

Tesco Bengaluru

Corporate Social Responsibility

Annual Report 2015-16

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Every little help makes a big difference – it's the value we live by to ensure we serve our customers, colleagues and their communities a little better every day.

There are three themes of Corporate Social Responsibility (CSR) work at Tesco Bengaluru:

1. **Care4Nature:** Environment-focused initiatives
2. **Skills4Life:** Upskilling and supporting the learning of young adults from disadvantaged backgrounds
3. **Youth4Ever:** Preventive health measures for disadvantaged communities

All our CSR projects are mapped to these three themes.

Our CSR work is run on the backbone of colleague volunteering. We seek to get our colleagues engaged across the range of our CSR projects and supported NGOs, through diverse volunteering activities. Our ground-up, colleague-led approach puts the focus on the human contribution and gets a significant chunk of our colleague population involved in our CSR as active participants.

Funding & Support: NGO Engagements, Social Projects, Communities

In 2015-16, our CSR projects consisted of the following:

- Afforestation initiatives with Saytrees Environmental Trust: From June-December 2015, 4000+ trees have been planted in various parts of Bengaluru city.
- Funding support for Sankara Eye Foundation's community eye care programme: Funded free eye surgeries for needy patients who cannot afford them – vision restoration surgeries completed for 430 disadvantaged patients
- Under our 'School Adoption Model', we support government schools in the neighborhood of our office through sustained engagement aiming to help the learning levels of the students. These are government schools which are identified as needing assistance. Tesco Bengaluru supports the physical infrastructure of the school, supports with learning aids, and engages the students in co-curricular and extra-curricular activities such as digital literacy, sports, craft, music, language skills, and more. We have funded infrastructure, civil works (playground levelling, painting the school, roofing, electrical and plumbing works), and other support such as the provision of drinking water in three government schools, and have set up computer labs in two of these.
- We have organised eye check-up camps in our adopted government schools, covering 585 schoolchildren.
- Funding support for rural education through Agastya International Foundation: Funding capital expenditure on two Mobile Science Laboratories (MSLs). 44,000 student exposures + training for 120 government school teachers will be enabled through these.
- Funding support for Akshaya Patra's midday meal programmes: Kitchen equipment at Akshaya Patra's kitchens that churn out nutritious mid-day meals for over 5000 schoolchildren every day
- We have set up sustainable solar lights in four different public spaces in Whitefield, including a park, a village, and two government schools, in collaboration with Rotary Bangalore IT Corridor Charitable Trust and Whitefield Rising
- Fostering cleanliness and helping to keep garbage away: We have set up 60 stainless steel outdoor dustbins in the WEPPIA area of Whitefield, Bengaluru.

- We have conducted 12 continuous Swachh Bharat monthly street cleaning drives, in the neighbourhood of our office and in local villages in Whitefield, Bengaluru.
- We have set up e-toilets in public areas in Whitefield, and in government schools in the outskirts of Bengaluru, in Hoskote. We partnered with Rotary Bangalore IT Corridor Charitable Trust and Rotary Whitefield respectively to execute these.
- Funding support to Bangalore Oniyavara Seva Coota (BOSCO): We have supported BOSCO's bakery unit – which trains young boys in bakery skills as a source of employment.
- We have funded support to Association for People With Disability's Spinal Cord Injury Centre, for mobility aids support and medical/surgical interventions
- We have also contributed to the Prime Minister's National Relief Fund (PMNRF) for disaster relief



Innovative CSR Practices

- **CSR Impact:** As a proactive initiative, Tesco Bengaluru organised [CSR Impact](#) – a collaborative workshop – together with the Whitefield Export Promotion Parks Industrial Association (WEPIIA) in April, 2015 at our campus to collectively enhance the community outcomes in the area. Over 40 corporates, government officials and NGOs participated in the event that debated, discussed and defined priorities for the forum partners. Participants converged ideas, resources and volunteers to improve the impact we can have on the community.



Tesco Bengaluru presented the top five challenges in Whitefield followed by a discussion on potential collective solutions to these. This event presented opportunities for CSR leaders, government officials and NGOs to arrive at sustainable solutions. The platform provided opportunities for stakeholders to engage with each other, share initiatives that mattered, and create an environment for change.

- **Individual Social Responsibility Programme (ISR):** In a unique attempt to back causes that colleagues are passionate about, and establish a sense of ownership and connect, Tesco Bengaluru launched the ISR programme. Through this, we invited colleagues to submit proposals which it will support from our CSR funds. These had to be proposals for community projects or NGO projects which the individual colleagues were keen to own and drive and which would have demonstrable impact. An independent panel reviewed the proposals received and selected the ones which Tesco Bengaluru would fund.



- **‘CSR Month’ – Making Volunteering Inclusive and Engaging at Tesco Bengaluru:** We completed a month-long campaign called ‘CSR Month’ throughout October 2015 which put the spotlight on CSR & volunteering. Over the course of the campaign, colleagues completed almost half of their annual volunteering targets and increased the volunteer base, while scaling impact on the community we are embedded in.

The slogan and belief for CSR Month was ‘Volunteering Fun, Fulfilling, and For Everyone’, as it attempted to make CSR engaging and meaningful, while breaking the myth of it being serious or boring. The goals of CSR Month were to build connection and pride among colleagues through volunteering, and to scale our community impact. Tesco Bengaluru has consistently had a collaborative and inclusive approach to volunteering and CSR work.

With this, the idea was to establish an annual event that taps the power of Tesco’s passionate colleagues to enhance its community impact.

This was the first time we organised a whole month of continuous and sustained CSR and volunteering activity, a unique initiative in the CSR landscape. We held multiple activities on our campus, across centres of our partner NGOs, at our adopted schools, and ran afforestation drives in public spaces, in order to impact the internal audience as well as the communities at large.

- 22 volunteering events were successfully organised, at various locations in the city. Each event had colleagues participating in big numbers.
- 7 activities for engagement, awareness, and activation – including colleague contests, flash mobs, Pledge Wall, carnival & Talent Show for fund-raising, garbage installation, wish trees

Tesco Bengaluru was honoured with the **‘Best Corporate Social Responsibility Practices Award’** at the **2016 Global CSR Excellence & Leadership Awards** organised by the **World CSR Congress**, for the case study of CSR Month.



Payroll Giving

Over 2000 colleagues at Tesco Bengaluru are part of **Give India's** payroll deduction programme, contributing regularly to causes close to their hearts. In FY 2015-16, the overall contribution by colleagues totalled over INR 34 lakhs. Since 2011, colleagues have contributed over INR 1.2 crores to the Give India payroll deduction programme.

Give India is a donation platform that allows colleagues to support a cause of their choice from about 200 NGOs that have been scrutinised for transparency and credibility. Through their 'Give As You Earn' programme, several colleagues at Tesco Bengaluru have made donations from their salaries for causes ranging from child welfare and education to disability, poverty, and women's empowerment, to name just a few.

"We thank you for supporting our **'Mission for Vision'**. Your thoughtful contribution would go a long way in eradicating curable blindness from our country."

- Dr. R.V Ramani, Founder and Managing Trustee, Sankara Eye Foundation

"I am enjoying each and every moment when I participate in community events. By involving myself hands-on, I have come to understand exactly how it makes a difference to the community, especially when we achieve results!"

- Mamatha Gowda, Tesco Bengaluru CSR Champion

"Going to the school and engaging with the children there showed me that there is nothing greater than spreading your happiness and seeing it in another's eyes!"

- Praveen Channaiah, Tesco Bengaluru CSR Champion