



PERSISTENT
FOUNDATION

Report on Activities of Persistent Foundation

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In order to fulfill the Corporate Social Responsibility, Persistent Systems Limited (the "Company") had been donating to the institutions, working primarily in the field of Health and Education since the financial year 1995-96.

To institutionalise the Corporate Social Responsibility initiative of the Company and to develop a systematic approach to administer the process of grant of donations, the Company formed a public charitable trust, named Persistent Foundation (the "Foundation") on October 29, 2008. The Foundation has been registered with the office of the Deputy Charity Commissioner, Pune on March 21, 2009.

Management of the Foundation

The Trustees of the Foundation as on May 1, 2012 were as under

- a. Mrs. Sonali Deshpande, Chairperson and Founder Trustee
- b. Dr. Anand Deshpande, Founder Trustee
- c. Mr. P. B. Kulkarni, Founder Trustee
- d. Dr. Mukund Deshpande, Founder Trustee
- e. Mr. Rohit Kamat, Head of Finance function of Persistent Systems Limited
- f. Mr. S. R. Joshi, Head of Administration function of Persistent Systems Limited
- g. Mr. Sameer Bendre, Head of HR function of Persistent Systems Limited
- h. The Maharashtra Executor and Trustee Company Private Limited (METCO)

Financials

During the financial year 2011-12 the Foundation has received donations as per details given below

Sr. No.	Particulars	Amount in (₹) Million
1	Donation towards corpus	
	- Persistent Systems Limited	6.66
	- From Trustees and Employees	0.22
	Sub-total (A)	6.88
2	Donations towards charity operations	
	- Persistent Systems Limited	6.47
	- From Trustees	0.30
	- From Employees	4.43
	- From Other	0.05
	Sub-total (B)	11.25

As on March 31, 2011, the corpus of the Foundation is ₹ 28.92 Million.

The Foundation received an interest income of ₹ 24.18 (Gross) Lakhs on the fixed deposits investment made by it.

The details of utilisation of funds of the Foundation during the period under report are as under

Sr. No.	Particulars	Amount in (₹) Million		
		Amount Donated to other Institutions	Amount used for Projects by Foundation	Total Amount
1	Education	1.49	5.11	6.60
2	Healthcare	0.58	1.97	2.54
3	Community Development	0.83	2.79	3.62
	Total	2.90	9.87	12.76

Activities of the Foundation

Financial year 2011-12 was the third year of operations of the Foundation. The Foundation continued to focus its resources in the following areas for aid, assistance and conducting projects during this year

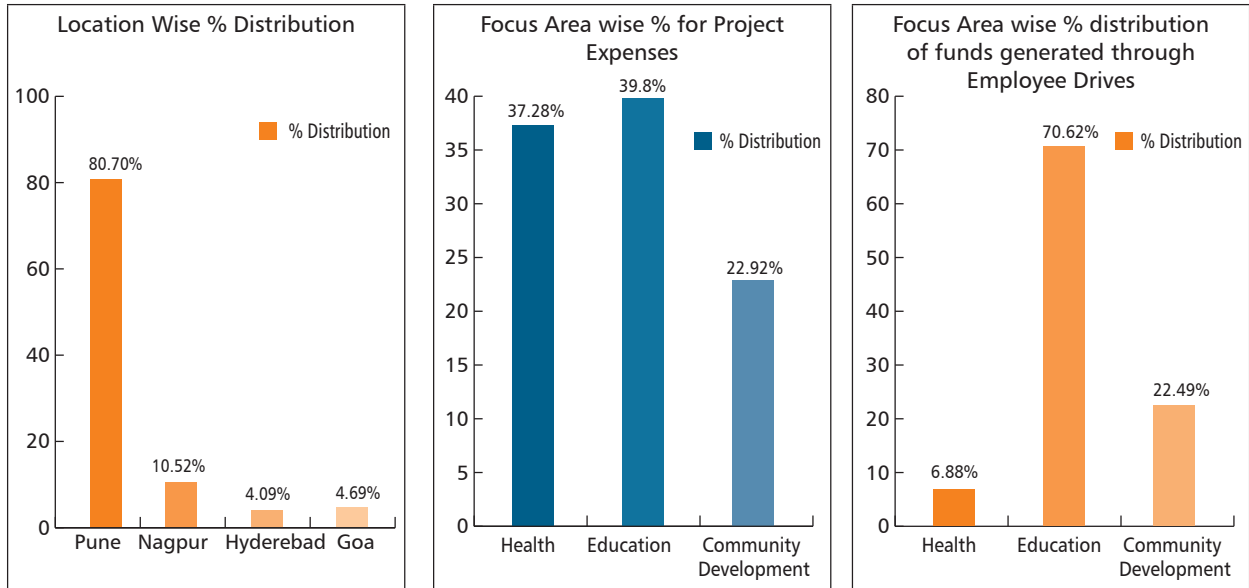
1. Health
2. Education
3. Community Development

