

U S  
T .

# Transforming lives: 25 years and beyond



OFFICE OF VALUES AND CULTURE

Annual Corporate  
Social Responsibility  
Report  
(2023-24)

[ust.com](https://ust.com)



# Report approach

The UST Annual Corporate Social Responsibility (CSR) Report 2023 (covering April 2023 - March 2024) highlights the community development projects and initiatives carried out by our associates through volunteering. These efforts were in collaboration with various non-profit organizations with whom we have partnered.

The Annual CSR Report 2023 represents UST's commitment to social transformation and highlights the efforts in our five focus areas: education, health, livelihood, environment, and disaster relief.

We have extended our corporate mission, **Transforming Lives**, to our CSR efforts and focus on facilitating impact-based social development solutions.

The Annual CSR Report 2023 reporting approach is aligned with the Company's CSR Policy, (The Company's Act 2013, India) and the United Nations Sustainable Development Goals (SDGs) 2030 at the India and global levels.

This Annual CSR Report 2023 covers significant impact-based and scalable initiatives executed in some of our larger locations in India (Trivandrum, Bengaluru, Kochi, Chennai, Coimbatore, Hyderabad, Noida, Pune and Kolkata), APAC (Malaysia and Philippines), the United States (Aliso Viejo, Boston, San Jose), the UK (Leeds, London), Europe (Poland, Bulgaria) and Australia.



# Content

Leadership messages	5
Our values	8
Social commitment - strategy and approach	9
Creating shared value	10
Transforming lives	11
Impact FY 2023-24	13
Social impact programs	13
Awards and recognition	15
Expanding our CSR footprint	17
Celebrating 25 years of UST	18
Stories of volunteering	19
Education	23
Health	37
Livelihood	44
Disability and inclusion	50
Disaster relief	56
Environment	58
Stakeholder engagement	62
Our CSR team	63
Our non-profit partners	65

# Leadership message



The company should be socially responsible and use most of the wealth created to help people less fortunate than ourselves. We should be involved in something higher than ourselves.

**G. A. Menon (1931–2003)**  
Founder Chairman, UST



UST firmly believes in the Chinese proverb, 'Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime'.



As UST celebrates its 25th year in 2024, we find ourselves taking time to look back while we look forward. It's heartening to see that our steadfast focus on serving the community has kept us going and growing over the last 25 years, and will continue to do so for the next 25 years and more.

Though most organizations have a corporate social responsibility function, at UST, we have always gone beyond checking a box to make a genuine difference in society. Our associates, particularly in times of societal unrest, come together in a true display of solidarity and altruism.

Our teams continue to inspire us with their selfless service. In the year 2023-24 we touched more than 100,000 lives across the globe. This was thanks to the countless volunteering efforts of our associates in India, Malaysia, the Philippines, the US, the UK, and Mexico, among others.

UST firmly believes in the Chinese proverb, "Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime." As a result, we scaled up our livelihood efforts by providing skills training and job placements to communities worldwide. We nurtured and guided entrepreneurial ambitions, delivered IT skills training, helped academic dreams come to life, took part in critical agricultural initiatives, and provided resources and support for people with disabilities.

UST's flagship Adopt-a-School project has significantly more participation in locations across the globe, and it's heartening to see the vast number of students and teachers benefitting from these initiatives.

What's more: nearly 40,000 people now live a better quality of life because of UST-led health interventions. This included work to create better health infrastructure facilities, initiatives that support reproductive and mental health, and programs to prevent food insecurity.

And when unforeseen disaster strikes, UST teams are always at the forefront. As part of our disaster relief measures, we helped more than 2,000 families affected by cyclones in Telangana and Tamil Nadu in India. Plus, our teams supported the frontline and health workers involved in the rescue operations.

But we don't stop with people. We also support our environment, making efforts to protect our planet for future generations. We actively support communities in forest areas and around water bodies, who often face negative implications from their environment.

As always, there is a ways to go, but UST and our associates are committed to serving the communities in which we live and work – that's the only way forward. Only selfless giving can keep our humanity intact. We pursue a kinder world as OneUST.

Thank you,

**Krishna Sudheendra**  
Chief Executive Officer



As we reflect on the past 25 years, we are humbled by the amazing transformations we have witnessed, not only in the lives of the individuals and the communities we serve, but also in our own lives.

25 years! As we celebrate this glorious milestone, I am deeply honored to present this year's CSR report 2023-24 – a testament to our unwavering commitment to **Transforming Lives**.

Since our inception a quarter century ago, we have strived not only to excel in technology but also to serve as catalysts for positive change in the communities we operate in. Our CSR initiatives have always been guided by this simple yet profound belief: that the true measure of our success lies not only in material gain, but also in the impact we have on the lives of others. A belief instilled by our co-founder, Mr. G.A Menon, who never hesitated to walk the talk. From the moment he returned home to India to set up his company, he reached out to help talented children with financial challenges.

Over the years, we have dedicated ourselves to a diverse array of causes, spanning education, livelihood, environment, health, disaster management, and beyond. Through these efforts, we have touched the lives of countless individuals, empowering them to build brighter futures for themselves and their communities. I'd like to make a special mention here of our initiatives in disability and inclusion. This sub-stratum has underpinned our five areas of work and has grown tremendously. As a hat tip to it, we celebrated our 25 years of giving by donating 25 motorized wheelchair-scooters, a gift of mobility, to persons with disabilities.

One of the most inspiring aspects of our journey has been the active involvement of our employees in our CSR initiatives. It is heartening to see our team members volunteer their time and expertise to support causes they are passionate about, embodying the spirit of empathy and compassion that defines our company culture.

As we reflect on the past 25 years, we are humbled by the amazing transformations we have witnessed, not only in the lives of the individuals and the communities we serve, but also in our own lives. We have gained invaluable insights, forged deep connections, and experienced personal growth that transcends the boundaries of our professional lives.

In this year's CSR report, we'd like to share some of the stories of our own employees who have been profoundly impacted by their experiences as volunteers. These stories serve as a powerful reminder of the transformative power of giving back and the ripple effects that occur when individuals come together to create positive change.

As we look to the future, we remain committed to our mission of Transforming Lives to make a lasting impact on the world around us. We recognize that our journey is far from over, and we are eager to continue exploring new ways to leverage our resources, expertise, and passion to drive positive change and build a brighter, more inclusive future for all.

I would like to extend my heartfelt gratitude to our employees, many of them volunteers, partners, and stakeholders who have played a pivotal role in our CSR journey. Your unyielding support fuels our passion and inspires us to reach greater heights.

Here's to another year of purpose-driven impact and meaningful change. Let us continue to create an **Impact Unbound**.

**Sunil Balakrishnan**  
Chief Values Officer

# Our values

Our core values, **Humility**, **Humanity**, and **Integrity** emanate from the vision and wisdom of our founders. These values guide our company, serving as its cultural cornerstone.

**Living the values:** UST integrates its core values into all aspects of its operations and activities. This has engendered a unique culture which is embedded in the company. Providing the foundation for action through the organization and making us one of the best technology and digital services companies on the planet.

**The Office of Values and Culture (OVC):** Set up in the year 2019, the OVC manifests the company's commitment to integrate business and ethics into our everyday work.

## The three pillars of the OVC:

- Corporate Social Responsibility (CSR)
- Values and Culture
- Colors of UST (Employee Engagement Framework of UST)

The mission of the OVC is to sustain, strengthen, and scale our values globally. The three pillars that constitute the OVC drive UST's mission through volunteer-based initiatives across geographies and verticles. The ultimate goal is to ensure our customers and communities experience our values in compelling ways.



## Humility

We will listen, learn, be empathetic, and help selflessly in our interactions with everyone



## Humanity

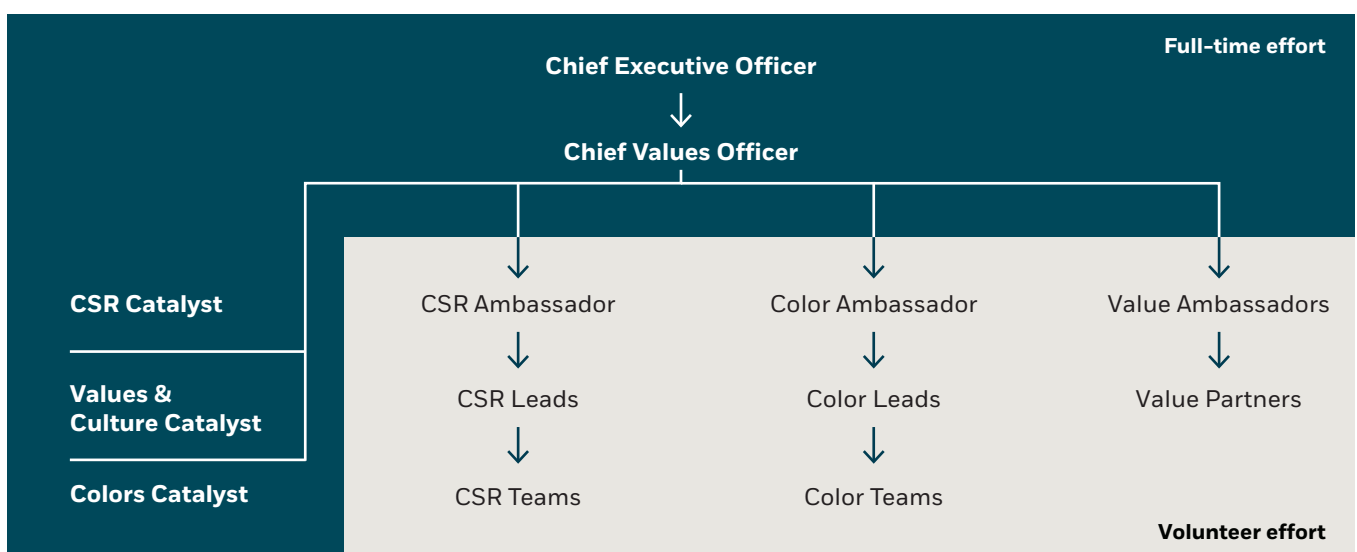
Through business, we will better the lives of those less fortunate than ourselves



## Integrity

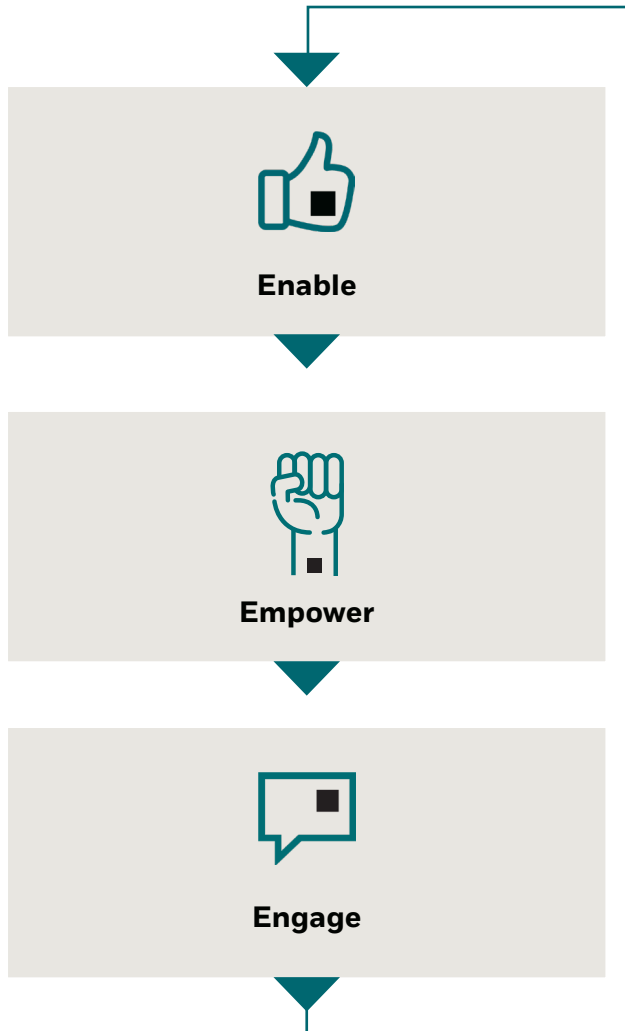
We honor our commitments and act with responsibility in all our relationships

## Office of Values and Culture (OVC)



# Social commitment

## Strategy

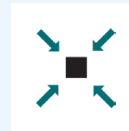


## Approach



### Volunteer engagement

80% of UST associates are actively engaged in social commitment initiatives with a sustained approach



### Inclusive approach

Focus on marginalized populations



### Long-term impact and sustainable solutions

Need-based and outcome driven social initiatives



Tree plantation project site, Tamil Nadu Physical Education and Sports University, Chennai, India

# A commitment to progress: 25 years of CSR

Our CSR journey started a quarter century ago, in a small town, with small initiatives, but a big heart.

