KPMG
Corporate Citizenship
Annual Report 2018-19
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Foreword

The Bible in the chapter of Luke says, *"for unto whomsoever much is given, of him much shall be required".*

In the Bhagavad Gita, Krishna says, *"a gift is pure when it is given from the heart to the right person at the right time and at the right place, and when we expect nothing in return".*

At KPMG in India, **we recognise our obligation to give – to our communities and society, and the nation at large.** While we are committed to provide extraordinary service to our clients, we know that is not enough: we have to go above and beyond, conscious of our higher purpose.

Accordingly, we responded promptly to the Kerala floods by providing both monetary contributions and our expertise. In total, KPMG in India and KPMG firms globally organised over a million dollars of support towards the relief work. Working with our colleagues in KPMG Global Services Private Limited, we had a team of over 100 people who invested more than 2,300 hours going door to door to help identify 200 of the worst affected families, followed by organising a crowd funding campaign to provide monetary relief. We are very thankful to **Devang Bhandari, Elias George, Jayakrishnan Pillai, Sachin Menon and Supreet Sachdev** for leading the Kerala Assistance team on the ground and coordinating all of our other relief efforts.

More broadly, over the last year we supported companies and philanthropic organisations in their social responsibility initiatives. We helped the Tata Trusts with a governance set-up for the successful implementation of Cancer Care and Prevention units in the North East and other locations across the country. We have championed the cause of the UN's Sustainable Development Goals (SDGs) and have been recognised for such work. KPMG India has played a significant part in setting up of the one-of-its-kind SDG Finance Facility, in association with the United Nations Development Programme (UNDP) and the Niti Aayog. This Finance Facility will develop innovative financial instruments which will

Members of the Kerala Assistance Team met Pinarayi Vijayan (Chief Minister of Kerala) and handed our contribution for the rehabilitation of the state post the floods

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aid the provision of funds to be deployed towards achieving the SDGs.

We work on a range of projects that impact the bottom of the pyramid such as the Swachh Bharat Mission that aims to improve sanitation access. On this front, KPMG India's direct intervention with the Ministry of Housing and Urban Affairs and the Ministry of Drinking Water and Sanitation is helping India become open defecation free by 2 October 2019. This programme has achieved significant milestones by impacting the community directly through behavior change interventions that have resulted in an actual measured reduction in the number of people defecating and disposing waste in the open. These steps lead to important positive spin-off effects such as reduction in child mortality and morbidity.

And we set apart a portion of the income we earn, to the activities of the KPMG Foundation. In 2018-19, the Foundation invested in a number of programmes to empower students. Through Enactus, 40 partners and senior staff continued to guide students from 50 colleges across the country to help lay the ground for the development of talented entrepreneurs and leaders who will enrich India's growth and development.

Our people invested over 73,000 hours of their time in various Corporate Citizenship initiatives during this year. Apart from hands-on volunteering, they also put their skills to use by conducting mentoring sessions and workshops for students and pro bono projects for our partner organisations. And we have people like Tonu Sojatia, who led voluntary work to raise awareness about the importance of voting by participating in a car rally.

We are proud of the Corporate Citizenship activities of our firm and our people. Indeed these are shining examples of **#KPMGjOSH**, the energy, enthusiasm and excellence of KPMG in India.

Arun M. Kumar
Chairman and CEO,
KPMG in India

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Foreword

Our people are extraordinary and this is what makes out Corporate Citizenship programme unique, wherein our people contribute directly towards making a difference in our communities.

We believe that our partner Non-Governmental Organisations (NGOs) and schools benefit immensely from the intellectual and emotional commitment of our people. This year, our Corporate Citizenship Annual Report endeavours to recognise the noble and generous contributions of our people towards making a positive difference in our communities. It is with great pride and humility that we share the **'stories of giving'** as told by our volunteers, whether they be employees or their families; as well as the **'stories of thankfulness'** as told by our NGO partners and Aspire students. Our Aspire programme continues with the objective of transforming the lives of our future generations. We directly impacted over 200 girls this year. Our Aspire girls continue to make us proud - a majority of them who appeared for their board examinations scored above 75 per cent and joined prestigious colleges such as Lady Shri Ram College for Women, Indraprastha College For Women, Jyoti Nivas College, and Azim Premji University.

Waste reduction, reuse and recycling has never before been more critical for the sustainability of our planet, so we adopted environmental consciousness as a part of the firm's ethos with a pledge to **'say no to plastic'** on World Environment Day 2018. We are happy to report that since then, with the help of our Administration team, we have successfully eliminated single-use plastic from all our cafeterias and meeting rooms across offices.

