

**Proposal towards renewal of the partnership of the Project Utkarsh
(Year II) under the CSR initiative of Canara HSBC Oriental Bank of
Commerce Life Insurance Company Limited**



Supported Geographical Locations: Education support to 40 Children at
Location- Chennai

Partnership Period: April 2015- March 2016

Submitted by

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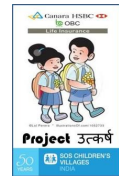
Executive Summary

SOS Children’s Villages of India proposes a CSR Proposal under the project **“Utkarsh”** which includes both financial and non-financial engagement for Canara HSBC Oriental Bank of Commerce Life Insurance Company, to bring a sustainable change in the lives of orphan children and youth.

The Proposal includes the following:

1. **Project Utkarsh:**

Education support of 40 children at SOS Children’s Village Chennai where Canara HSBC Oriental Bank of Commerce Life Insurance Company has a location match
Budget Rs 6, 88,000 (Rs Six Lac Eighty Eight Thousand Only)



Note: This is an indicative logo

2. **Brief background on partnership:** Canara HSBC Oriental Bank of Commerce Life Insurance Company has been supporting education of 40 children at 4 SOS Children’s Village i.e. Bangalore, Rajpura, Hyderabad and Pune. The partnership was started in December 2009 and has entered in sixth year. Under the mutually benefited partnership the education levels of the support children have improved significantly. Apart from that improved result, children are regularly attending extra - circular activities and also getting opportunities towards honing their skills sets. All children have been promoted to their next classes every year. There has been all round development of these children with regular visits and volunteering by the senior management and employees of the company. Find below the year wise support received from Canara HSBC Oriental Bank of Commerce Life Insurance:

| S.No | Financial Year | Locations | No of Beneficiaries |
|------|----------------|--|---------------------|
| 1 | 2009-10 | Bangalore, Rajpura, Hyderabad and Pune | 40 |
| 2 | 2010-11 | Bangalore, Rajpura, Hyderabad and Pune | 40 |
| 3 | 2011-12 | Bangalore, Rajpura, Hyderabad and Pune | 40 |
| 4 | 2012-13 | Bangalore, Rajpura, Hyderabad and Pune | 40 |
| 5 | 2013-14 | Bangalore, Rajpura, Hyderabad and Pune | 40 |
| 6 | 2014-15 | Project Utkarsh- Hyderabad and Chennai | 50 |

1. About SOS India

SOS Children's Villages of India (SOS India) is a nonprofit, non-government, voluntary organization, committed to the care of children in need and to strengthening families. SOS Children's Village movement was started in Austria in 1949 and has presence in 132 countries. The first SOS Children's Village in India was established in 1964 at Greenfields, Faridabad, near Delhi. Today, there are 33 SOS Children's Villages in 21 states of India, family strengthening programs in 33 locations, over 50 allied projects like Kindergartens, Schools, Social, Medical, Vocational Training Centers and spread across the country reaching out to almost 25,000 children annually.

About the targeted beneficiary community

PRIMARY DATA – SOURCE: SOS CHILD VULNERABILITY STUDY 2008

- In India, there are **approximately 20 million children** who do not receive adequate parental care support as they do not have either of their parents. This is estimated to rise to 24.35 million by the year 2021.
- In 2001 **maternal orphan children were estimated at were 5.1 million** and by the year 2021 this would be 5.96 million.
- The total number of **double orphans was 1.27million**, which would be 1.49 million by the year 2021.
- East Zone in India has approximately 5.20 million orphan children (less than 18 years of age) in the country. From 5.20 million, it is estimated to be at 6 million by the year 2021 and is **the 2nd largest region** with respect to Orphan children.
- Without adequate care, these **children either become street children or are at a risk of being abandoned** as they have no family.
- SOS Children's Villages of India is **reaching out to only 25,000 children** out of this population and has a long way to go with your support.

*Source – National Child Vulnerability Analysis, commissioned by SOS in 2008

SECONDARY DATA – SOURCE: UNICEF

- In 2007, there were 25 million orphans in India, according to UNICEF. They also predict a fast rise in this number due to social reasons.

ON EDUCATION

The National Sample Survey Organization and the National Family Health Survey collected data in India on the percentage of children completing primary school which are reported to be only 36.8% and 37.7% respectively. In 2005, the Prime Minister of India said that he was pained to

note that “only 47 out of 100 children enrolled in class I reach class VIII, putting the dropout rate at 53 per cent.” It is estimated that at least 35 million, and possibly as many as 60 million, children are not in school.