We've grown since then, from supporting local initiatives like supporting health camps, mentoring high-school students, and planting trees, to leading a robust portfolio of impactful projects across continents. From planting seeds of change with small acts of kindness, we've nurtured a flourishing commitment to social good.

As we celebrate our 25th anniversary, we look not just at how far we've come, but how far we can go. Building on the successes of the past, we plan to scale for more impact - in our five chosen areas - strategically focusing our efforts for a wider reach and deeper positive influence.

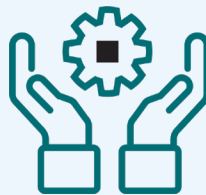


UST Volunteers at Amrit Mahal Community Forest in Chitradurga, Karnataka, India for tree plantation

# Transforming lives



**118,000+**  
Lives impacted



**100+**  
Initiatives



**50+**  
Non-profit  
partners



**10,000+**  
Volunteering  
hours



**9**  
States covered  
in India



**10**  
Global geographies  
engaged

# Impact FY 2023-24



**Education**

**63,000+**  
Lives



**Health**

**32,000+**  
Lives

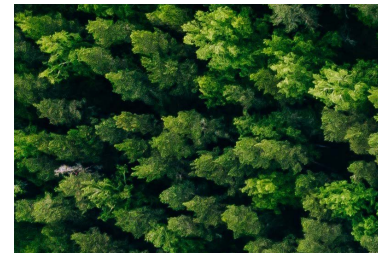


**Livelihood**

**400+**  
Lives

## Social impact programs

CSR focus areas at UST align with UN Sustainable Development Goals (SDG) and follow India's national CSR guidelines. CSR initiatives are planned, implemented and the outcomes measured according to the CSR policy of the organization.



### Education

- Early childhood education
- Adopt-a-School program
- Pedagogy-based initiatives
- Scholarships
- STEM-based education intervention

**4** QUALITY EDUCATION



**5** GENDER EQUALITY



### Health

- Reproductive health and hygiene education programs
- Health infrastructure at primary, secondary, and tertiary levels
- Community wellbeing initiatives
- Supporting patients with terminal illness

**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**6** CLEAN WATER AND SANITATION



### Livelihood

- Women entrepreneurship and empowerment programs
- Empowerment programs for individuals with autism and their caregivers
- IT-based skilling of women
- Efforts to conserve medicinal plants and livelihood for small-scale farmers
- Livelihood support for wives and children of martyred soldiers

**1** NO POVERTY



**8** DECENT WORK AND ECONOMIC GROWTH





**Environment**

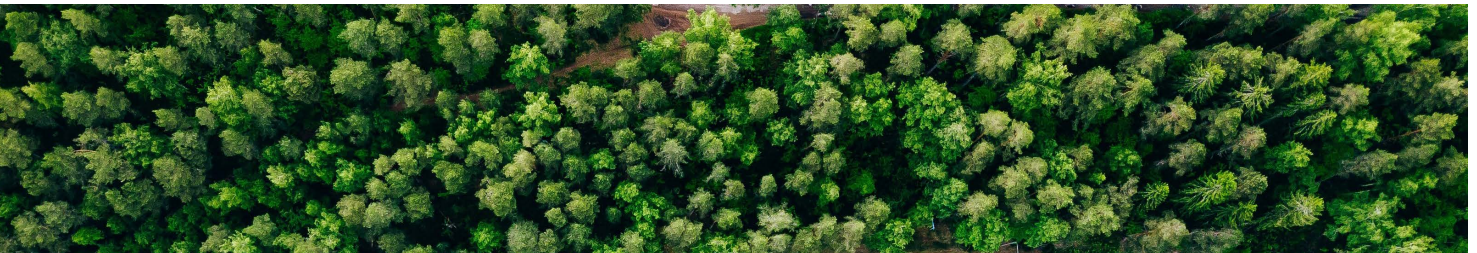
Tree saplings planted: 24,000+  
 Medicinal saplings planted: 100,000+  
 Gallons of water conserved: 17,500,000+



**Disaster relief** 20,000+ Lives



**Disability and inclusion** 1000+ Lives



**Environment**

- Tree plantation
- Forest conservation
- Medicinal plants farming
- Water body rejuvenation
- Volunteer driven cleanup initiatives
- Renovation of water troughs for wildlife



**Disaster relief**

- Flood-relief work
- Food and ration support to vulnerable communities



**Disability & inclusion**

- Education, health, and livelihood interventions for People with Disabilities (PwD)
  - Special education
  - Scholarships
  - Mobility and medical-assistive devices
  - Skill development and job placements
  - Sports training for para-athletes



# Awards and recognition

## Business Culture Awards for CSR – November 2023



## Mahatma Award for CSR Excellence in Community Initiatives – October 2023



## Indian Social Impact Awards – February 2024

UST awarded **Best Women's Livelihood Initiative of the Year** and **Best Environment friendly Initiative of the Year - 2024**



Kerala Management Association Awards: **CSR Award for Education** – March 2024



Youth for Seva Awards: Prasanth Subramanian awarded **Changemaker of the Year** at the Corporate Volunteering Conclave – March 2024



Smita Sharma awarded **India Responsible Leaders Award** – August 2023



# Expanding our CSR footprint



# Celebrating 25 years of UST: Transforming Lives, one mile at a time



On this significant milestone, we chose to support an initiative in an area close to our hearts – disability and livelihood.

**Mobility gives people with disabilities much-needed independence.** Thus, we decided to provide 25 electric wheelchair scooters to persons with locomotor disability in various districts of Kerala. Designed by NeoMotion, a company formed by IIT Madras, India, these scooters can travel up to 50 kilometers on a single charge.

These NeoMotion electric scooters are more than just vehicles; they are tools of empowerment. By providing these scooters, we aim to alleviate the daily struggles faced by persons with disabilities, granting them the freedom to pursue their education and livelihoods with less constraints. This initiative is a profound reminder of the positive impact we can have through thoughtful and compassionate actions.



## Muhammed Sahal's journey to independence

Every day, Muhammed Sahal, a BTech student from Cochin University spends Rs. 500 on the autorickshaw to attend his classes. Sahal's parents have no steady income, so this daily expense is a heavy burden for the whole family.

Sahal was determined to continue his studies, whatever the challenge, and he sent a heartfelt request letter to UST, explaining his predicament. Touched by his story, Sunil Balakrishnan, our Chief Values Officer, decided that UST would not only help him, but also help others in the same straits.

We clubbed this with our quarter century milestone and put in an order for 25 NeoMotion electric wheelchair scooters, specifically designed by IIT Madras, India for the persons with locomotor disabilities.



We had a special event in Alappuzha, Kerala, India where a visibly excited Sahal was gifted a new-found independence.

# UST volunteers are a passionate lot. Where does this passion come from? Volunteer to find out!

Employees who generously volunteer their time and expertise experience amazing transformations in their own lives. Personal growth is a common theme, as volunteers develop new skills and gain diverse perspectives. Professionally, they build stronger networks and enhance their resumes with valuable experiences.

“



**Amalina Jamalludin**  
Strategic Planning Lead  
Penang, Malaysia

## Cheers to our volunteers

Amalina spends Fridays and weekends cleaning beaches, distributing hampers to the homeless, introducing STEM in schools with children majorly from fisherman communities. Amalina is invested in incorporating STEM education in the lower grades of under-privileged schools so more children find careers in science and technology. She is bursting with pride that one of the first schools we supported won a STEM competition the first year it competed!

**Their success is her success.** For Amalina, the spark that set her off came from her boss – CSR Ambassador Hasrul Hasni – so of course we had to speak with him too.

“



**Hasrul Hasni**  
Client Partner  
Penang, Malaysia

## The more you give, the more you get

“I was not a good student,” claims Hasrul, “People have always helped me get ahead, and get better.” What goes round, comes round, and today Hasrul is the one supporting youngsters from not-so-posh-schools. As Chairman for Penang Alumni for Tech Institutes, he mentors students, encourages talent, organizes workshops, internships, and leadership training, as well as offers students opportunities in corporations, so they can try their wings.

Of course, we had to ask, “Why? Why do you do this?”

“My late mum always told me, the more you give, the more you get,” says he.

And get he does! He feels people around him are generous and giving of their support and resources, because **“It doesn’t matter who you are, or what your position is, people will always rush to help you when you connect with your heart.”**

Probe deeper to see what really keeps him hooked, and he admits he loves making people smile. It’s that simple.

Hasrul wants to introduce these joys to his children early, “I bring my 2-year-old in his stroller to our CSR event for the homeless.”

Hasrul may not have been a good student, but we’re proud to say he’s a great human.

“



**Ina Radeva**  
HR Manager  
Sofia, Bulgaria

### Even a small change makes a difference

Ina is passionate about making a difference, she believes that **"Even the smallest change is good and it can have an exponential positive effect."**

She was already supporting several causes before joining UST. And, in fact, one of the reasons she joined UST was because she was impressed by the company's "focus on the well-being of people in the community". She explains, "It was something that the management was living and breathing, and it resonated strongly with my personal values."

Once on board she connected with various NGOs, and got down to helping orphaned adolescents, abused women, and many such troubled individuals.

Her flexible benefits platform for employees was a game-changer.

Under her benefits plan, UST employees can choose, within a budget, where they can donate. The platform has a mix of things you can buy for yourself, and a list of charity organizations that you can support with monthly or one-time donations. Her stories of UST CSR beneficiaries inspire her colleagues to do more, give more.

Today she is happy to report that, "A lot of our guys are actually supporting causes of their hearts." She adds, "Sometimes it can be just a smile and yeah, it can have a transformative positive impact on someone's life even if you'll never know about it."

“



**Rajan Aggarwal**  
Delivery Manager  
Noida, India

### It's a good feeling

Rajan laughs when he recalls how, about 5 years ago, he was shanghaied into becoming a CSR ambassador, "I was forced into it initially," he says, "Now, I love it."

We spoke with him recently. The Yamuna River had overflowed, leaving the shanty-dwellers on the flood plains with next to nothing. Rajan went out personally to ensure that the ration kits they put together so carefully reached the right people. Being a Sunday, they were short of hands, so they roped in the locals to help, and Robin Hood Army, an army of volunteers from the corporate sector.

"This is the first time we've involved outside volunteers", he says. "Normally we do everything ourselves - finding the right cause, procuring the necessities, making sure it reaches the right people."

People had come together from all over Delhi NCR to help: a mother-daughter pair, a bunch of college kids, corporate employees. **"The only thing connecting all of us was the will to make this happen,"** says Rajan.

Now when his team asks, "Hey, Rajan why are you doing this?" He tells them, "It's for my own satisfaction."

"Why Rajan?" we ask again.