Last but certainly not the least, we once again congratulate our **'Citizen of the Year',** Dudhsagar Shambhuche who lives by the firm's value of being **'committed to our communities'** by selflessly contributing his time towards community giving initiatives and walking the extra mile to **'make a difference'**.

This year we witnessed a surge in the number of volunteers which clearly indicates that our people have the passion to contribute to our communities. Our objective for the coming year is to create even more opportunities and avenues for people to engage with the noble cause of giving back and thereby help realise their higher purpose.

Ira Gupta Tuteja
Advisor, Corporate Citizenship,
KPMG in India

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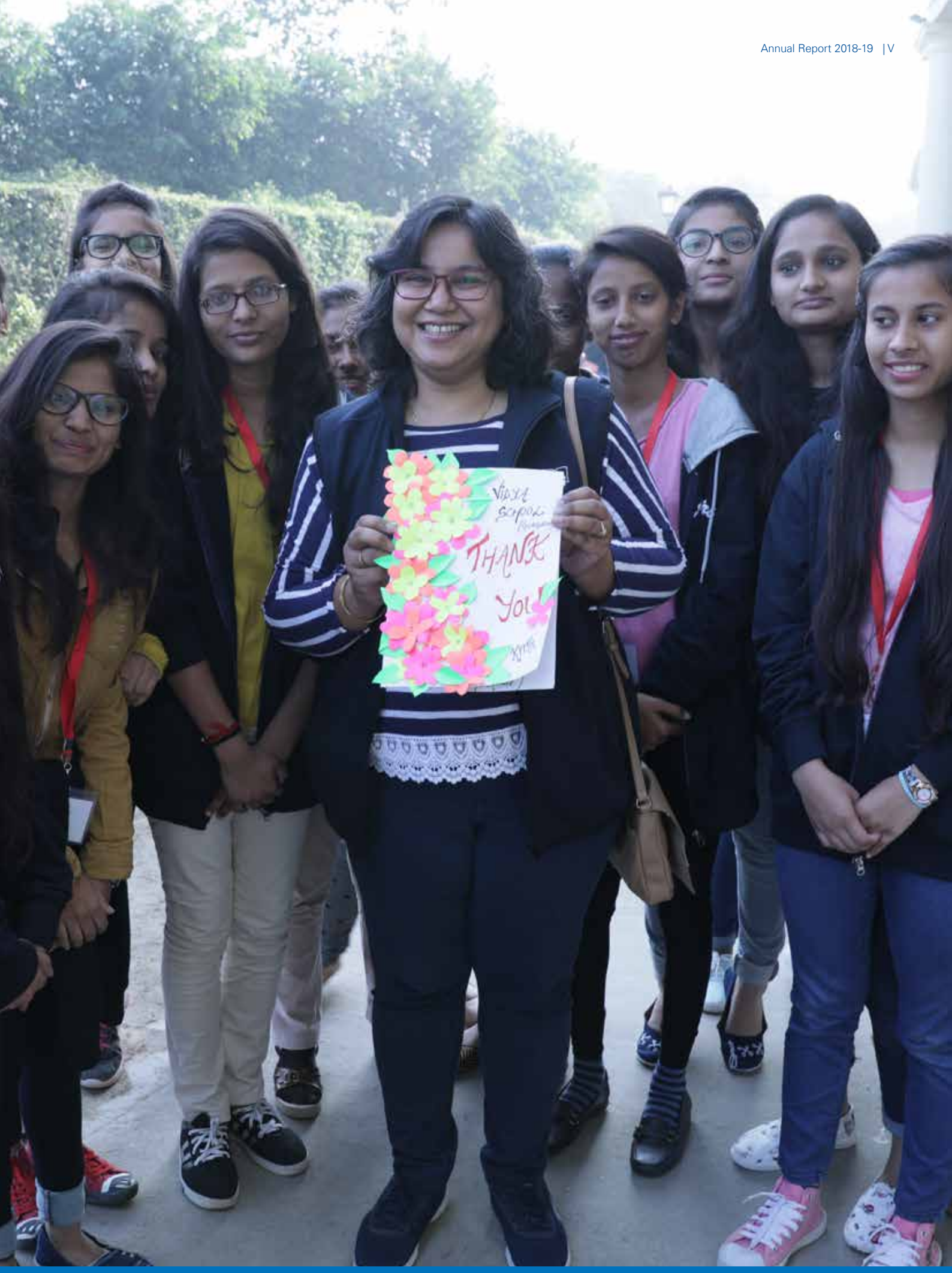

Aspire girls express their gratitude to KPMG in India

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1.

Sustainable Development Goals and Lifelong Learning

The Sustainable Development Goals (SDGs), otherwise known as the Global Goals, are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.