The response of SOS Children’s Villages of India to the need for education is reflected in the many years of its work with children. In areas where we work, we create opportunities for children to go for quality education and pursue higher education which might be otherwise denied on account of limiting life circumstances. Towards this goal SOS-India has also set-up kindergartens within the Village and encourages our children and youngsters to complete primary and secondary education as well as aspire for professional or vocational qualifications.

Over the years our children have grown up to become engineers, doctors, nurses, social workers, technicians, journalists, management & IT Professionals. With love and support they received, our children are today totally independent and well settled in life.

Objective of the partnership

Goal - Ensuring age appropriate education of 40 orphan/ abandoned children to settle them in life via higher education in a 5 year frame work & career in the long run.

In the SOS Children’s Village Programme, the focus is on child development such as the child’s growth, learning and development from birth to adulthood in a caring family environment. Other aspects that are important for the development are physical, emotional, intellectual, social, cultural and spiritual. Education is imparted in the following manners:

- **Formal education**: the child has access to pre-primary, primary, secondary and vocational education and training
- **Non-formal education**: the child has access to educational activities outside the formal education system which support her/his holistic development
- **Informal education**: the child has access to play, social networks and stimulating situations which enable her/him to build her/his values, beliefs, attitudes, everyday skills and knowledge

Impact of the Programme

The programme is regularly reviewed with respect to the education, skill development, confidence building and emotional stability of children. Some indicators are:

- 100% enrollment of children either in age appropriate education
- Improved standard in communication skills, computer skills, knowledge of career options, life skills, etc. among children of the target group
- Quality education reflected through improved performance of children
- Promotes better integration into society when the children grow up.
- Mentoring & advancement of our children in any vocation or in higher education
- Securing our children’s future by settling them via career.



2. A brief review and snapshot of half year “ Project Utkarsh”

Partnership background

Project **Utkarsh** was started in April 2014. The partnership was began with supporting the education of 50 vulnerable children in 2 locations, namely Chennai and Hyderabad

Key Progress made in 9th Months of partnership

100% enrolment of the children in age appropriate education (details mentioned in Annexure -1)

- i. 30% of the children across all age groups secured A grade in their respective academic level; Out of which 5 children scored more than 90% in their classes.
- ii. 98% of all the children progressed to the next academic level. Children with D and E grades are being provided with extra classes in the school and tuitions in the village to help them improve their score in the next academic year.
- iii. 2% of supported children got detained in the same class. Regular academic counselling is given to them with extra tutorial classes which also provided to children who could not get through with good grades.
- iv. All Students have been provided new books, stationery, school bags, and uniforms.
- v. The regular access to in-house library and computer centre were provided to all children.
- vi. Regular attendance is ensured for all the children. 97% attendance record has been achieved for all the school going children.
- vii. Of the supported children, 22% of the children are pursuing their further studies i.e. one child has done B.Com, other doing professional courses –

ITI, Nursing etc. The courses are very carefully selected for the children by the educational co- workers by assessing the capability of the children.

Extra-curricular/Other Achievements

1. Mounika got best dancer in an inter school dance competition.
2. Muruga Lakshmi who completed her B.Com got 100% marks in three (3) subjects namely financial service, accountancy and Banking.
3. Gokul Ganesan Pandian pursuing his ITI course in fitter trade.
4. K. Anuradha was acknowledged by the chief guest on SOS Day due to good performance on Education.

Employee Engagement Programme

The aim is to sensitize their employees on the work done by SOS Children's Villages of India towards restoring happy childhood to orphan and abandoned children. "Van Mahotsav" tree plantations drive at 8 locations (Bangalore/ Faridabad/ Chennai/ Bhubaneshwar/ Guwahati/ Jaipur/ Chandigarh/ Hyderabad) by the employees of Canara HSBC Oriental Bank of Commerce Life Insurance Company.



Pictures of volunteering activities

3. Renewal of Project Utkarsh – 2nd Year of the partnership

Canara HSBC Oriental Bank of Commerce Life Insurance Company will continue to sponsor the educational needs of 40 children growing up in the family homes of SOS Children's Village Chennai.