**"It's the feeling you get when you see things changing in front of you for the better,"** he says, **"Nothing else."**

“



**Surya Nandakumar**  
Group Product Manager  
Trivandrum, India

### A transformative journey

“My greatest joy comes from having my kids join me on my Snehitha journey, contributing to material selection, design ideas, and even sales.”

Snehitha is a stitching unit run by mothers of children with disability, which manufactures cloth bags.

Snehitha was Surya’s first livelihood initiative, and despite the challenges and doubt that clouded the way forward, it succeeded in giving the young and inexperienced mothers of disabled children a very respectable livelihood, indeed. With Snehitha, Surya jumped from a predictable life of an IT employee to the chaos and uncertainty of setting up a business.

She enjoys her adopted role, exercising skills she never thought she had. “For me it’s an entrepreneurial journey,” says Surya, “Right from taking an order, to getting it done by the unit to selling it. That is the kind of exposure you get”.

Speak to her about her pet project and she is bursting with ideas and excitement. **“My biggest lesson from this journey is realizing that the “answers” to most of our questions lie within us. We just need a bit more push and thought to uncover them.”**



Snehitha is a proud vendor of UST and other clients for market-based product supply.

# Has your life been transformed yet?

# Our initiatives - Deep dive



Education



Health



Livelihood



Environment



Disaster relief



\*The 17 Sustainable Development Goals (SDGs) are the world's best plan to build a better world for people and our planet by 2030. Adopted by all United Nations Member States in 2015, the SDGs are a call for action by all countries - poor, rich and middle-income - to promote prosperity while protecting the environment. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, equality and job opportunities, while tackling climate change and working to preserve our ocean and forests. For more details please visit <https://sustainabledevelopment.un.org/>



# Education

Education is the key that unlocks a child's potential. That's why UST is committed to supporting every stage of the learning journey. From fostering curiosity in early childhood programs to support during school and college, to mentorship, skill-building, and training employability, we invest in education throughout the entire life cycle. We believe we are not just building strong futures for individuals, we're building a brighter future for our communities and beyond.

## Looking back

---

Late Mr. G A Menon kicked off our CSR journey in education by helping talented, but financially challenged young students, back when the company first started. We've come a long way since.

Today, Adopt-a-School, our flagship initiative, is led by a vibrant collective of volunteers. Their goal is to revitalize government and public schools in slums and remote, inaccessible, and rural areas. We are deeply involved in these schools: enhancing infrastructure, digitizing educational resources, and improving student employability. We also offer scholarships to students from low-income backgrounds, helping with placements when possible.

## Forging ahead

---

We are committed to scaling up, to reach 100,000 students from underserved communities within the next three years, by implementing qualitative interventions, leveraging technology, and enhancing learning outcomes. Always prioritizing inclusive education to ensure that no child, especially those with disabilities, is left out.





## Measurable outcomes

**240+**

Schools supported under Adopt-a-School program

**2,600+**

Children impacted through early childhood education programs

**56,000+**

Children supported in the public/ government schools

**35+**

Community-based learning centers established

**550+**

Students provided scholarship for continuing education

**150+**

Community-based libraries were set up

# 1. Educating young minds, empowering communities

## Early childhood education - Anganwadi project

Telangana, India

UST works with DREAM Society to transform early childhood education in Telangana by fostering a love of learning in young children. DREAM works with parents, teachers, and community leaders, in Anganwadi centers, in Adilabad district, to create a nurturing environment that prioritizes child development and well-being. Through interactive

workshops and capacity-building programs, DREAM equips Anganwadi teachers with engaging, play-based methods that spark curiosity and exploration. Additionally, the project tackles malnutrition through a supplementary nutrition program, ensuring children have the foundation they need to thrive.



## 2. Adopt-a-School



Government schools often suffer from numerous challenges, including inadequate infrastructure, teacher shortages, and even lack of basic amenities. The poor quality of education leads to students shifting to private schools, because of which the government reduces funds and resources even further. This was the fate of the two schools in Kerala, before we adopted them.

Adopt-a-School education program adopted 240+ schools in FY 2023-24. The program supports the educational institutions in underserved areas by providing resources, mentorship, and infrastructure improvements.

Adopt-a-School, benefits **55,000+** children, across UST locations.

### **KMLPS, Eroor, gets a new lease of life**

KMLPS, Eroor, was going through one of its worst periods in 2017 – dilapidated building, a mere three teachers in the staff room, including the headmaster, and around 10 students – when it was taken under the wing of our CSR team. UST CSR bailed it out with equipment, infrastructure, and the enthusiastic involvement of USsociates. Over and above material support, our volunteers injected enthusiasm and energy back into the school. They took the children on field trips – Fire station, Bread factory, Folk Museum, Coir factory; helped set up a Miyawaki Forest in the school campus; conducted English classes for the students; had storytelling sessions; invited the children to visit UST and interact with our leaders; participated in all celebrations, including Onam, Christmas, and their Annual Day. Most of all, our volunteers actively campaigned to bring in more students, visiting nearby homes and assuring parents of the best education for their children. This helped increase the count of students, tilted the balance, and revived the school.



**Six years later:** March 2024, KMLPS Eroor has around 60 students, four permanent teachers, one temporary teacher and two support staff. Best of all, it has rekindled its spirit and energy, finding a renewed determination to thrive.

### **MGUPS, Perumpilly, regains its former glory**

MGUPS had been the locality's pride for upper primary education but fell on bad times and dwindled to 28 students, from class 7 and below. Determined to stop this decline, our volunteers began supporting the school in 2018. Starting with necessities like stationery, uniforms, and basic infrastructure needs. Soon we expanded to organizing activities, such as, art, craft, and games; eye camps; study tours; and English language training sessions. We continued the support through the pandemic, transitioning seamlessly to online platforms and ensuring continuous learning for the students. When the school reopened its doors post-pandemic, we aided them with infrastructure improvements, sports supplies, IT equipment, a dedicated English teacher, and even cultural enrichment programs. Today, with growing community recognition and increasing enrollment, the school has grown to 81 students (2023–2024). It is well on its way towards reclaiming its former glory.



## Brigada Eskwela

Manila, Philippines

The Back-to-School program, or "Brigada Eskwela," focused on preparing public schools in Metro Manila by engaging stakeholders to contribute time, effort, and resources for the upcoming school year. The program's slogan is "Bayanihan para sa matatag na paaralan tara na, magbrigada na tayo!" (Cooperative endeavor for a strong educational institution let's go, let's do the brigada!). UST Manila volunteers and teachers then repainted the school hallway, sharing snacks afterward. On the first day of school, UST Manila CSR team returned to donate supplies and show their appreciation for the teachers' dedication and creativity.



## Digital infrastructure can make a great difference

Guanajuato, Mexico

The UST Mexico team contributed 11 computers, equipment, and a projector to Technical Secondary School No. 44 in Guanajuato, Mexico. This donation will benefit 400 students, integrating new technology trends into their education and providing them with enhanced learning opportunities. The addition of this computer equipment greatly enriches the educational resources available to the school community.



London, United Kingdom

UST UK donated a television to The St Marylebone CE School as part of its global education community program. This donation supports digital learning, enhancing engagement for students, and educators alike. The school serves a diverse student body, including those with special educational needs and varying socioeconomic backgrounds. This initiative reflects UST's commitment to modernizing education and fostering dynamic learning environments to empower future generations.

### Today a reader, tomorrow a leader

#### United Kingdom

At UST, we're passionate about education and reading. We're excited to launch our book donation drive for Christ Church Bentinck CE Primary School (CCB). Donating new or gently used books to our local primary school makes a positive impact on young minds. Each book sparks a love for learning and inspires the next generation of leaders. UST volunteers have dedicated time both at the school and with the children, aiming to inspire and support students in achieving their aspirations. Together, every book donated helps create brighter futures and empowers young minds.



## 3. Pedagogy-based initiatives - interventions for improved learning outcomes

Our UST team is constantly exploring new and impactful education projects, ones which make a genuine difference to our students. Our NGO partners are attuned to the current environment and times, with teaching and learning methodologies designed to positively enhance our children's academic performance. Some of our initiatives are highlighted below.

### Unlocking potential through mathematics

#### Project Ganitham, Kerala, India



The Integrated Education Support program by Insight for Innovation aims to improve math and English skills in Kerala's government schools, addressing disparities highlighted by the 2019 ASER report. Implemented in 38 schools across Kerala, it involves trained college students and UST volunteers mentoring students in small groups. Running from 10:30 AM to 1 PM, the program covers arithmetic, algebra, and English, and has reached over 5,000 students in 2023-24. Volunteers also receive training in teaching methods and life skills, fostering empathy and leadership traits through interaction with students.

## Enhancing science education through virtual labs

### Project Vizuara, Kerala, India

There has been a growing recognition of the transformative potential of virtual laboratories in enhancing science education. UST, in partnership with Vizuara, harnesses the power of technology to foster a deeper understanding and appreciation of scientific concepts through Research Laboratories, set up in Kerala's Model Residential Schools (MRS). Meticulously designed to align with the Kerala State and CBSE syllabi, they allow students to experience immersive virtual labs in both English and Malayalam. The initiative targets over 5,700 underprivileged students, providing experiential learning of scientific concepts. The project's focus on equity and inclusivity bridges educational divides, embodying a transformative vision for education.

Teachers report increased student engagement and comprehension, with feedback highlighting the labs' ability to make abstract concepts tangible.

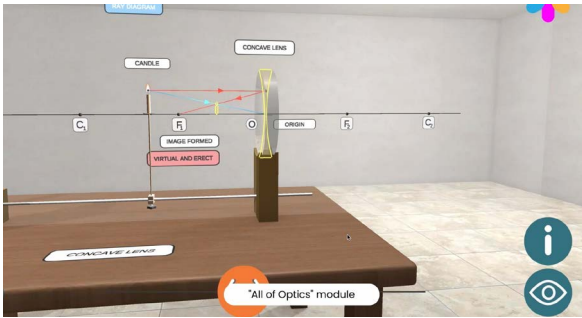


The virtual labs have made abstract concepts tangible for our students. We've noticed a significant rise in student engagement and understanding during science lessons.

**Model Residential HS School, Kattela**

## Key features of the virtual lab

### Interactive laboratories



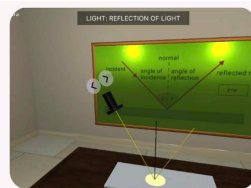
### Customized content



### Hands-on learning experience



### Language accessibility



അദ്ധ്യായം 1 വൈദ്യുത പ്രവാഹത്തിന്റെ ഇഫക്റ്റുകൾ  
ആശയം: പ്രതിഫലനത്തിന്റെ ആശയം



അദ്ധ്യായം 1 വൈദ്യുത പ്രവാഹത്തിന്റെ ഇഫക്റ്റുകൾ  
ആശയം: കാന്തിക കോമ്പസ്

## Working toward confident, creative, and socially responsible children

### Makkala Jagriti, Karnataka, India

Makkala Jagriti works with children age 6-14 years, in government schools, urban slums, and government childcare institutions. UST partnered with them to set up Holistic Development Learning Centres (HDLC) in these places. The initiative aims at enhancing the overall development of children by creating a vibrant learning environment in collaboration with children, parents, and government school teachers. At these centers, specially trained Makkala Jagriti facilitators engage the children in activities that foster their socio-emotional, physical, intellectual, creative,

and ethical (SPICE) development. The primary objective of the HDLC program is to improve children's learning outcomes through holistic development. Sub-objectives include creating a conducive learning environment in government schools, addressing foundational literacy and numeracy skill gaps, and empowering teachers and parents with knowledge and skills to provide holistic development to children. Specific focus areas in the curriculum includes the five following aspects:

#### Socio-emotional development

- Growth mindset
- Coping with emotions
- Interpersonal skills (conflict resolution, collaboration, empathy)

#### Physical development

- Psycho-motor development
- Habit formation on good health and physical activities