These 17 Goals build on the successes of the Millennium Development Goals, while including new areas such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The goals are interconnected – often the key to success on one will involve tackling issues more commonly associated with another.[1]

KPMG has a strong legacy of improving communities and making change happen. We use our skills and resources to find sustainable solutions to some of the most pressing issues. As a firm, our focus area is **Lifelong Learning**, which directly impacts the UN Sustainable Development **Goal 4 - 'Quality Education'**.

To successfully recognise this goal, we help develop and strengthen the skills, abilities, processes, infrastructure and other resources of non-governmental organisation run schools, thereby directly impacting economically disadvantaged children across multiple locations in India.

Our commitment is to inspire and empower a learning continuum amongst first generation learners. Our interventions help build the skills and abilities of these students through quality education, mentoring, counselling, and other significant contributions with an objective of enabling holistic development and thereby enhancing their employability.

Our Lifelong Learning interventions impact the overall physical, intellectual, and emotional development of the children supported.

UNDP (n.d.). Sustainable Development Goals. Retrieved July 15, 2019, from https://www.undp.org/content/undp/en/home/sustainable-development-goals.html

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Our approach

Lifelong Learning

Responding to disasters

Focused support at schools

Green initiatives

Employee engagement

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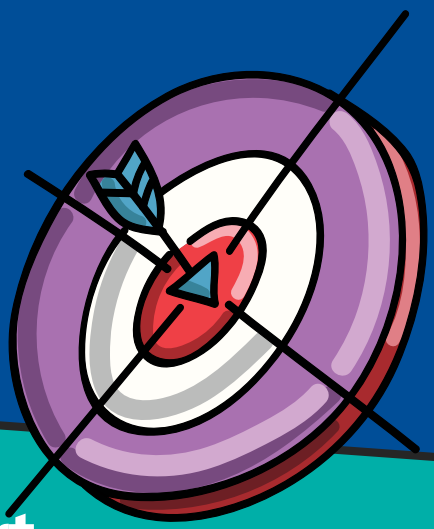
2. Our impact



KPMG's Family for Literacy programme

Over **140** volunteers spent more than **880** hours reading to over **400** students

IT support

We set up a digital classroom at Taraben Master English School, Mumbai that impacts over **1,000** students

Nutrition

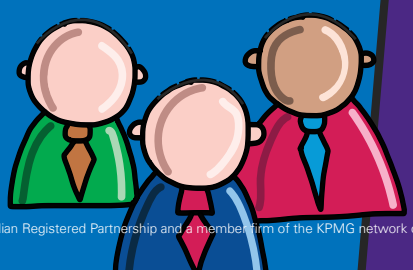
More than **195,800** meals served to over **600** students

Infrastructure support

In the last five years, we set up **five** libraries impacting **4,360** children and donated over **8,000** books

Enactus

40 partners and senior staff mentor **50** colleges through the year



Empowerment through Education

Over **250** children impacted across **10** cities

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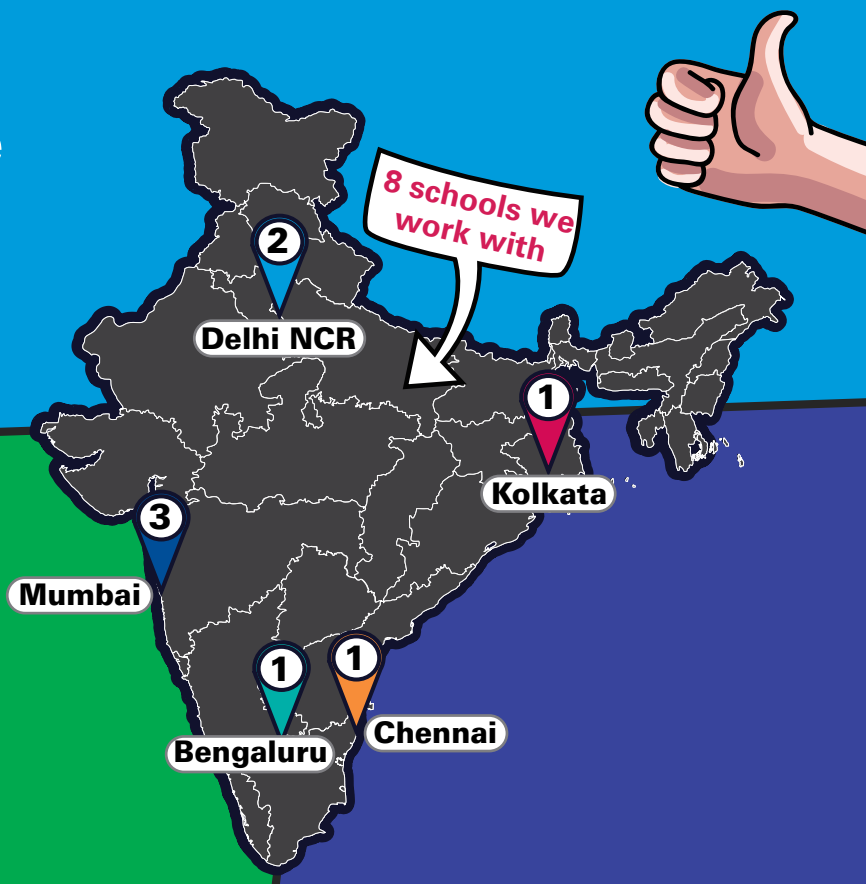
In **2018-19,** we continued to work towards a sustainable future for our communities across locations in India