* The education status of children may vary due to individual performance in examinations

COST BREAK UP OF CORPORATE EDUCATION SPONSORSHIP

| Serial No | Expense head | Cost per child p.a |
|-----------|---|--------------------|
| 1 | Average cost of School fees, admission charges | 11,253 |
| 2 | Average cost of books, stationary | 1,886 |
| 3 | Average cost of transport for children | 2,516 |
| 4 | Average cost of extra-curricular activities, other education related expenses | 1,545 |
| | Total | 17,200/- |

TOTAL COST OF CORPORATE EDUCATION SPONSORSHIP OF 40 CHILDREN IS RS 6, 88,000/- (RUPEES SIX LAKHS EIGHTY EIGHT THOUSAND ONLY) for 12 months

Note: The avg. education expense is INR 17,200/- per child per year, a 10.25 % increase due to inflation and this came into effect in 2014 itself.

The payment as agreed will be in 2 support installments (period-wise as mentioned below):

Find below period wise break-up:

| Sl. No. | Expense Head | Total Project Cost (Rs) (cost per child X 40 children) | Period 1 April 2015 to September 2015 (Rs) | Period 2 October 2015 to March 2016 (Rs) |
|---------|---|--|--|--|
| 1 | Average cost of School fees, admission charges | 450,120 | 225,060 | 225,060 |
| 2 | Average cost of books, stationary | 75,440 | 37,720 | 37,720 |
| 3 | Average cost of transport for children | 1,00,640 | 50,320 | 50,320 |
| 4 | Average cost of extra-curricular activities, other education related expenses | 61,800 | 30,900 | 30,900 |
| | Total (Rs) | 6,88,000 | 3,44,000 | 3,44,000 |

The Company will disburse the Financial Support in two six monthly instalments. The first Instalment of Rs. 3,44,400 will be paid at the time of signing of this MOU in April 2015 and the second Instalment of Rs.3,44,400 will be paid after six months of the project (October 2015) upon submission of the Activity Report, Financial Report and after internal review and evaluation by the Company.

SOS Children's Villages of India requests Canara HSBC Oriental Bank of Commerce Life Insurance Company Ltd to support Project Utkarsh for 2nd Year by supporting the education 40 children with the budget of Rs 6,88,000 for 12 months- (1 April 2015 – 31 March 2016).

SOS India Offers to Canara HSBC Oriental Bank of Commerce Life Insurance Company

- **Progress of the children with a summary and individual academics reports will be updated** through half yearly and annual reports as mentioned in the reporting section
- The employees can volunteer time, energy & resources constructively by involving themselves in various volunteering and engagement activities in any of the 32 locations
- Announcement of Canara HSBC Oriental Bank of Commerce Life Insurance Company's CSR program with SOS in SOS internal media, website and SOS Messenger which goes out to over 50,000 people.

Reporting

1. Bi-annual activity/progress reports (April - September 2015 in last week October 2015 and October 2015 - March 2016 in last week April 2016)
2. Final impact report (in last week April 2016)
3. Bi-annual finance reports (April - September 2015 in last week October 2015 and October 2015 - March 2016 in last week April 2016)
4. Annual fund utilization certificate (in last week of April 2016)

Project Plan

| Trust/Society/ Company Name | Project/Activity Name | Location | Project/ Activity Brief | Period | Total Expenditure Rs | Deliverables/ Outcome/ Impact | Reporting frequency (to be captured in the MoU) | |
|--|--------------------------|--------------------------|---|---------------------------------------|----------------------------|---|--|---|
| | | | | | | | Project Progress | Financial |
| SOS Children's Villages of India (Society) | Project Utkarsh | Chennai in Tamil Nadu | <p>The project will support the education of 40 children residing in SOS Village</p> <p>The project will focus on child development including individual child's growth, learning and development from early years to adulthood in a caring family environment.</p> <p>Education will be provided in the following manner:</p> <p>Formal education: the child has access to pre-primary, primary, secondary and vocational education</p> <p>Non-formal education: the child has access to educational activities outside the formal education system which support her/his holistic development</p> <p>Informal education: the child has access to play, social networks and stimulating situations which enable her/him to build her/his values, beliefs, attitudes, everyday skills and knowledge</p> | 1 April 2015 – 31 March 2016 | 6.88,000 | <ol style="list-style-type: none"> 100% enrolment of the supported children in age appropriate education 90-100% school attendance 90-100% children promoted to the next class every year All-round development of the children including builds their self-esteem by honing talent | <p>Bi-annual activity/progress reports (April - September 2015 in last week October 2015 and October 2015 - March 2016 in last week April 2016)</p> <p>Final impact report (in last week April 2016)</p> | <p>Bi-annual finance reports (April - September 2015 in last week October 2015 and October 2015 - March 2016 in last week April 2016)</p> <p>Annual fund utilization certificate (in last week of April 2016)</p> |