#### Intellectual development

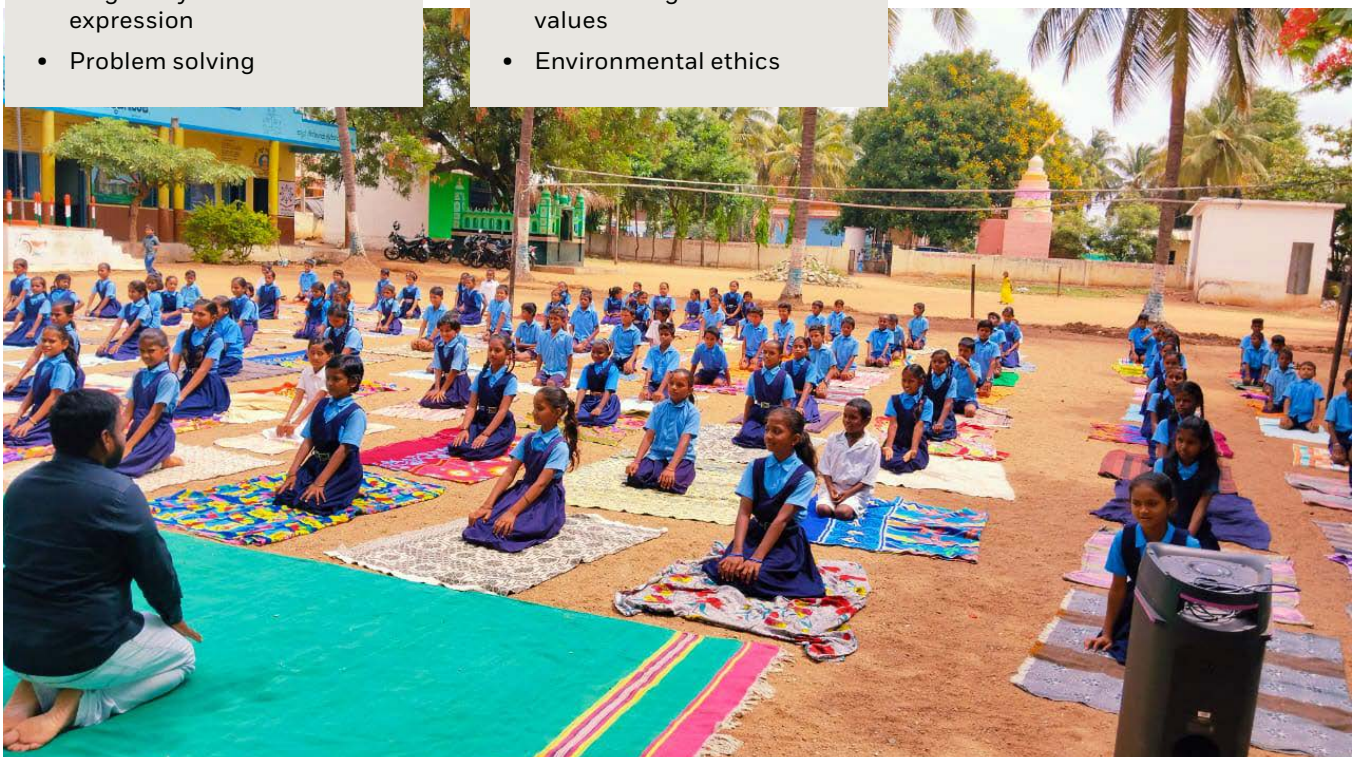
- Reasoning
- Logical thinking
- Critical thinking
- Inquisitiveness
- Curiosity language math

#### Creativity development

- Originality and self-expression
- Problem solving

#### Ethical development

- Internalizing constitutional values
- Environmental ethics





SOME STORIES FROM THE FIELD

**Making education relevant to students**

Bharat, a 6th standard student, wants to become a farmer, and does not see the point of learning to read and write. Our team showed him how reading and writing is essential to acquire knowledge, and knowledge is indubitably required to get ahead in any field. Even a farmer benefits from modern farming technology, for example.

Bharat realized that the education wasn't just for getting marks in school, but a crucial tool for achieving his dream.

**True education is transformative**

Lekshmi, a student at GHPS Hirekasanakandi, was disruptive in class. During a one-on-one session with Lekshmi, we discovered her interest in sports. We encouraged her to spend more time on sports, and took the opportunity to emphasize the negative impact that her behavior was having on her classmates. Over time, she learned to be more civilized and respectful toward others. She was even made the group leader and ended up motivating other students.

**Community bridge learning program for children of migrant workers**

Gubbachi Learning Community

Children of migrant workers often have no recourse to education. To offer quality learning recovery for 160 children (aged 6 to 14) from displaced families, near Bangalore's IT Corridor in Bellandur, UST partnered with Gubbachi Learning Community. The children lacked access to basic education due to cultural and linguistic barriers. Key aspects of the project include:

- Academic progress: 30 students passed Open Basic Education exams
- Teacher capacity building: team building, innovative teaching methods, strategies to handle conflicts and disruptions
- Workshops in foundational literacy and numeracy, reading sessions
- Mental health awareness: Sensitizing staff on Protection of Children from Sexual Offences (POCSO) and child abuse prevention
- Enrichment activities: Theater and movement workshops, dance, art therapy, environmental studies, and youth camps
- Supported by Akshaya Patra's mid-day meal plan





### A safe learning space for home alone children

Maroof (13 years) and Majid (11 years), two brothers from Assam, moved with their family to Bengaluru, post pandemic. The family couldn't afford private schooling and government schools could not accommodate non-Kannada speaking children. Their father worked various jobs, including liftman, for basic wages. The two brothers entered our Bridge Program two years ago with bare minimum learning. Their

academic progress has been gradual, but they are safely engaged all day at our Community Learning Centre (CLC), while their parents are at work. Majid plays football, while Maroof is learning to keep his temper under check. He also participated in a leadership camp where he met more youngsters like himself and learned to navigate relationships and collaborations.

### Inspiring young minds

#### Malaysia

UST CSR Malaysia team conducted a STEM program at SK Seri Sentosa to make learning fun and interactive. The program featured hands-on experiments, real-world applications, teamwork and collaboration, and interactive learning materials to foster an early interest in STEM education and equip students with future job skills.

The program emphasized analytical skills, encouraging students to tackle complex challenges and develop creative solutions valuable in various life aspects.



### Empowering young innovators

#### USA

UST Aliso in the US partnered with Child Creativity Lab to create 368 STEAM kits, benefiting over 1,000 underserved children. These kits enable students to explore physics and gravity through hands-on experiments. Children are tasked with using kit materials to envision, design, and build a freestanding ramp capable of guiding a marble to travel a distance of 24" to 36" after it makes contact with the floor.



## Multidimensional Learning Space

India Literacy Project, Karnataka and Tamil Nadu, India



UST partnered with Indian Literacy Project and the local elected governing bodies (Gram Panchayats) to implement the following initiatives in Tamil Nadu and Karnataka, India

### Child-friendly libraries



The wonderful thing is that once a child learns to use a library, the doors to learning are always open.” – Laura Bush, former US First Lady.



This year we set up ILP child-friendly libraries in eight schools, in five new Grama Panchayats, adding to libraries previously established in 10 other Gram Panchayats. Through these libraries we conducted the following child-focused programs and activities designed to motivate and attract children:

- Activities like mono-acting, word games, storytelling, quizzes, riddles, painting, and more to build vocabulary, improve pronunciation, and increase confidence.
- Monthly events, in sync with important calendar days (Educational Development Day (July 15), Independence Day (August 15), Children's Day (November 14)).
- Added resources, extra books/racks, ILP's science kit, puzzles in Tamil and English, games like carrom, chess, and skipping rope to encourage active participation.
- "Reader of the Month" awards and Reading Level Assessment (RLA) – In Tamil & English to motivate our 165 students to develop strong reading skills.

- We also trained 22 volunteers on establishing and maintaining a child-friendly library, planning and executing activities, and conducting Reading Level Assessments.

### Career guidance for adolescents

Sessions were conducted for over 250 students in six panchayats at the community level.



### Multi-dimensional learning spaces in government schools

The Multi-Dimensional Learning Space (MDLS) initiative, a partnership between UST, ILP, and the Education Department, aims to help children in government schools achieve grade-appropriate skills and pave the way for productive careers. Implemented in five Greater Chennai Corporation schools, the program benefited 3,978 students, providing career guidance and utilizing tools like Reading Level Assessment (RLA) and Learning Achievement Assessment (LAA).

In Kolar District, MDLS support continued in 10 schools, introducing smart classes, science kits, and career guidance in four new schools this year. Key activities included teacher training, regular facilitator visits, and various student-engagement programs, benefiting 2,400 students and significantly enhancing their learning experiences, critical thinking skills, and career awareness.

### Enhancing STEM learning in government schools

This Hands-on Science & Electronics program enhances experiential learning for classes 6-10 with ILP science kits and for classes 9-12 with IIT Madras electronics kits. Covering 15 schools, with seven specifically using the ILP science kits, a total of 90 kits were procured and distributed. Facilitators received training from the ILP team on the science kits and attended an orientation for the IIT Madras electronics kits in March 2023 at the IITM campus.



### Our ILP facilitators build bridges to education in villages

Nandhini, an ILP facilitator (ILP NGO partner in India) and mother of three, has been instrumental in establishing village libraries and career guidance programs for students. Passionate about the cause, she enlists local leaders, recruits volunteers, and develops engaging activities for children. Nandhini promotes these initiatives at MGNREGA meetings, encouraging parents to send their children to the centers, thereby fostering reading habits in villages.