Aspire

Over **200** girl students supported through the programme

Over **27,000** hours spent on additional training

48 women leaders served as mentors

21 students now in college

Reducing the use of plastic

Over **100,000** PET bottles were prevented from entering the ecosystem

Tree planting

Over **13,000** saplings planted across six cities since 2014

Employee engagement

Our people along with their families spent over **73,000** hours by volunteering for over **500** activities

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3.

Responding to disasters

3a. Story on the Kerala disaster relief

Devang narrates his on-the-ground experience: "Determination and compassion kept our faith afloat during the challenging times"

The Kerala floods have changed a lot of lives – directly and metaphorically. During this tragic period, as a firm, we witnessed amazing stories of personal sacrifice. Our colleagues from across the country were involved in contributing in every possible way. For me, witnessing people's resilience amidst the tragedy was most impactful and inspiring.

A structured campaign was developed by Nudge Foundation to drive a crowd funding initiative for extremely poor families in Kochi, followed by monitoring and evaluation.

While we had employees from offices across locations in India supporting the campaign, over 100 volunteers from our Kochi office who worked in their personal capacity to support this initiative deserve a special mention. They visited over 400 households in four days spread across difficult terrains of Kerala and shortlisted 200 households whom we decided to support. Our volunteers had to go through treacherous conditions, including warnings of snake bites and leeches, but nothing could deter them. They wrote stories on each of these 200 families, and helped raise funds through a crowd funding platform. **During this campaign, the entire team exhibited all the values, which KPMG truly stands for. I am truly honoured to work with them.**

Devang Bhandari
Partner - Deal Advisory and Strategy,
KPMG Global Services Private Limited

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The biggest lesson learnt is that when the team comes together for a higher purpose, there is no stopping - no hurdle is big enough to overcome. While people had been severely impacted, their concern for the entire community instead of personal issues was something truly admirable. I have personally learnt a lot from this.

When we started this journey, I had no idea how things would pan out, and this is usually the case either in our professional or personal lives but having the faith and determination counts. Having the courage to take that big step targeted at something audacious, and taking the right steps for the greater good instead of personal interest counts.

Volunteers attended a training before the campaign

Household assessments being conducted by the volunteers

Volunteers came together to write stories on the families for the crowd funding campaign

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RESPONDING TO DISASTERS

3b. Story on the Kerala disaster relief

Reflecting on the community initiative in the midst of the floods

In August 2018, severe floods affected the south Indian state of Kerala, due to unusually high rainfall during the monsoon season. I was working on a project in Kerala at the time and could not travel back before the airport was shut down. Having managed to reach my hometown just a few hours away, I decided to volunteer along with my neighbours and friends, to play our part in some rescue and relief activities.

We were in the district of Pathanamthitta, which was one of the most affected areas. On getting there, we immediately got down to assisting the rescue operations, coordinated dropping off supplies and evacuated people with the assistance of boats and helicopters.

While we were not able to rescue those still stuck in the floods, we worked to support and serve the needs of thousands in the relief camps. We collected supplies and clothes from our area and brought them to three relief camps – two near Tiruvalla and one in Kottayam. We continued to coordinate with the boat and helicopter rescue teams and at the same time source supplies such as clothes, linen, packaged foods, immunity boosting and nutrient supplementary medicines.

I look back with a sense of satisfaction to have extended a helping hand and evoked action from a close group. Kudos to the moral support I received from my team at KPMG in India towards this initiative; this reinforced my drive to step out of my comfort zone and help fellow humans.

Abel George
Assistant Manager - CFO Advisory,
KPMG in India

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"...food and other supplies were collected and distributed with the help of boats."

Abel George with his friends and neighbours after a successful collection drive

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4.

