GLIMPSES FROM OUR JOURNEY

CybageAsha
Spreading smiles, across miles

1. Rural Upliftment
2. Community Development
3. Social Welfare

Cybage Software Pvt. Ltd.
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This flagship vertical aims at bridging the infrastructural gap by adopting villages and implementing various sustainable plans for them to be self-reliant. CybageAsha associated with BAIF Development Research Foundation as an implementation partner for sustainable livelihood and development programs in its adopted villages.

The following are some of our ongoing projects as part of this vertical:

**Rural Upliftment**

- Construction of various water conservation structures
- Construction of water tanks, provision for portable drinking water
- Construction of internal roads, toilets, and underground drainage systems
- Upgrading infrastructure in schools
- Desilting of rivulets and streams
- Training - Auto-service technician, machine-operating, plumbing, data entry, tailoring, and candle-making
- Adult Literacy Programs
- Good governance initiatives to help people procure govt. related documents - documents like Aadhar card, PAN card, driving license etc. and to increase awareness of various govt. schemes available for them
- Extra-curricular activities in low-income private schools
- Extra-curricular activities in orphanges and old age homes
- Go-green initiatives
- Stairway to Success

CybageAsha, the philanthropic arm of Cybage, was founded in 2005. The Trust is dedicated to the collective mission of transforming lives of the underprivileged and bridging the gap between rural and urban India. It meticulously conceptualizes, plans and executes various projects in and around Pune, under the guidance of Ritu Nathani, Director - Cybage and Head - Cybage CSR, and support from a dedicated CSR team and Cybagians who voluntarily participate in several activities to make a difference.

**Community Development**

This vertical focuses on overall development of urban communities from economically challenged strata of society. CybageAsha has adopted 9 communities within the city of Pune to bring about a change. We conduct the following activities on an ongoing basis:

- Construction of various water conservation structures
- Construction of internal roads, toilets, and underground drainage systems
- Upgrading infrastructure in schools
- Desilting of rivulets and streams
- Training - Auto-service technician, machine-operating, plumbing, data entry, tailoring, and candle-making
- Adult Literacy Programs
- Good governance initiatives to help people procure govt. related documents - documents like Aadhar card, PAN card, driving license etc. and to increase awareness of various govt. schemes available for them
- Extra-curricular activities in orphanges and old age homes
- Go-green initiatives
- Stairway to Success

**Social Welfare**

This vertical empowers Cybagians to give back to society. It is designed as a platform for volunteer and employee engagement. Some of the voluntary activities conducted regularly are:

- Recreational activities at orphanages and old age homes
- Grains, clothes, school kit, books, toys, and blood donation drives
- Extra-curricular activities in low-income private schools
- Go-green initiatives
- Stairway to Success

**Key Recognitions**

- Ritu Nathani won the CSR Leadership Award 2018 at CSR Summit & Awards 2018 by UBS Forums
- Ritu Nathani honored with Woman Leader with a Purpose Award at the 2nd Future Woman Leader Summit and Awards 2018 by Transformance Forums
- Cybage won the ‘Best in CSR Practices’ category Award at Golden Globe Tigers Award 2017. Kaila Lumpur
- Ritu Nathani felicitated with the ‘Times Pune Visionary’ title for her contribution in the field of CSR
- Ritu Nathani conferred with India Sustainability Leadership Award 2016, a Sustainable Maharashtra initiative launched by the Hon. Chief Minister of Maharashtra, Shri. Devendra Fadnavis

**Stairway to Success**

- 60 villages, more than 90,000 people
- 20 villages in 7 districts of Maharashtra undertaken for Water Conservation
- Partnered with 60 NGOs supporting 1,50,000 people
- Benefited more than 3,000 people through health initiatives

With the help and technical guidance of CybageAsha and BAIF, I have started a dairy business. Farmers were selling milk at ₹30 – 35 per litre, but now we buy it from them at ₹40 a litre. Currently, we collect 50 litres of milk. In the next six months, we plan to increase it to 600 litres.

**Anushree Morchhale**

CybageAsha volunteer

Cybage CSR has been an integral part of my life. Over the years, I have learnt human values, lateral thinking, time management, and more. It has helped me think out of the box and uplift myself with a lot of new techniques. Volunteering gives me a feeling of self-contentment and keeps me motivated to help the society further.