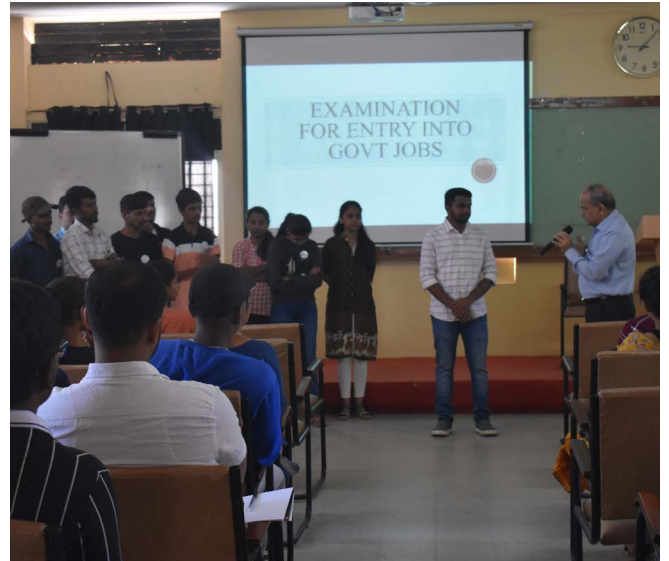


## 4. Scholarships

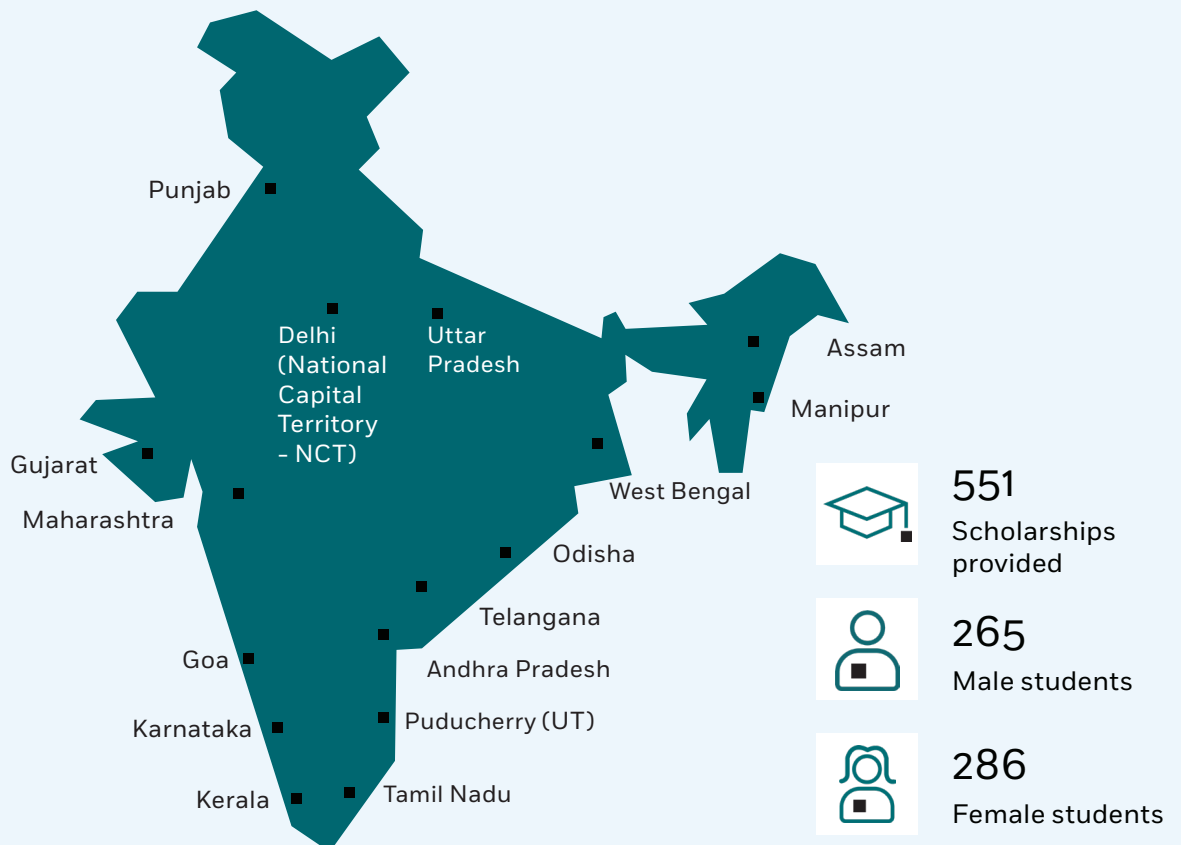
Education is the cornerstone of development in society. Investing in it goes a long way to reduce poverty and provide a level playing field for all. UST CSR offers scholarships for higher education to meritorious students from economically disadvantaged families through the following projects:

- **Vidyadhan and V-Able scholarship:** Students pursuing graduation through our partnership with Sarojini Damodaran Foundation.
- **G. A Menon scholarship program:** Implemented directly through UST welfare foundation for children of UST contractors and vendors.
- **SOS Children’s Villages:** The project supports sponsorship for education of five girl students of SOS Children’s Villages of India – Cochin and supports the student’s B. Sc Nursing courses, thus improving the living conditions and contributing to the improvement of lives of these youths.
- **Army Wives Welfare Association Education grant:** For children of martyred soldiers

The project provides financial assistance to 200 children of martyred soldiers for their education. The grants are given to children from class 1 to 12, as well as for students pursuing graduation post-graduation and professional courses.



## Scholarships provided to students across India



## Breaking barriers, building futures

### STORIES FROM OUR SCHOLARSHIP STUDENTS



UST is delighted to introduce you to three of our scholarship recipients: Revathi Radhakrishnan, Madhu Priya, and Aravinth R, who defied limitations and carved successful paths in engineering.

#### Overcoming challenges, achieving dreams

Like most of our beneficiaries, each of these children came from families with limited educational backgrounds. Revathi's father passed away when she was young, leaving her a single mother to shoulder the family's responsibilities. Madhu Priya's parents come from working-class backgrounds, and Aravinth's father, a farmer, never received formal education. Despite these challenges, all three excelled academically.

#### A passion for learning ignites

Passionate about engineering, Revathi gravitated toward electronics and communication engineering, Madhu Priya and Aravinth both pursued computer science engineering. Their scholarships empowered them to turn their aspirations into reality.

#### Beyond academics: Well-rounded individuals

These scholarship recipients are not just defined by their academic achievements. Revathi finds solace in artistic pursuits like drawing and crafting. Madhu Priya enjoys reading literature, while Aravinth engages in social endeavors. These diverse interests showcase their well-rounded personalities.

#### From scholarship recipient to industry professional

Armed with their degrees and fueled by unwavering determination, they transitioned from scholarship recipients to successful professionals. Revathi is now an RPA Associate Developer at HID India Private Limited, Madhu Priya is a Software Engineer Trainee at Stream Force Solutions, and Aravinth is a Software Developer at Zoho Private Limited.

#### The ripple effect of scholarships

Their stories illustrate the transformative power of scholarships. Not only do they empower individuals to achieve their dreams, but they also contribute to a more skilled workforce and a brighter future.





# Health

Since the pandemic, we have significantly accelerated our efforts to build a better health infrastructure and a more resilient population.

## Looking back

We take a comprehensive view of health and focus on strengthening public health systems, covering primary, secondary, and tertiary level public hospitals, and medical service organizations, such as blood banks, by providing essential infrastructure and critical equipment. Our Adolescent Girls Health project for tribal communities addresses the high rates of maternal, neonatal, and infant mortality, by promoting better nutrition and providing sexual, reproductive, and mental health education.

## Forging ahead

Our newest flagship initiative, Adopt-a-Village, focuses on transforming disadvantaged rural communities into inclusive and thriving havens. This initiative aims to provide basic facilities such as potable drinking water and toilets, ensuring improved water and sanitation.



## Measurable outcomes

**3,600+**

Adolescent girls and women supported for their reproductive and maternal health

**1,198,000+**

Mid-day meals served

**60**

Health infrastructure and medical equipment provided

**9,000+**

Terminally-ill patients supported

# 1. Empowering girls to make informed choices about their health and well-being

Adolescent girls in tribal villages lack access to crucial knowledge about their bodies and health. Early marriage and misinformation leave them vulnerable and at high risk of contracting diseases. Often, these women lack family and community support. This is where our peer groups step in, offering information, as well as a safe space.

Trained coordinators guide interactive sessions with these adolescents on sexual and reproductive health, nutrition, and well-being.

## Tribal girls nutrition project

Swami Vivekananda Medical Mission (SVMM), Kerala, India

The Adolescent Girls Health Project, launched in February 2021 by UST in collaboration with Swami Vivekananda Medical Mission, aims to reduce the high infant mortality rate in Attappady's tribal population. This three-year program addresses:

### Nutrition

Providing a nutritious millet-based mix, encouraging kitchen gardens, and setting up backyard poultry for fresh vegetables and protein-rich eggs.

### Sexual and reproductive health

Conducting awareness sessions on menstrual hygiene, pregnancy, and sexual exploitation.

### Mental health

Offering psycho-physical support to enhance well-being and prevent suicides.



## Peer Groups: A lifeline for adolescent girls

The range of issues facing young people in tribal villages ranges from educational choices, marriage, and family decisions, to navigating difficult family dynamics. Our peer coordinators step in with trained resources, neutral third-party perspectives, and open dialogue. Through this program, we have helped countless adolescents evaluate their choices and find the correct path to set them up for a successful life.



### Vineetha's story

The pressure to stay at home and be that extra pair of helping hands is high for girls. Vineetha Murugan (name changed), an 8th standard child with an alcoholic father, was pulled out of school during Covid-19, to care for sick relatives who were hospitalized. Our project team visited Vineetha's home, convinced her family to let her rejoin school, organized a seat for her in Sholayoor school, and even arranged hostel facilities, and supplied her with educational material. Happily, she will soon complete her 12th standard.



## Healthy mothers, healthy babies

Surabi Trust, Tamil Nadu, India

Nutrition and well-being are crucial during the first 1,000 days following conception (pregnancy plus two years of neonatal nutrition). UST in partnership with Surabi trust in Chennai, provided a nutrition powder to 1,000 pregnant women from poor backgrounds.



## Tackling puberty-related school dropouts

Impact Guru Foundation, Telangana, India

In many rural and impoverished areas, young girls tend to drop out of school after reaching puberty due to a lack of access to menstrual hygiene resources and education. To address this critical issue, UST started a menstrual hygiene and nutrition awareness program in 12 government girls' residential schools in Mulugu district, Telangana. The project tackles school dropouts by providing free sanitary napkin through 24/7 vending machines (which are manufactured by a local women's group), proper disposal facilities, and crucial education on menstrual hygiene and safe practices.



## 2. UST fights hunger, fuels education: Providing mid-day meals for children

UST, partnering with The Akshaya Patra Foundation, is tackling classroom hunger for thousands of children across the states of India namely Karnataka, Telangana, Orissa, and Assam. UST volunteers participated in kitchen visits and meal preparation.

This nutritious mid-day meal program improves attendance, provides vital nutrition, and enables children to pursue their dreams.





5,300  
Children supported



11,98,000+  
Meals served



70  
Schools covered



150+  
Volunteers engaged



300+  
Volunteering hours

The parents of these children are barely able to make ends meet. Allow us to introduce you to some of them:

**Chasing dreams**

Every morning, 14-year-old Bhagaraj walks 8km to school. His family is one among the hundreds of families who migrated from Yadgir to Bengaluru, dreaming of employment, good education, and a better quality of life. He enjoys Kannada literature and his first meal of the day, in school. It fuels his journey and his dream of becoming a police officer.

**Big hearted**

Young Radhanatha (11) understands the struggles of his family. “Math is my favorite subject in school. I enjoy playing cricket and kabaddi too,” he says. His mother’s meagre income keeps them going. The struggle motivates him, “I want to join the police when I grow up. I want to be able to protect and support the poor and helpless.

**Desire to Inspire**

Adrija, a bright-eyed fifth grader, has never been absent from school. Her parents are daily wage workers, but inspired by her teachers, she dreams of becoming one, too.



**Nutrition kits for HIV+ children**

DESIRE Society, Telangana, India

UST provided nutrition and medicinal support at Desire Society Care Home, in Hyderabad, India. A shelter for abandoned children of sex workers, truck drivers, and abused children from poor socio-economic backgrounds. The goal of the project is to make these children happy as long as they survive.



## Feeding the homeless

The UST Malaysia team, in collaboration with community based partners, provided meals to 250 homeless individuals at Anjung Singgah, Rumah Transit, and Penang Central. This initiative aimed to alleviate hunger and raise awareness about homelessness, fostering a sense of community responsibility. The program not only addressed immediate nutritional needs but also strengthened community ties and offered UST employees opportunities for skill development through volunteering.



## 3. Transforming entire villages: UST Adopts five villages in rural Kerala, India

UST is excited to announce our newest flagship initiative. Adopt-a-Village aims to transform disadvantaged rural communities into havens of inclusion and growth.

Starting with the basics, the UST WASH (Water, Sanitation and Hygiene) initiative addresses the dire need for safe drinking water, proper sanitation, and hygiene in low- to middle-income areas. Eventually, we will significantly improve public health and prevent water-related disease and death, especially among little children.

Our volunteers have extensively explored the five adopted villages to identify the communities' needs. UST first installed water treatment plants to address the acute shortage of potable water in the Kuttanad region, in Alappuzha district, Kerala.



The water treatment plants will serve as vital sources of potable water for 2,050 families, (approximately 10,250 individuals). UST has also constructed toilets for 10 families, fulfilling their right to basic sanitation facilities.

## 4. Health infrastructure services at primary, secondary, and tertiary level

### Commitment to community well-being

UST is deeply committed to improving healthcare access and quality in communities across India, supporting government hospitals with infrastructure and medication. The infrastructure support has a compounding effect, enabling the treatment of patients with critical illness, thereby improving their overall well-being.