Focused support at schools

English language centres

KPMG's Family for Literacy programme

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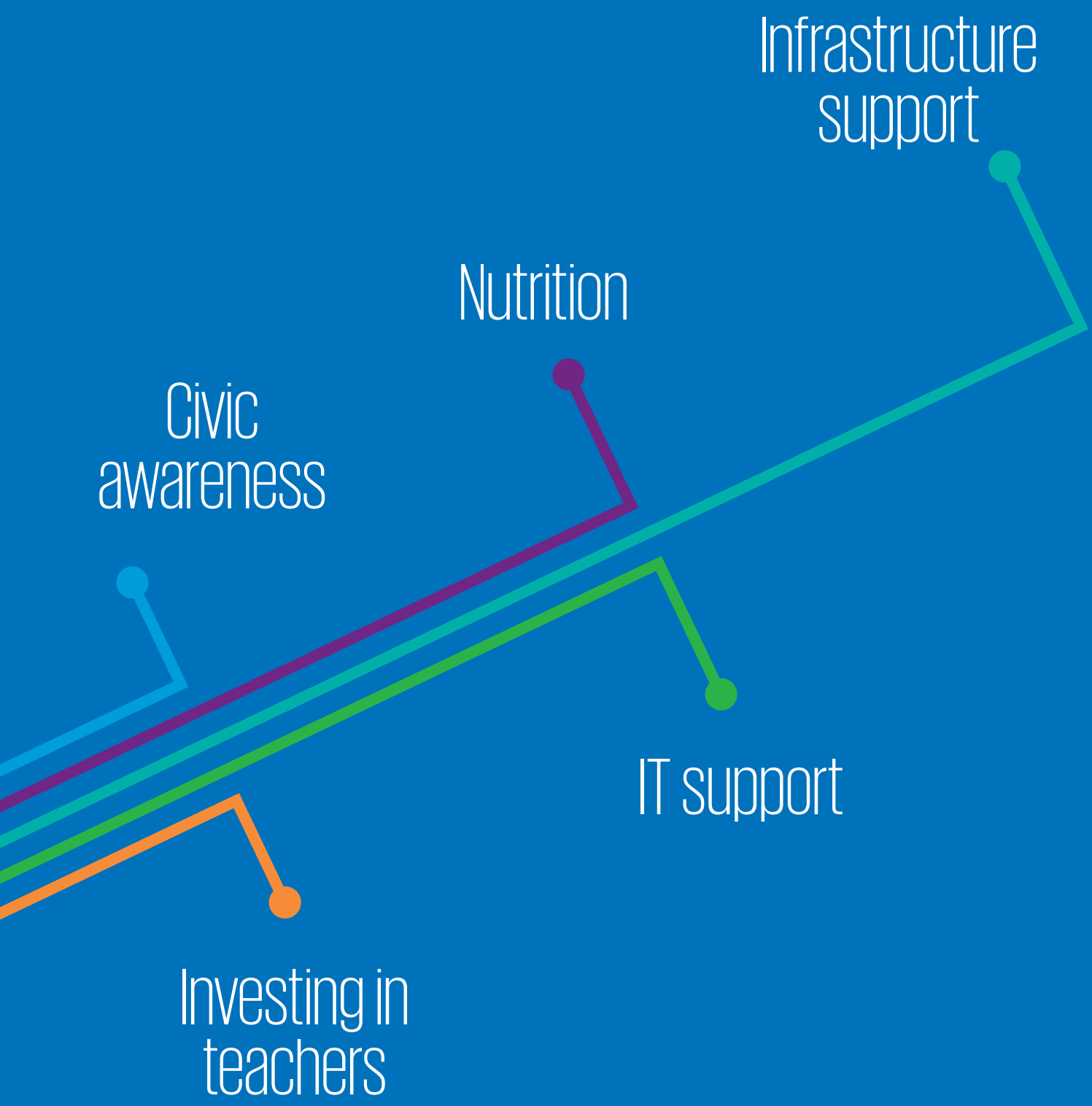

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FOCUSED SUPPORT AT SCHOOLS

4a. KPMG's Family For Literacy (KFFL) programme

I teach them English, they teach me gratitude

As a part of the firm's Corporate Citizenship initiatives, I have been actively associated with KPMG's Family for Literacy (KFFL) programme at two schools supported by KPMG in India in Chennai - Gurukulam (a Trust Children School) and Olcott Memorial High School. KFFL aims to help disadvantaged students with limited English communication skills, and we are tasked with helping them overcome their inhibition to speak.