The Foundation carried out its activities under aforesaid areas through the following verticals

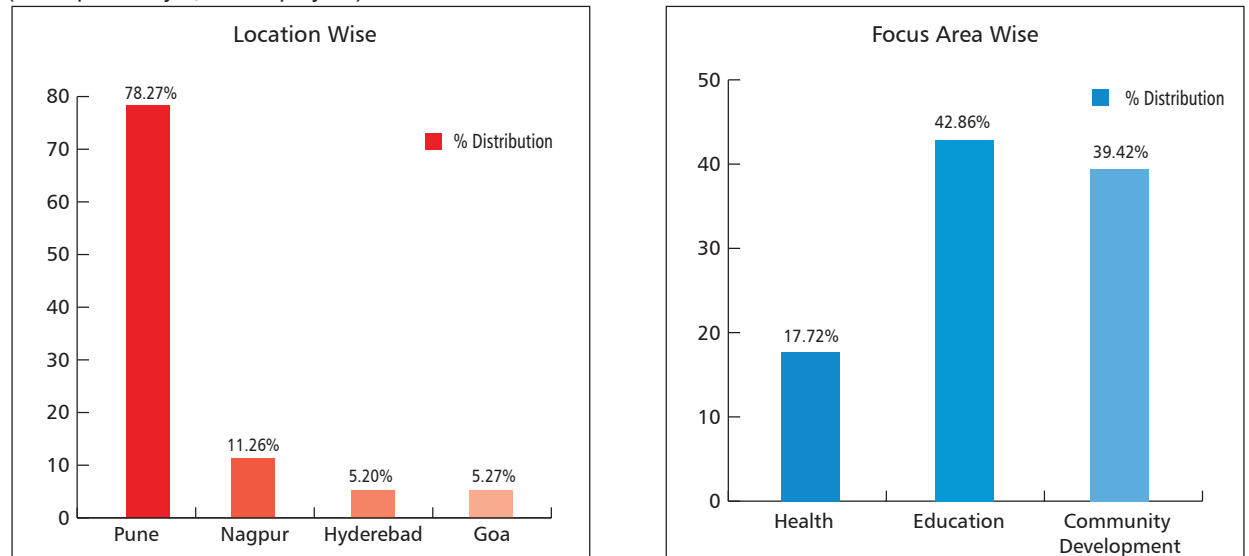
- a. Donations to Institutions: Foundation provided aid and assistance to institutions working in the focus areas.
- b. Projects by the Foundation: Foundation conducted certain projects in the focus areas. The Foundation carried out these projects through its volunteers and associated organisation.
- c. Contribution by employees: Employees of the Company initiated some drives and contributed through voluntary participation in addition to donating for various causes.

Donations are made by the Foundation to various institutions in terms of the Donation Policy of the Foundation. As per the Donation Policy of the Foundation, the Foundation undertakes a few projects and also makes donations to approved institutions in the vicinity of the offices of the Company viz. Pune, Nagpur, Goa and Hyderabad.