HERE ARE SOME HIGHLIGHTS

**Combating kidney disease:** UST has equipped healthcare facilities in Karnataka with state-of-the-art haemodialysis machines, significantly improving treatment options for 3,200+ patients in underprivileged communities.

**Enhancing public healthcare:** UST directly supports public health centers and hospitals in Trivandrum, by addressing infrastructure needs and providing free medication to patients.

**Blood for 4,300+ patients:** UST has provided Bangalore Medical Services Trust (BMST) with critical medical equipment, including blood bank refrigerators and accessories required for the safe storage of blood and its components. BMST in turn supplies blood to more than 400 public and charitable hospitals at little or no cost.



Free units of blood transfused 150



Free treatment for critical illness 9,000+



Public health centers supported 5



**Nayaka; Father of two boys with Thalassemia Major**

Nayaka, father to two boys with Thalassemia Major, struggled with inconsistent blood availability at a private hospital. A friend's recommendation to use TTK Blood Centre transformed his experience. Now, he easily secures blood, even the rare A-negative type, and saves time with efficient, free services. This change has significantly eased his family's burden.



**LIFE-SAVING INITIATIVE:  
COMMUNITY BLOOD CENTRE**

UST's newly established Community Blood Centre Thiruvananthapuram (CBCT), at a Technopark in Kerala addresses the critical need for blood in the region, raises awareness about voluntary blood donation, dispels myths, and fosters community unity.

CBCT plans to expand into a full-service blood bank, streamlining blood collection by using cutting-edge technologies, and supplying blood to government hospitals, free of cost. This pioneering initiative marks the first of its kind in India and has the potential to serve as a replicable model for other regions.



**Clubfoot treatment:** UST, in partnership with CURE International India Trust, plans to eliminate clubfoot disability in 100 children at Government Medical College, Trivandrum, with the support of National Health Mission, Rashtriya Bal Swasthya Karyakram (RBSK), Accredited Social Health Worker (ASHA), and Anganwadi workers. The program offers clubfoot treatment, foot abduction braces, and counseling, to raise awareness about the condition and its treatment.

**VENDA Cup, annual pro-football tournament**

- UST's long term partnership with Fourth Wave Foundation helps prevent substance abuse among teens and young adults. By promoting sports and creative activities, we inspire the youth to aim higher. Rehabilitation and counseling are also offered to 200 adolescents and youth.

**Other health initiatives supported by UST CSR include:**

**Free insulin pumps** and diabetes supplies for underprivileged children with Type 1 diabetes.

**1,000 free dialysis sessions** for about 250 patients, through Cancure Foundation.

**Supporting children in need - US**

The Northwest Arkansas Children's Shelter aids children during difficult times, offering support and teaching essential life skills in a safe environment where kids can play and learn. Recently, they expressed a need for large, wheeled suitcases to help children keep their belongings organized. We were fortunate to donate several suitcases.





# Livelihood

Our livelihood generation initiatives aim to empower the most vulnerable sections of our communities, including women, youth, tribals, and the disabled, through skill-based training, development, and job placements.

## Looking back

As our livelihood initiatives grow and mature, they intersect in interesting ways with our other projects. For example, our education project for disabled and autistic children included stitching and printing lessons for their mothers, while our forest regeneration project generated income opportunities from medicinal plants for tribal communities.

## Forging ahead

We foster livelihood opportunities for small-scale farmers, and strive to break gender barriers by supporting women entrepreneurs, offering women non-traditional employment and supporting spouses of martyred military personnel.

We further inclusion by advocating for community participation in economic activities and introducing tech-based financial literacy programs for low-income groups. These initiatives reflect our ongoing dedication to building a more equitable society where everyone thrives.



## Measurable outcomes

**55**

Women provided vocational and entrepreneurship training

**50**

Women provided IT/ITES training

**220+**

Farmers supported for organic and medicinal farming training

## 1. Empowering women through skill development

Project Snehitha, Kerala, India



While providing requested teaching materials during a Make a Wish program for the Attinkuzhi Lower Primary School, we learned about the challenges faced by many single-parent families. To address these, we established a stitching unit within the school premises.

Now legally registered as Snehitha Stitching and Charitable Society Attinkuzhy, the unit is run entirely by UST volunteers.

The unit of 12 women benefits from the active involvement of UST volunteers in sales, design, logistics, order planning, and, most importantly, leveraging their networks.

## 2. Empowering individuals with autism, and their mothers

Academy for Severe Handicaps and Autism (ASHA) Charitable Trust, Karnataka, India

People on the autistic spectrum and their families often encounter significant barriers to social and economic integration. Recognizing these challenges, UST partnered with ASHA, to provide targeted skill development through our SkillSync program. The program comprises four projects, designed to enhance independence, provide livelihood, and improve the participants' quality of life:

- **Pre-vocational skills training:** prepares students for vocational training and employment, and focuses on basics such as communication, self-care, functional academics, and social skills.
- **Vocational skills training:** provides training in block printing, computer skills, art, and soft skills.



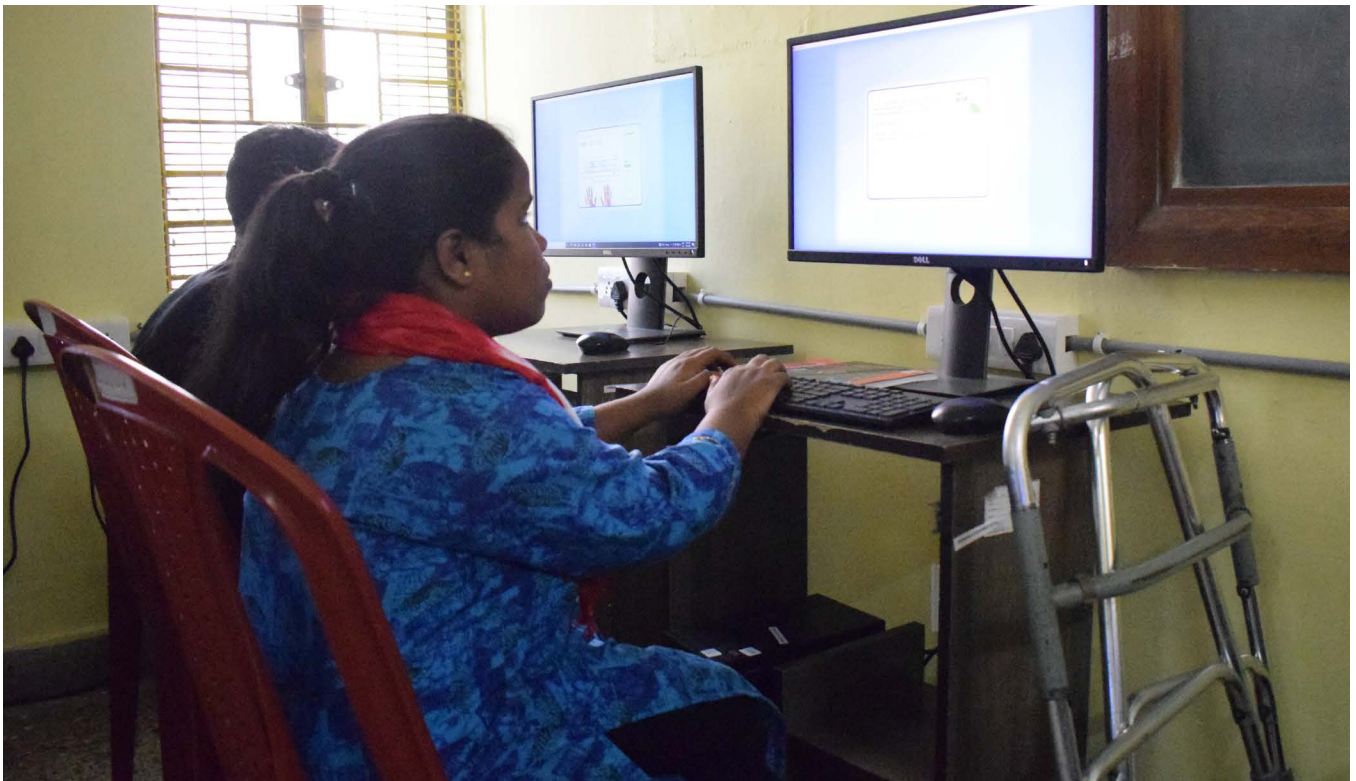
- **Entrepreneurship development program** Association of Women Entrepreneurs of Karnataka (AWAKE), trains women in baking at Nithya Saadhana, a nonprofit providing hospitality training for individuals with disabilities.

- **Assisted living training:** Helps students acclimate to living away from their families and learn independent living skills. It includes short sessions of 1-2 hours and longer ones with overnight stays. Students are required to stay alone, prepare their food, keep their environment clean, and develop leisure skills.

The SkillSync Project has shown notable improvements: 50% in prevocational skills, 60% in vocational skills, and 60% in assisted living training. Autism training requires long-term intervention with repeated activities, and meaningful improvements typically take at least a year.

### 3. Empowering women through digital literacy

Association for Non-traditional Employment for Women (ANEW), Tamil Nadu, India



UST partnered with a women-led organization ANEW to provide basic computer courses and digital resources to 50 women. The 140-hour course covered Microsoft Office tools, communication, and soft skills – a must-have

skillset for any job that requires the use of computers. Participants also attended sessions on health and hygiene, self defense, ChatGPT, English, and career guidance. UST donated 10 desktop computers to support this initiative.

## Digital paths to brighter futures

### Surya. A

Surya, a 19-year-old student, faced a major setback when her father was diagnosed with cancer, leaving her family without stable income. ANEW's Basic IT course played a crucial role in enhancing her skills, boosting her confidence, and providing the technical knowledge needed to pursue her dream of joining a reputed IT company. Surya's journey highlights resilience and the transformative power of education and NGO support, inspiring others to strive for their goals despite hardships.

### Amrita

Nineteen-year-old Amrita faced financial constraints, but she had an unwavering commitment toward her education—she never missed a class. Amrita's success story demonstrates that dedication and the right opportunities empowered her for better livelihood and a brighter future.

### Reshma H

Reshma, a 19-year-old student, recently moved to Chennai with her family in search of better opportunities. Struggling to adjust to city life, she found a lifeline in ANEW's programs. Initially shy and struggling with English, Reshma transformed through ANEW's communicative English sessions and continuous trainer support. She improved her computer skills and became more confident, aspiring to secure a job in the accounting field. Reshma's journey from quiet and unsure to confident and capable illustrates the life-changing power of education and support, inspiring belief in personal growth and success.

### Keerthika. K

Keerthika, a 19-year-old student and the eldest of five siblings in a financially struggling family, joined ANEW's free skill-building courses determined to improve her circumstances. Initially shy and lacking basic computer knowledge, Keerthika learned MS Office, improved her communication skills through spoken English sessions, and gained confidence from self-defense classes and career guidance. Set to complete her course by April, Keerthika's story underscores the importance of perseverance and the impact of supportive educational programs.



## 4. Empowering women through opportunities

### Marylebone Project, United Kingdom

UST supported women from the Marylebone Project in the UK, with onsite office administration work experience, underscoring our commitment to empowering women in UK shelter homes. The initiative offers structured opportunities, including thorough assessments, role matching, and ongoing mentoring and skill-building support that also helps build confidence. By promoting economic independence, skill development, and social integration, this program aims to transform lives and foster inclusivity.

### Project Aahwan, Army Wives Welfare Association (AWWA), India

UST honors families of fallen army personnel by ensuring their loved ones have the resources and skills needed to build sustainable livelihoods. Apart from providing them with financial assistance, we also organized training on a range of topics, including tailoring, block printing, fabric painting, and boutique management. The training center was installed with solar panels to ensure sustainable energy use.