During my reading sessions, I split the students into smaller groups and find it effective as it increases their participation and attentiveness. Sometimes, I also combine this with fun games, such as charades, Pictionary, flashcards and word building which helps in engaging their interest. I have also been able to coach them on the importance of personal hygiene, coping with emotions and practising wellness.

One aspect of volunteering that really touches me is that, whatever be their personal circumstances, **the children always greet the volunteers with a smile.** Realising the way children welcome and bond with volunteers, I have also learnt to express gratitude. Seeing the beaming faces of the children everytime I go to the schools, leaves me with a sense of gratitude and contentment.

Smruthi Rangarajan
Associate Consultant,
Forensic Investigation,
KPMG in India

A reading session at Shishu Mandir, Bengaluru

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Volunteers read to students at the Vidya School, Delhi NCR

140 volunteers spent more than 880 hours reading to over 400 children

Reading a story with students at the Vidya School, Delhi NCR

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4b.

FOCUSED SUPPORT AT SCHOOLS

English language centres

From 'convershasheon' to 'conversation': learning English made fun and easy through the language centre

"The English language centre provides students a safe environment to explore and play with the English language while expressing themselves confidently without any inhibitions. With the help of audio visual aids and modules, and the teacher in-charge acting as a facilitator, the students are not only introduced to the concept of phonetics, but are also taught the distinction between various phonetic sounds, an area where students commonly make mistakes. For instance, they used to pronounce 'conversation' as 'convershasheon' at the beginning of the year. With regular intervention, students understood the difference between the phonetic sounds and associated spellings, resulting in improved pronunciation and spelling ability.

Another area in which the language centre was useful is in enriching the students' vocabulary. By placing a particular difficult word in a sentence, accompanied by visual aid, the students get to learn its meaning in a fun-filled manner."

Dilruba Kalsi
Executive Director Pan-India,
Vidya Integrated Development for Youth and Adults

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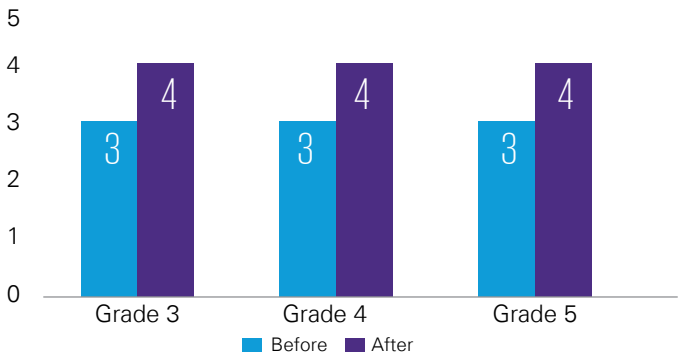
The Vidya School, Delhi NCR

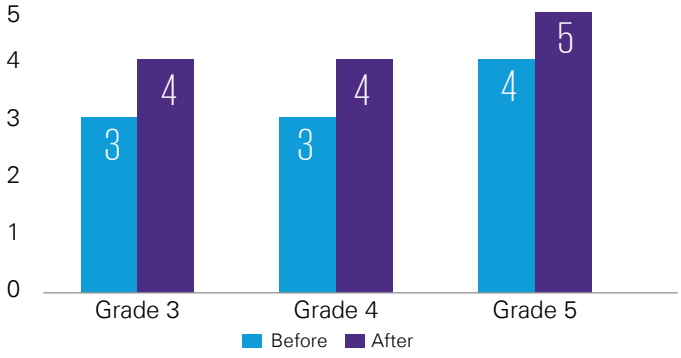
Shishu Mandir, Bengaluru

A before and after assessment of the programme provided by the schools using the software*