Brief summary of disbursement of funds in the financial year 2011-12



Brief summary of contribution by employees of the Company for the Foundation’s activities in the financial year 2011-12 (Participation by 3,829 employees)



Key Highlights of the Foundation's activities during the financial year 2011-12

1. Executed the project of constructing Pune Cyber Lab & Forensic Lab for Pune Police in association with NASSCOM.
2. Undertook 3 Village Upliftment Projects – 2 in Pune at Kodawadi and Salumbre and 1 at Nagpur at Udasa.
3. Launched Social Entrepreneurship Program for employees of Persistent Systems to provide them opportunity to design and execute their own social projects (for example: S-O-L-E, Operation Blackboard, as explained later).
4. Participation by 3,800+ Persistent employees as donors or volunteers in a number of projects and drives.
5. Donation to 38 associate institutions to carry out 23 projects and a number of initiatives, taking overall tally of supported institutions in the last 3 years to 60.
6. Started "Dream Job", a career guidance initiative by senior officials of Persistent Systems for 8th to 10th standard students in Pune.
7. Successful execution of the following projects for consecutive 3 years – Students Sponsorship Program, Clinical Health Check-up and Blood Donation Camps, with overall tally of sponsorship to 556 students, check-up of 11 thousand children and donation of 2,500 bottles of blood, respectively.
8. Innovative educational projects - E-Learning School Labs in 6 schools at Pune, Nagpur & Goa and Mobile Science Lab in 10 schools at Hyderabad
9. Overall fund generation of ₹ 4.43 Million through various monthly donation drives among employees.
10. With Seemaresha, an anti-addiction short-film, the Foundation made its first short-film on a social cause.
11. Foundation's first Corporate-NGO-Volunteer initiative attracting 90 NGOs, 30 corporates and 50 free-lance volunteers.
12. Foundation provided assistance of an amount of ₹ 8.50 Million (approx.) through projects and donations in tribal, rural and slum area. Approximately 25,000+ people/ students were benefitted.

Projects by Persistent Foundation during the financial year 2011-12

The key projects undertaken by the Foundation during the financial year 2011-12 are as follows

A. Community Development

a. Pune Cyber Lab & Forensic Lab for Pune Police

In association with NASSCOM, the Foundation executed the project of constructing the forensic lab for Pune Police. The Foundation also executed the refurbishing of training center.

Activity Summary

- i. Finalisation of layouts in consultation with NASSCOM and Pune Police to fulfill their requirements.
 - ii. Furnishing of Detection Room, Conference Room, Server Room with all carpentry work, painting, polishing, vertical blinds, antistatic flooring, modular ceiling and such.
 - iii. Providing all electrical support for computers, servers and forensic equipment, etc. through 10KVA UPS with battery backup of 30 minutes.
 - iv. Providing necessary networking and communication facility with latest technologies and internal telephone exchange.
 - v. Air Conditioning systems in all areas for working of equipment and staff.
 - vi. CCTV monitoring system for major area coverage.
- b. Village Upliftment at Kodawadi, Pune
- This was Persistent Foundation's first village upliftment project. Village Kodawadi is located in Velhe Taluka that is considered as the most backward block in all 13 blocks of Pune district. Repair of village water supply scheme was the core activity of the project. The Project was executed with help of Jnana Prabodhini, Pune. Commenced in May 2011, the project is successfully completed. Through this project, the Foundation supported approx. 600 villagers.
- c. Village Upliftment at Village Salumbre, Pune
- In the financial year 2011-12, Persistent Foundation selected Salumbre, a needy yet progressive village in Maval district of Pune, for its second village upliftment project. The Foundation is executing this project in association with Gramprabodhini, an Associate Institution. Under this project, the following work is completed.

i. **Healthcare Center**

- a. Regular (3 times a week) visits by doctors
- b. Provision of medicines and emergency treatments
- c. Counselling for students by an expert in Clinical Psychology
- d. Health check-up camps
- e. Health awareness lectures.