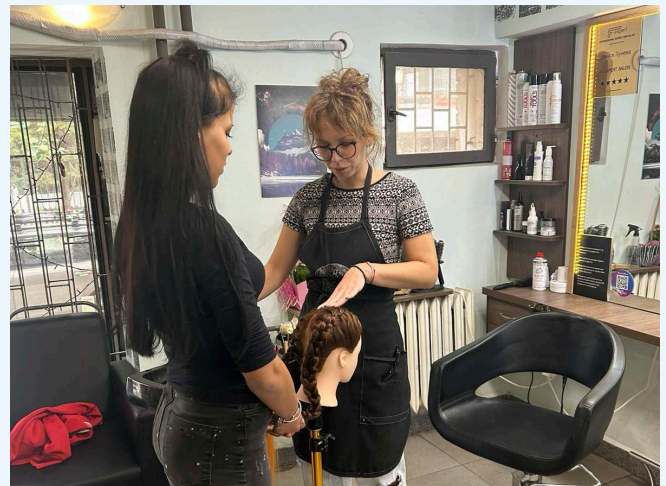
### Project "We Can", BeCause Foundation, Bulgaria

Bulgaria UST team's CSR initiative funds various small, grassroots organisations that support and rehabilitate women and children from abusive families, and victims of sex-trafficking, through the NGO BeCause Foundation. Some of the initiatives are enunciated below:

Our CSR project in Gurmazovo supported young people living in sheltered housing. Professional training was imparted to them to prepare them for independent living. The additional qualifications, such as a driving license, etc., enhanced their job prospects.

Association Naya works with women who are victims of violence in Targovishte (a small town). Often, after a violent relationship women are alone with their children, with no realistic options, no skills, funds, or professional qualifications. That is why it is important that, in addition to psychological support, they also receive help for professional realization. Our CSR initiatives helped them set up a small-scale business for their livelihood.

The children of some of these women are also being supported through medical services and higher education.



## When Livelihood initiatives meet environment goals

### 5. Conserving medicinal plants and promoting sustainable livelihoods

Nila Seva Samithi, India

UST partners with Nila Seva Samithi to encourage the cultivation and sustainable management of medicinal plants across the country, reducing pressure on wild habitats in forests. The project named Conserving Medicinal Plants and Sustainable Livelihoods, aligns with SDG themes of Environmental Sustainability and Sustainable Livelihood.

#### Project goals

The project aimed to procure 75,000 medicinal plant seedlings, provide them to farmers for organic farming, and help set up farming beds for initial planting. This protects biodiversity, by planting seedlings of environmentally significant, critically medicinal, and critically endangered species.

- Support the livelihood of rural plant farmers
- Promote organic farming of medicinal plants to enhance well-being and health.



#### Project execution

Farmers received more than 105,000 seedlings and received training on organic farming techniques, as well as an assurance of buy-back from practitioners for these medicinal saplings. As part of the initiative, 85 varieties of saplings under the categories of Environmental Importance (EI), Critically Medicinal (CM), and Critically Endangered (CE) were distributed to the farmers.



# Disability and Inclusion

Although we have five major focus areas under UST CSR, disability inclusion is a sociological approach that spans across all focus areas. We have the strong commitment towards disability and inclusion in each of our interventions. We are dedicated to creating a more inclusive society by empowering individuals with disabilities through inclusive education, health, mobility and accessibility, vocational training, inclusive employment, and community support. Our efforts aim to break down barriers and foster an environment where everyone can thrive.

## Looking back

---

One of our earliest interventions was at the National Institute of Speech and Hearing (NISH), where we supported student art exhibitions. Today, our reach includes initiatives at early intervention centers for children with special needs, support for those on the autistic spectrum, scholarships, skill development, job placements, medical assistance, and assistive devices, including customized wheelchairs.

## Forging ahead

---

With socially inclusive initiatives, we are expanding our reach to provide an equitable playing field for those with special needs and disabilities by making the world accessible.



## Measurable outcomes

**130+**

Children supported for early intervention programs and special education

**55**

Students provided scholarships for higher education

**130+**

Mobility and medical assistive devices provided

**450**

Youth provided IT and vocational training

**130**

Para-athletes supported for nutrition and training

# 1. Making education inclusive

## Early intervention program

UST partners with the organization HOPE Trust, their school readiness program – named STEPS which addresses developmental delays early, thus helps improve cognitive, social, and emotional skills, promoting independence and better participation in education and social activities.



## Empowering children

UST supports Kodagu Vidyalaya Opportunity school in Karnataka, India, which caters to the needs of children with disabilities and autism offers physiotherapy, speech therapy, and occupational therapy. Early and consistent intervention is crucial to mitigate the progression of disabilities, ensuring each child remains active and empowered.

## Holistic autism care

UST, in partnership with our community-based partner CADRRE, implemented a full-day intervention program in a school for children with autism in the age group of 2.5-18 years.

This initiatives helps in transforming the lives of people on the autistic spectrum through comprehensive family-centered care across their lifespan. Holistic support

## Project V-Able: Fueling dreams for people with disabilities through scholarships

We have deepened our partnership with the Vidhyadhan program by extending the scholarship support for the children with disabilities. The initiative called V-abled, implemented by our long-term partner Sarojani Damodaran Foundation to provide scholarship to 55 meritorious students with disabilities, across six states in India to enable them to pursue their education.



by an interdisciplinary team of speech language pathologists, occupational therapists, psychologists, educators, art and music teachers enhances peer interactions, strengthens play skills, and promotes social communication

## FUELLING DREAMS FOR THE DISABLED, THROUGH SCHOLARSHIPS

UST partners with V Able to provide scholarship to 55 meritorious students with disabilities, across six states to enable them to pursue their education. Here are inspiring stories of four remarkable students whose lives have been transformed by this initiative:

**Narendra Kumar dreams of becoming a Sanskrit professor**

Hailing from Uttar Pradesh, Narendra has faced life with visual impairment from birth. Despite his family's modest background, he achieved 85% in his Class 12 exams and is now pursuing a BA in Sanskrit in Delhi. His talents extend beyond academics to cultural pursuits like Hindi writing and playing the sitar. As the captain of his special cricket team and a chess tournament prizewinner, Narendra's multifaceted abilities shine.

**Chander Bindu aspires to build a career in music**

From Bihar, Chander has faced the challenges of being 100% blind since birth with unwavering determination. Raised by a single mother who works as a cook, he has excelled in his studies and is currently pursuing a BA degree. His love for music is evident as he plays the harmonium and participates in music recitals. Chander's musical talents have won him prizes at college events.

**Neeraj Kumar is relentless in his pursuit of a better future**

Neeraj, from Rajasthan, faces the daily challenges of complete blindness. With his father working as a laborer and his mother managing the household, Neeraj understands the importance of supporting his family. Pursuing a BA in English and Political Science in Delhi, he has taken courses in Digital Marketing and Workplace Readiness to secure a part-time job. Neeraj's passion for sports is evident as he recently completed a 10km run and actively participates in college-level chess tournaments.

**Nithin Kumar dreams of becoming a doctor**

Hailing from Dakshina Kannada, Nithin has shown exceptional resilience despite facing a 50% locomotor disability. His academic achievements are remarkable, scoring 98% in SSLC and 99.8% in PUC exams. Despite financial constraints and family challenges, he has secured admission to Bangalore Medical College and Research Institute for MBBS. Beyond academics, Nithin is a sports enthusiast and a member of the champion volleyball team at KMC, Manipal.

The V Able Scholarship initiative continues to transform lives, providing individuals with disabilities the support and opportunities they need to achieve their full potential.



## 2. Mobility and accessibility

UST is running three specialized initiatives that offer customized adaptive and medical assistance devices for persons with disabilities:

**Touch from Heart** is our flagship program, in which UST volunteers help identify beneficiaries.

**Mobility in Dystrophy (MIND) Trust** provide wheelchairs and patient hoists for those with muscular dystrophy.



**The Association of People with Disability (APD)** works with UST to enable, equip, and empower Person with Disability (PwDs) with customized wheelchairs, assistive and adaptive devices, prosthetic limbs, and livelihood opportunities.

## 3. Making public spaces more inclusive

Ramp My City, Karnataka, India

UST partnered with Enable India to build ramps in public spaces, improving accessibility for persons using wheelchairs, older adults, and others. Twelve spaces, including public health centers, police stations, and Bangalore One centers were covered under the initiative. Five wheelchairs were also donated to the spaces, enabling accessibility of more than 1,000 people.

## 4. Skill development, job placements and entrepreneurship

**Skill-development for individuals with intellectual disability**

UST supports Hope Public Charitable Trust, Chennai, with digital learning resources for its vocational training program, which facilitates personalized training in computer skills, desktop publication, and personality development.

**Essential pre-vocational skills training for autistic children**

Pre-vocational skills such as communication, self-care, functional academics, motor skills, and social skills is essential to ensure readiness for future employment opportunities.

UST partnered with ASHA to train 12 students below 18 years with these essential pre-vocational skills. Students were also taken out into the community once a week to intern at a mini supermarket and practice skills learnt in the class.



**Project Udaan**

UST and Nirmaan collaborated in Telangana to bridge the employment information gap for Persons with Disabilities (PwDs) through a toll-free helpline and mobile app. This initiative provides essential information and guidance to PwDs, facilitating skill development, career counseling, and job placement support to enhance their income generation capabilities.

The program strengthens connections among PwDs, skill development agencies, and employers, addressing the shortage of skilled manpower in the market. Community-engagement efforts identified underprivileged PwDs for a three-month Information Technology-Enabled Services (ITES) training program, which featured project-based learning and mock interviews conducted by industry professionals to improve interview skills.

Following the training, Nirmaan facilitated job placements that matched the interests and skill levels of the PwD participants. With UST's support, 100 candidates received training, resulting in 63 successfully securing jobs of their choice. This initiative empowers PwDs to make informed career decisions aligned with their interests, skills, industry requirements, and growth prospects, ultimately increasing their income generation potential.



**Another first job, facilitated by Nirmaan**

Vishal, a hearing-impaired student from a middle-class family, completed his MBA despite financial struggles. With newfound confidence from his training at Nirmaan under UST CSR project for skill development and job placement of people with disabilities. Vishal secured his first job as a Customer Support Executive at an international IT company with the starting salary of two lakhs fifty thousand per annum. Vishal thanks UST for their support in giving his career a kick-start.



UST CSR volunteers' team Hyderabad, India, participated at the official launch of the Impact Hiring Technology Portal, a pioneering initiative under the IT-based skilling project with UST and Nirmaan Organization.

**Self-reliance through vocational skills**

**HOPE PUBLIC CHARITABLE TRUST**

UST, collaborated with Hope to offer a four-month training in DTP, computer education, and personality development for abandoned persons with developmental disabilities. This project helped leverage new digital technologies to create an inclusive learning environment, in their pursuit of self-employment.

**STITCHING AND TEXTILE UNIT FOR AUTISTIC ADULTS**

UST supported a grassroots organization Vidiyal Maatru Thiranalgal Munnetra Trust, Tamil Nadu, India, in setting up a stitching unit in their premises to empower persons with disability to earn their livelihood. Through the six-month training course, the participants, who had never used high-power sewing machines went on to become stitching professionals.



Music performance by the children with Autism

## 5. Sports training and championship

Cricket association for the Blind in Kerala (CABK), India

Their only mantra was “cricket” - UST supports the Kerala Women’s Blind Cricket team (CABK)

UST's support of the young visually challenged team has enabled extensive training camps and vital resources, fostering confidence and success both on and off the field. Together with CABK we have pioneered initiatives like the first women's blind cricket team in Kerala and night cricket tournaments. UST has sponsored games at the national level, supplied quality cricket kits, and even provided financial assistance for the families of the players during the pandemic.



