Founding Dean of ISME)

WPP's independent digital literacy programme

Introducing coding to children who were computer illiterate

After a successful launch in the Shree Ram Welfare School, Andheri, **KANO** was introduced to students of the 6-7th grade at Chhatrapati Shivaji Vidyalaya, Dharavi.

The **KANO** programme in Dharavi replicated the success received in the pilot in Andheri. Students from the Dharavi school too have shown improvements in:

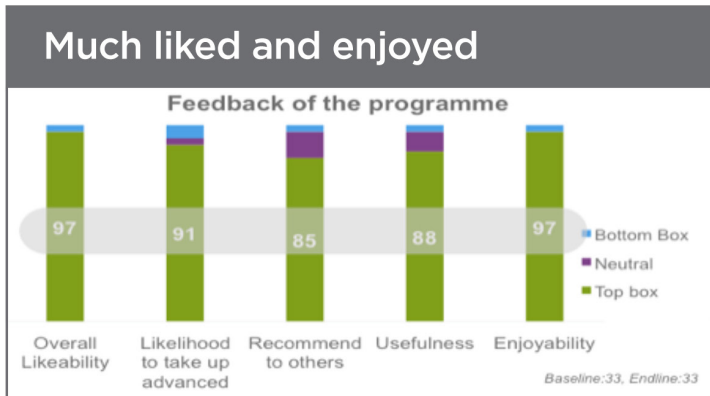
- Logical thinking
- Ability to identify various computer parts
- Ability to code effortlessly



KANO certificate distribution, Chhatrapati Shivaji Vidyalaya



Celebrations after certificate distribution, Chhatrapati Shivaji Vidyalaya



Quantitative Assessment for KANO feedback



(L to R) Chhatrapati Shivaji Vidyalaya's Principal and recipient of certificate with her mother

Opening up young minds to design and creative thinking - the 3D design way

While ensuring that students are exposed to unconventional digital knowledge, we want to use technology to open their minds.

The 3D programme is designed to give children an opportunity to explore their creativity while tinkering on Tinkercad (An online platform for building 3D objects).

This course has taken the KANO certified students to the next level, by introducing them to modern technology.



Students of Shree Ram Welfare Society's High School learning about 3D printing,



3D objects designed by students

Opening doors to diverse livelihoods

At the Foundation, we believe in opening children's minds to various career and study opportunities, even those considered inaccessible to them.

Taking livelihood training to students

We are happy to say that over 150 students have graduated in the last six months through the livelihood programme.

The programme that we conduct, trains students in soft skills, spoken English, interview training and digital literacy.

Earlier we had reached out to community youth through this programme. Now we have expanded it to reach out to youth from our school in Dharavi.

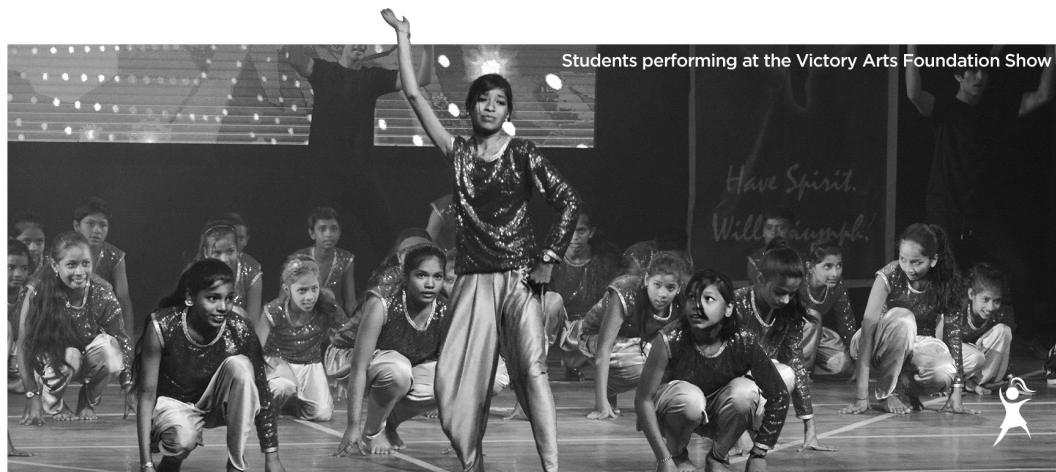
Scholarship, a bridge between education and livelihood

Allwyn and Denzil, two students from Commerce background and with interests as diverse as karate and cooking, were struggling to find the right path. But their knack for communication caught our attention during an orientation to the WPP School of Communication in their college.

They got the much-needed opportunity to achieve their dreams through the WPP India CSR Foundation Scholarship.



Allwyn and Denzil have successfully completed the first semester at the WPP School of Communication.



Students performing at the Victory Arts Foundation Show

Making Bollywood dance dreams come true

We have always believed that an opportunity can change lives. So when we saw the glimpse of hidden talent in students of the Chhatrapati Shivaji Vidyalaya, we decided to nurture it.

We partnered with Victory Arts Foundation, a Shiamak Davar endeavour, that works with students from underprivileged backgrounds, giving them an opportunity to learn dance and find a livelihood in the field. Shiamak Davar is known as the guru of contemporary dance in India and is linked to many successful Bollywood dance sequences.

The trainers from the Foundation worked with the students in school premises itself. After a month's training, the students got an opportunity to perform at the Victory Arts Foundation Show in front of their parents, teachers and Shiamak Davar himself. An entire auditorium was in awe of the students who were performing on a lovely Bollywood song on such a big stage for the first time.



Paul Mower (WPP Country Finance Director - India and Indonesia) with performers

WPP FAMILY.
WE UNITE TO SPREAD JOY.



Rama Iyer (Director, WPP India CSR Foundation) & Rajesh Gangwani (Managing Partner at J Walter Thompson) at the launch of a Toy Donation Drive, J Walter Thompson, Mumbai

We are happy to share that we launched the WPP volunteering initiative with a toy donation drive at the Goregaon, Lower Parel and Vikhroli offices.

For this initiative, we partnered with Toybank and iVolunteer. Toybank is an NGO in India that promotes the Right to Play for all children. Their mission is to address developmental needs (vocabulary skills, social engagement skills, memory skills, etc.) in children through games and toys. iVolunteer is an organisation that helps management and planning of volunteering initiatives.

We had a wonderful time and greatly appreciate your support in making the toy donation drive a success. We not only collected 507 toys but also received overwhelming participation for volunteering.



Volunteers designing games



WPP India CSR
FOUNDATION

Nayi zindagi ki dastak



We thank J Walter Thompson, Mumbai for their creative support and our on-field partners.