Approx. 750+ villagers and 1,000+ students have taken the benefit of the facilities offered by the center.

ii. **Fitness Center**

As an extension of the healthcare project, to encourage preventive health habits among students and the youth in the village, the Foundation started a 'Fitness Center' at Gram Prabodhini School.

iii. **Agro Development Center**

To promote advanced agro-practices, Persistent Foundation launched an 'Agro Development Center' at Salumbre. The center offers following facilities

- a. Soil Testing Lab
- b. Nursery of 40 thousand saplings
- c. Lectures by Agro-Experts
- d. Value added support to farmers for executing advanced agro-practices
- e. Inclusion of 'Agriculture Education' in syllabus of students from 8th to 10th standards

Currently, approx. 200 farmers are taking benefit of these facilities.

iv. **Computer & Technical Education Center**

Considering the 21st century need of imparting basic knowledge of computer science at school level and also to promote self-employment concept through application oriented technical education, Persistent Foundation established a Computer & Technical Education Center at Salumbre. The Center offers following facilities

- a. Technical Education
- b. Home science
- c. Agro Education
- d. Computer Education

d. **Village Upliftment at Udasa, Nagpur**

Persistent Foundation partnered with Rotary Club of Nagpur, West and Gurukul Aashram Shala for its third Village Upliftment Project at Udasa (Nagpur District). Udasa, with population of approx. 5,000, is a small village near Umred in Nagpur District. Most of the residents are tribal communities and work as lowest grade labors in nearby localities. In the first phase of this project, Persistent Foundation plans to establish a Science Laboratory that is school's immediate need.

e. **Corporate-NGO-Volunteers Networking initiative, Pune**

On July 23, 2011, Persistent Foundation jointly organised a 'CSR-NGO-Volunteers' networking event at Pune in association with CSR Pune and Net Impact. Representatives of approx. 90 NGOs, 30 Corporates and 50 freelance volunteers working in the areas of Health, Education, Women Empowerment, Employment and Environment in and around Pune were invited. Event received voluminous response from nearly 325 attendees. The event featured guidance by the chief guest, Dr. Mukund Ghare (Founder – AFARM), work displays by selected NGOs and Corporates through presentations and stalls.

B. Health

a. **Clinical Health check-up of slum/village children in Pune and Goa**

As a preventive health measure for slum and village students in schools, Persistent Foundation executed the Clinical Health Check-up project in Pune and Goa. It was 20 point clinical health check-up program, developed on a 5 Star Model that covered pediatric, schematic, ophthalmic and dental check-ups. In the financial year 2011-12, the Foundation conducted the check-up for 8,500+ students of 13 schools.

b. **Anti-Addiction Short-film "Seemaresha", Pune**

To contribute our bit in preventing of growing addiction cases among high-school and college youth, Persistent Foundation has contributed for an anti-addiction short film – "Seemaresha". The project is executed by PACE, a team of renowned E&T specialists in Pune. This is an awareness project and both PACE & Persistent Foundation plan to

screen the Shortfilm in schools and colleges, through their respective volunteer networks. The film is being launched on April 30, 2012, in the Annual Day Ceremony at the hands of renowned social worker and de-addiction protagonist Dr. Anil Awachat.

c. Breast Cancer Screening Program, Pune

As a preventive measure against growing breast cancer cases, in association with Samavedana, in the financial year 2010-11, Persistent Foundation had initiated the Breast Cancer Screening Program for slum area women in Pune. In the financial year 2011-12 was the 2nd year of this program. Every day, nearly 8 women got screened at Sahyadri Hospital, Pune. Through this initiative, 463 women got screened in the financial year 2011-12, taking the overall count beyond 800. Women found in pre-cancerous or first stage cancer phase were immediately treated by Samavedana.

C. Education

a. Persistent Foundation e-Learning School Lab

With the objective to provide quality education through technology to slum area students, Persistent Foundation, in association with KOMPIN, launched an e-learning School Lab and set-up the same at following 5 slum schools in Pune and Nagpur

- a. Hutatma Rajguru High School, Pune
- b. Nutan Balvikas Mandir, Pune
- c. Prerana Vidyalaya, Pune
- d. Vanita Vikas School, Nagpur
- e. Paranjape High School, Nagpur

More than 4,000 students will get benefitted through this initiative.

b. Persistent Foundation Girls' Scholarship Program

With the objective to provide educational support, motivation and guidance to the needy and aspiring young girls pursuing education in Computer Science, ENTC or Information Technology streams of Engineering, Persistent Foundation offers scholarship worth ₹ 25,000 to 10 needy girls every year till their completion of B.E. or B.Tech degree. Till now, 16 girls from Pune, 3 girls from Nagpur and a girl each from Goa and Hyderabad have been rewarded with the scholarship.