We are proud of CABK player Sandra Davis, who represented India in the women's blind cricket championships at the IBSA World Games in Birmingham. Her stellar performance contributed to India winning the gold medal, marking a historic moment for blind cricket in the tournament's debut.



### The unstoppable spirit of athletes with disabilities

Aditya Mehta Foundation, Telangana, India

With a focus on promoting inclusivity and fostering a spirit of resilience, the Aditya Mehta Foundation provides a platform for athletes with disabilities to excel in various sporting disciplines. The foundation aims to break down barriers, challenge perceptions, and inspire a new generation of para-athletes to reach their full potential. UST supported counseling, screening, rehabilitation, and training hence giving them earn their dignity/livelihood through sports.

The athletes participated in several tournaments throughout the year and won accolades for India.

### Other initiatives supported by UST include:

Physiotherapy equipment and residential appliances for homes catering to the needs of persons with disabilities, impacting 160 people.

Construction of a sewage treatment plant at New Malabar Punaradivasa Kendra Charitable Trust, a rehabilitation centre for persons with disability in Kasaragod, Kerala housing 400 residents.



# Disaster relief

## Looking back

The devastating floods that struck Kerala in 2018 were deemed the worst since 1924. In a commendable display of solidarity, USsociates actively engaged in rescue and relief efforts. Since then, UST has provided disaster relief across geographies, for victims of floods, typhoons, wars, and natural disasters.

## Forging ahead

We will continue to offer humanitarian emergency aid, transcending political and other allegiances.



## Measurable outcomes

**8,100**

People in Uttarakhand, India supported with relief kits

**8,000**

People in Noida, India supported with grocery kits

**4,000**

People in Telangana, India supported with grocery and relief kits

**400+**

People supported in Chennai, India with grocery kits



At UST, we believe time is of the essence, when it comes to rescue and relief efforts during natural disasters. Our teams make every effort to provide immediate support to those affected. The operations we supported this past year are:

**Back-to-Home kits for the flood-hit Telangana**

The heavy rains between July 18 and 28, 2023, caused widespread damage and loss of lives in Telangana, particularly the Mulugu district. Nirmaan, in collaboration with UST, identified severely affected areas, conducted door-to-door surveys, and distributed Back-to-Home kits to 1,000 families. UST's 40+ volunteers actively participated in the relief efforts, significantly aiding the community's recovery.



**Communities unite to help flood-hit Delhi**

The 2023 floods struck Noida destroying homes of the underprivileged in floodplains. UST sprang into action, collaborating with the Robin Hood Army (RHA) to provide relief. Together, they distributed 2,000 ration kits, each containing 30-40 kg of essentials, to the affected areas. The help of local leaders and a coupon system ensured aid reached those in need.

**Urgent food and ration supply help monsoon-devastated Himachal and Uttarakhand**

Monsoon-induced floods and landslides have wreaked havoc across Himachal Pradesh, Uttarakhand, and other states, displacing millions and causing widespread destruction to homes, crops, and livestock. In Uttarakhand's seismically active Pithoragarh district, consecutive disasters have left tourists and locals stranded. Flash floods triggered by rising water levels in the Kali River swept away houses and vital infrastructure, including a bridge.



UST and Goonj swiftly launched the Rahat initiative, delivering essential supplies such as dry rations, toiletries, and clothing through Rahat Family Kits.

# Environment

UST remains committed to achieving net zero emissions by 2040. Our initiatives focus on protecting ecosystems and ensuring sustainable use of natural resources, which are crucial for securing a healthy planet. Our efforts encompass biodiversity conservation, including forest regeneration and the preservation of natural medicinal bounty, rejuvenating rivers, and freshwater ecosystems.

## Looking back

---

We've evolved from planting our first seeds in local neighbourhoods to establishing Miyawaki forests, vital green lungs within urban landscapes. Our ongoing projects include extensive forest regeneration and conservation efforts, alongside initiatives to protect and restore natural waterways and lakes.

## Forging ahead

---

Increasing efficiency across operations and upping our community-based initiatives for climate action. We continue to focus on expanding green cover and reviving and rejuvenating water sources.





## Measurable outcomes

**24,000+**

Trees planted

**100,000+**

Medicinal saplings planted

**17,500,000**

Gallons of water conserved

**180+**

Acre forest land preserved

Many of our environmental initiatives are volunteer driven, partnered by grassroots organizations and led by the UST Welfare Foundation. Our work with medicinal plants has created employment for farmers and contributed to broader ecological and social well-being.

### 1. Increasing the green cover

To promote and enhance local biodiversity and ecosystem services, the project chose native, introduced, non-invasive, and diverse tree species such as fruit trees, high-value timber species, medicinal, soil binding, and fodder varieties.

- The significant project for tree plantation was implemented in Chitradurga district of Karnataka state India with plantation of 20,000 tree saplings. With the partnership of Medius Earth (implementation partner) more than 160+ volunteers participated in plantation activity.
- 86 Acres of forest and landscape restoration, part of a three-year habitat restoration program in collaboration with the Forest First Samithi in Wayanad, Kerala. Through assisted natural regeneration and plantation of 5,000+ saplings, the land is being restored to its former glory.
- Tree plantation drive with 9,000 trees planted with butterfly garden, and bird park at Tamil Nadu Physical Education and Sports University and Indian Maritime University, Tamil Nadu, India. The project was implemented with the participation of 120+ UST volunteers in collaboration with non-profit partner Ooruni Foundation, Chennai, India.

All tree plantation-related projects have reported over 90% survival rate with regular maintenance and irrigation committed for two years after the plantation under UST's CSR initiative.



## 2. Rejuvenation of water bodies

- Restoring and recharging the waters of Milakthamman Lake, Chennai, making it a more flood-resilient zone with heightened green cover, bringing back the flora and fauna.

<b>Location of the lake body</b>	Puduppakkam village, Thiruporur Block, Chengalpattu, Tamilnadu
<b>Area of the water body</b>	17 acres
<b>Length of the bund</b>	1,488m
<b>Water source</b>	Three inlets (North)
<b>Outlet</b>	Two outlets (East and South)
<b>Vicinity of the lake</b>	Residential and industrial
<b>Pre-restoration capacity of lake</b>	8,300,000+ gallons
<b>Post-restoration capacity of lake</b>	17,000,000+ gallons

- 600,000 gallons of water conserved in Thrissur, Kerala through the creation of a natural pond. This joint initiative of UST and Nila Seva Samithi ensures permanent availability of potable drinking water, irrigation, and livestock farming for the local community. The pond acts as a recharge well, improving the ground water level in the locality and supports the ecosystem.

<b>Location of the pond</b>	Thrissur, Kerala
<b>Water conservation capacity</b>	600,000 gallons
<b>Area of the water body</b>	1 acres
<b>Agriculturalists and livestock farmers supported</b>	55+
<b>Care home inmates supported</b>	200
<b>Tree saplings planted</b>	200



Milakthamman Lake, Chennai, India



- Our UST's volunteer-driven water body cleaning campaign was implemented with beach cleaning initiative in Trivandrum, Chennai, Hyderabad at India locations.
- UST volunteers in Aliso Viejo, California, and Penang, Malaysia participated in a beach cleanup drive.
- The drive across the locations helped in collecting 130+ Kgs of waste along the coastline.
- Project Paryavarana, aimed at rejuvenating water bodies, was initiated to provide a reliable drinking water source for wild animals and mitigate human-wildlife conflict caused by animals seeking water in human habitats. The project focused on renovating troughs and establishing green patches near water sources.



# Stakeholder engagement for CSR ecosystem



## Our CSR Team



**Sunil Balakrishnan**  
Chief Values Officer  
Office of Values and Culture



**Smita Sharma**  
CSR Catalyst  
Office of Values and Culture



**Madhumita Raghavan**  
Associate



**Ramu Krishna**  
Associate



**Vineeth Mohanan**  
Associate

## CSR AMBASSADORS (VOLUNTEERS), UST INDIA LOCATIONS



**Bengaluru**  
Nidhi Garg



**Bengaluru**  
Vishwas Shivashankar



**Chennai**  
Karthik Ramadoss



**Hyderabad**  
Tirumala Vijaykumar Pithani



**Kochi**  
Prasanth Subramanian



**Noida**  
Rajan Aggarwal



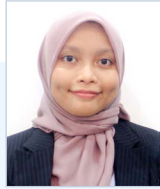
**Trivandrum**  
Harikrishnan Mohankumar Jayashree



**Trivandrum**  
Sofi Janet

**CSR AMBASSADORS (VOLUNTEERS), APAC LOCATIONS**

**Malaysia**  
Hasrul Hasni



**Malaysia**  
Amalina Jamalludin



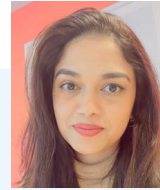
**Philippines**  
Enaflor Rivera

**CSR AMBASSADORS (VOLUNTEERS), REST OF WORLD LOCATIONS**

**Australia**  
Ramkumar  
Kannan



**Bulgaria**  
Ina Radeva



**Europe and UK**  
Sruthi Geetha



**Mexico**  
Diana Alejandra  
Hernandez



**Poland**  
Karolina Dworak  
Zaborowska



**Romania**  
Catalina  
Teodorescu



**US**  
Natalie Renner

# Our NGO partners

## Non profit partners for CSR project implementation

1	Academy for Severe Handicaps and Autism Charitable Trust	28	Mitti Social Initiatives Foundation
2	Aditya Mehta Foundation	29	MOBILITY IN DYSTROPHY MIND TRUST
3	Army Wives Welfare Association	30	Nila Seva Samithi
4	Association for Non traditional Employment for Women	31	Nirmaan Organization
5	Awareness	32	Ooruni Foundation
6	Bangalore Medical Services Trust	33	P.kesavadev Trust
7	CADRRE	34	Pratham Books
8	Cancure Foundation	35	Rughmini Smrithi Trust
9	Care and Share International Foundation	36	SAKSHAMA
10	Centre To Promote Self Organised Learning	37	Sarojini Damodaran Foundation
11	Cricket Association For the Blind in Kerala	38	SOS Childrens Villages of India
12	CURE International India Trust	39	Sri Sathya Sai Orphanage Trust
13	DESIRE Society	40	Surabi Trust
14	DREAM Society	41	Swami Vivekananda Medical Mission
15	EnAble India	42	Thanal
16	Environmental Foundation of India	43	The AkshayaPatra Foundation
17	Forest First Samithi	44	The Association of People with Disability
18	Fourth Wave Foundation	45	The Dale View
19	Goonj	46	The Family Planning Association of India
20	Gubbachi Learning Community	47	The New Malabar Punaradhivasa Kendra Charitable Trust
21	Help- Hope's Early Learning Program	48	Tranquil Charitable Foundation
22	Hope Public Charitable Trust	49	Vasudhaiva Kutumbakam Charitable Trust
23	Impact Guru Foundation	50	Vidiyal Maatru Thiranaligal Munnetra Trust
24	India Literacy Project		
25	Kodagu Vidyalaya Opportunity School		
26	Makkala Jagriti		
27	Medius Earth		

**Global projects partners:**

51	BCause Foundation
52	Surfrider Foundation
53	Dublin City Schools
54	Child Creativity Lab, Inc.
55	Gelandangan Anak Muda (GAM)
56	Rumah Transit
57	Anjung Singgah



Since 1999, UST has worked side by side with the world's best companies to make a powerful impact through transformation. Powered by technology, inspired by people, and led by our purpose, we partner with our clients from design to operation. Our digital solutions, proprietary platforms, engineering expertise, and innovation ecosystem turn core challenges into impactful, disruptive solutions. With deep industry knowledge and a future-ready mindset, we infuse innovation and agility into our clients' organizations—delivering measurable value and positive lasting change for them, their customers, and communities around the world. Together, with 30,000+ employees in 30+ countries, we build for boundless impact—touching billions of lives in the process.

**ust.com**