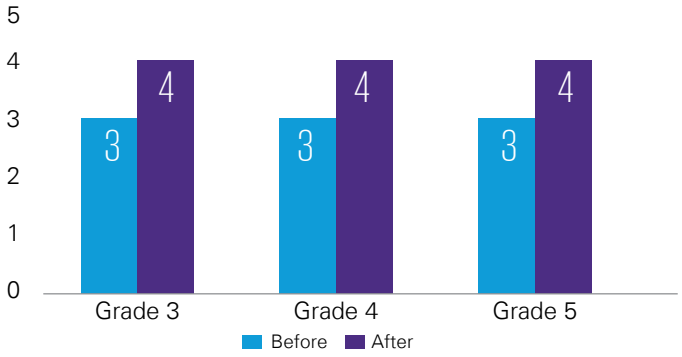
The Vidya School, Delhi NCR

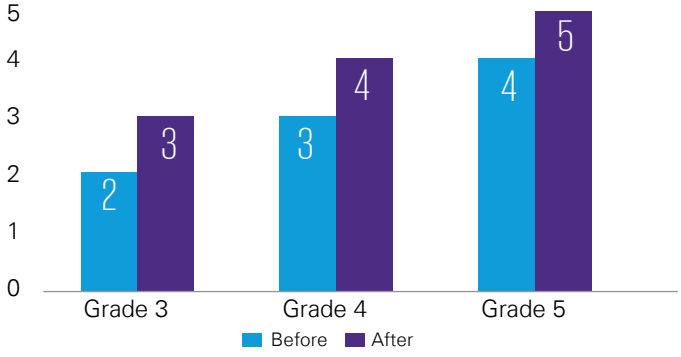


Shishu Mandir, Bengaluru

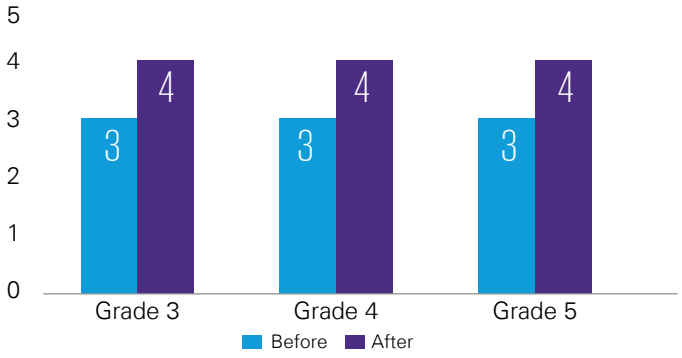


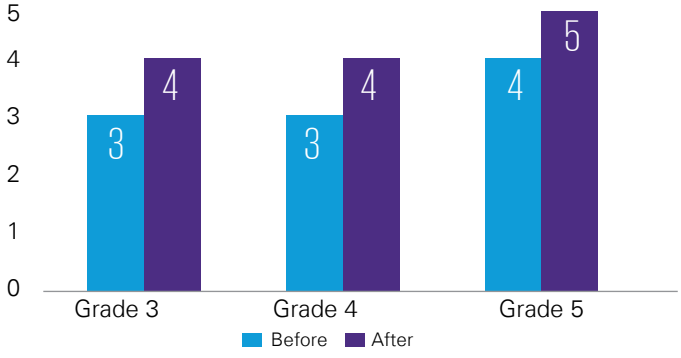
Vocabulary





Spelling





Speaking

*scores of students on a scale of 0 - 5 (5 being the highest)

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FOCUSED SUPPORT AT SCHOOLS

4c. Investing in teachers

Receiving teacher training prepares me to take on new challenges

Reflecting back on my journey as a teacher, I am glad to have gained a lot from the various initiatives and training sessions supported by KPMG in India. Through these sessions, I have learnt several methodologies and teaching strategies which enhanced my teaching style both inside and outside the classroom. My training on the software installed in the English language centre helped introduce new methods of learning English vocabulary, pronunciation and communication. Utilising these skills, I published a book along with another English teacher on active and passive voice that is now being used in our school curriculum. A training session on civic awareness by Children's Movement for Civic Awareness (CMCA) aided to evolve my creative thinking towards helping students transform into active citizens of the country.

I have been given a new responsibility for preparing the minutes for our school working committee which has given me the perfect opportunity to apply my comprehensive skills acquired through all the training sessions.

Stella Mary
English teacher,
Shishu Mandir, Bengaluru

Shishu Mandir, Bengaluru

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FOCUSED SUPPORT AT SCHOOLS

4d. Civic awareness

Reliving my childhood while helping create responsible citizens of tomorrow

"Children's Movement for Civic Awareness (CMCA) is a distinct programme that shapes the personalities of young children through storytelling, thereby encouraging them to become responsible citizens. This I believe is the absolute need of the hour for our nation. During our sessions at the Vidya School, Delhi NCR we were required to talk to students about the importance of being a responsible citizen and to give them guidelines on how they could in their own capacity as students fix real life issues around them and be aware of their civic rights.

It has been a highly rewarding experience to watch a young child's eyes light up at the thought of listening to a story about beings from an imaginary world with an underlying theme of civic awareness. Interacting with young children, watching them get rid of their initial hesitation to speak, developing confidence to contribute to the conversation and collaborating with each other in a competitive environment is not only heartwarming, but also allows me to relive my childhood."

Captain Vinod Narasimhamurthy
Director - Aerospace and Defense,
Infrastructure, Government and Healthcare,
KPMG Advisory Services Private Limited

The Vidya School, Delhi NCR

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4e.