c. Mobile Science Lab, Hyderabad

In association with Project 511, Persistent Foundation launched a Mobile Science Lab at Hyderabad. This initiative provides the avenue for performing science practicals to students of 10 Zilla Parishad Schools that do not possess any science lab. A fully equipped van with demonstration kit and 1 trainer visits schools on a regular basis. Every year, approx. 4,000 students will get benefitted through this project.

d. Infrastructure Development at Schools

In the financial year 2011-12, Persistent Foundation conducted 2 infrastructure development projects in schools in slum area

- i. Electrification Work at Kusumtai Bagal Vidyalaya, Pune
- ii. Construction of Benches for Government Primary School – Dargah Hussain Shawali, Hyderabad

Both the schools work for extremely needy and poor sections of the society. Through this initiative, nearly 1,000 students have got benefitted.

e. MS-CIT Certification Program for Visually impaired girls

In the financial year 2011-12, to support computer education of aspiring visually impaired girls, Persistent Foundation sponsored MS-CIT certification of 30 visually impaired girls. This program is executed in association with Jagruti School of Blind Girls, Alandi, Pune.

The certification will get completed by June 2012.

Projects executed by Persistent Foundation with contribution from Persistent employees

A. Operation Blackboard, Hyderabad

Persistent Foundation in association with Project 511 started an Operation Blackboard program and provided new cement blackboards and wooden blackboards with stands to 7 schools. Painting was done on existing blackboards where visibility was poor. The Operation Blackboard Project covered 2,000+ students.

B. Blood Donation Camp at Pune, Nagpur, Goa & Hyderabad

To cater to the ever growing need for blood, Persistent Foundation organised blood donation camp at all the four offices in India viz. Pune, Nagpur, Hyderabad and Goa. Persistent employees volunteered to donate the blood. In the financial year 2011-12, more than 750 bottles of blood was collected, taking the overall count of last 3 years to approx. 2,500 bottles.

C. S.O.L.E Project, Pune

SOLE - Self-Organised Learning Environment project is about creating self-learning environment of internet education in village Yeoli near Bhore in Pune district. Driven by Mr. Bhushan Kolambe, an employee of the Company, this project will offer following facilities

- a. Learning through Internet various activities like games, puzzles
- b. Learning English communication through Skype sessions with mediators across the world
- c. Visits by eminent personalities for children to interact with and gain knowledge
- d. Skype sessions on various topics
- e. Use of internet for knowledge gain and confidence building for children
- f. Fun camp for children to enjoy and play.

D. e-School project, Goa

E-School project is about providing e-education to students of Saraswati High school, Goa. Driven by Mr. Ranjit Naik, a Persistent employee, this project is based on e-class product from Sundaram Edusys Pvt. Ltd. (<http://www.e-class.in/>). It provides innovative educational content for 8th to 10th standards and proves to be a good teaching companion with visualisation of topics and in-depth understanding.

E. SCRATCH – Train the Trainers Program

With the objective to provide fun based learning approach to computer education, employees of the Company have taken up “SCRATCH” project in 3 schools in Pune. Since financial year 2010-11, employees visit the schools on regular basis to conduct the training sessions for students. In the financial year 2011-12, Persistent’s SCRATCH team took a step ahead and organised ‘Train the Trainer’ sessions for school teachers and new volunteers from Persistent. The sessions were conducted at Pune and Nagpur centers. In totality, Persistent Team could impart training to 51 prospective trainers – 31 from Pune and 20 from Nagpur.

F. DREAM JOB - A Career Guidance Initiative for school students

‘Dream Job’, a Persistent Foundation initiative, is all about setting up sessions of direct dialogue between 8th to 10th standard students and role models from various professions. The idea is to present these professions in a very interesting yet realistic manner, to help the kids find their own passion and to offer a direction to their career goals. Persistent Foundation has initiated this series at Millennium National School, Pune with the help from senior officials in Persistent.

Till now, the foundation has organised 3 sessions delivered by Mr. Nitin Kulkarni, Executive Director and Chief Operating Officer, Dr. Ashok Korwar, Management Consultant and Mr. Vivek Sadhale, Company Secretary and Head - Legal of the Company. With support from senior officials of the Company the Foundation aspires to continue these sessions in academic year 2012-13, too.

G. Cyber Genius and Cyber Champ

Since financial year 2010-11, Persistent foundation has supported Dr. Kalmadi Shamarao High school to conduct Cyber Genius, an inter-school competition. This is a district level competition (Pune District) and more than 700 students from 30 schools participate in the contest. The contest is conducted in four groups – Mini (Std. 3-4), Sub-Junior (Std. 5-6), Junior (Std. 7-8) and Senior (Std. 9-10). It is conducted for different topics for different groups e.g. Logo and Paint Brush for Mini, Paint Brush and Quiz for Sub Junior, Q-basic and Power Point for Junior and Photoshop and Web designing for Seniors. The Foundation supported the cause by providing financial support of ₹ 50,000 and technical support through volunteers.

Continuing the same, in the financial year 2011-12, the Foundation initiated a similar competition, named Cyber Champ, for schools in PCMC in association with City Pride public school. Approx. 39 employees of the Company worked as volunteers and 7 employees judged the project.

H. National ICT Quiz

In the financial year 2011-12, Persistent Foundation was the local sponsor for the CSI National ICT Quiz. Millennium National School, Pune hosted the regional round on March 25, 2012. More than 300 students from 16 different schools participated in the quiz. Mr. Girendra Kasmalkar, CEO SQS India and Past Chairman of Pune Chapter was the Chief Guest for the Prize distribution function.

Donation Drives among Persistent employees

In the financial year 2011-12, Persistent Foundation launched a number of donation drives among employees of the Company and received a great response with total donation of ₹ 4.43 Million, 800+ toys, 5,000+ clothes from the employees. The details are as follows

Drive	Response from employees
Student Sponsorship Program	₹ 27.03 Lakhs sponsorship to 556 students
Semicolons – 24 hour Programming Contest for Charity	₹ 5.97 Lakhs
Uniform, School kit, School books donation	₹ 3.54 Lakhs, i.e. 385 Uniforms, 481 School kits, 381 School book sets
Olympic Gold Quest	₹ 0.58 Lakhs
Sharing Joys with Toys – Toy Donation	800+ toys
Clinical Health check-up of slum/village children	₹ 1.50 Lakhs for the clinical health check-up of 1,434 children
Clothes Donation with NGO - Love & Care	₹ 0.50 Lakhs and more than 5,000 clothes
Diwali Sweets and Greeting donation to Indian Jawans with NGO - Maitreyi Charitable Society	₹ 3.09 Lakhs i.e. funding for approx. 4,125 sets.
Learn with Fun, a Toys' & Educational Games' library set-up for slum schools	₹ 0.45 Lakhs for funding of 2 libraries
Breast Cancer Screening Program	₹ 1.63 Lakhs i.e. funding for 136 women

Acknowledgement

The Foundation places on record the help and cooperation received from the Deputy Charity Commissioner, Pune, the Assistant Charity Commissioner, Pune and the Commissioner of Income Tax. It would also like to express its thanks to the Maharashtra Executor and Trustee Company Limited (METCO) for guidance on statutory and operational matters.

The Foundation also extends thanks to HDFC Bank Limited, Bank of Maharashtra and its officials for extending their excellent support in all banking related activities.

The Foundation also places on record its gratitude to employees of Persistent Systems Limited for the generous donations made by them for the activities of the Foundation. The Foundation acknowledges the co-operation and guidance received from the institutions with which the Foundation collaborated for its various projects.

The Foundation takes this opportunity to express its sincere appreciation for the contribution made by its volunteers at all levels. The considerable achievement was made possible by their hard work, solidarity, cooperation and support.

Last but not least, the Foundation would like to record its gratitude to Persistent Systems Limited, without its financial and employee support, it would not have been possible to make any meaningful contribution.

Forward looking and cautionary statements

Certain statements in the Annual Report concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements.

The Company may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Stock Exchanges and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company.