FOCUSED SUPPORT AT SCHOOLS

IT support

"I never imagined seeing bacteria would be so exciting": Digital classrooms bring theory alive for Haneesha

"I have always enjoyed studying Biology. The anatomy of life forms is something I've been curious to learn about. The smallest organisms are so tiny that we cannot see them with our naked eyes, and need a microscope to look at them. Not having regular access to one, limits my chance to learn more about micro-organisms.

After the digital class technology was installed in our school, one of the first lessons we went through was on micro-organisms and animal tissues. For the first time, I could see an image of a bacteria in front of me, as big as a white board; the same bacteria I remember straining my eyes into the microscope for. Various parts were neatly labelled and distinguished with different colors. The voiceover narrated the importance of all these parts in smooth functioning of the organism.

Whenever I want to remember anything related to my lessons, the clear audio-visuals from the sessions at the digital classroom play in my mind, making it easier for me to answer questions related to those topics in my examinations."

Haneesha Shaik
Student in grade nine,
Taraben Master English School,
Mumbai

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Taraben Master English School, Mumbai

The digital classroom at Taraben Master English School, Mumbai directly impacts over **1,000** students

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FOCUSED SUPPORT AT SCHOOLS

4f. Nutrition

Creating healthier lives

"The nutrition programme supported by KPMG in India has benefited the children of Gurukulam - a Trust Children School in many ways. Nutritious and balanced meals help improve brain function and other cognitive developmental areas of a child, and directly impacts the physical fitness, mental stamina and academic performance of children.

By providing mid-day meals at our school, we have observed a significant increase in the daily attendance of students. Since the meals fulfill students' nutritional needs, now the parents are further motivated to send their children to school regularly."

Captain Nandkumar
Managing Trustee - Trust Children, Chennai

Gurukulam, Chennai

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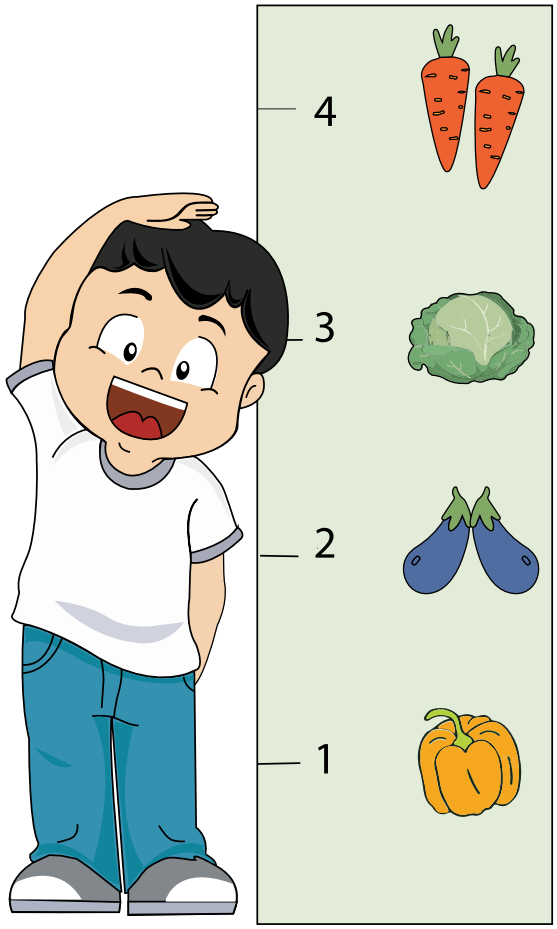
The Vidya School, Delhi NCR



Over 195,850 meals served to over 600 students

Shishu Mandir, Bengaluru

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FOCUSED SUPPORT AT SCHOOLS

4g. Infrastructure support

First step to success is to bury our nose in books

Having inadequate resources, children at our school had very limited scope to gather additional knowledge on subjects of their interest. These resources were limited to their school books, and they were less aware of the events happening across the country and the world.

KPMG in India helped us setup a library in the school, and now students have access to reading material according to their interests. We have observed that children have developed the urge towards reading books and acquiring knowledge to address queries, hence enriching themselves on culture and practices, and staying away from unproductive activities. Exposure to a wide variety of books is also helping them become equipped with life skills to meet the need of the hour.

Apart from the children, teachers are also using the library as a resource to expand their knowledge base and deliver lessons in the classroom that are much more enriching.

Mamoon Akhtar
Founder,
Samaritan Help Mission,
Kolkata

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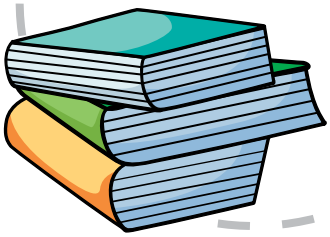
Samaritan Help Mission, Kolkata

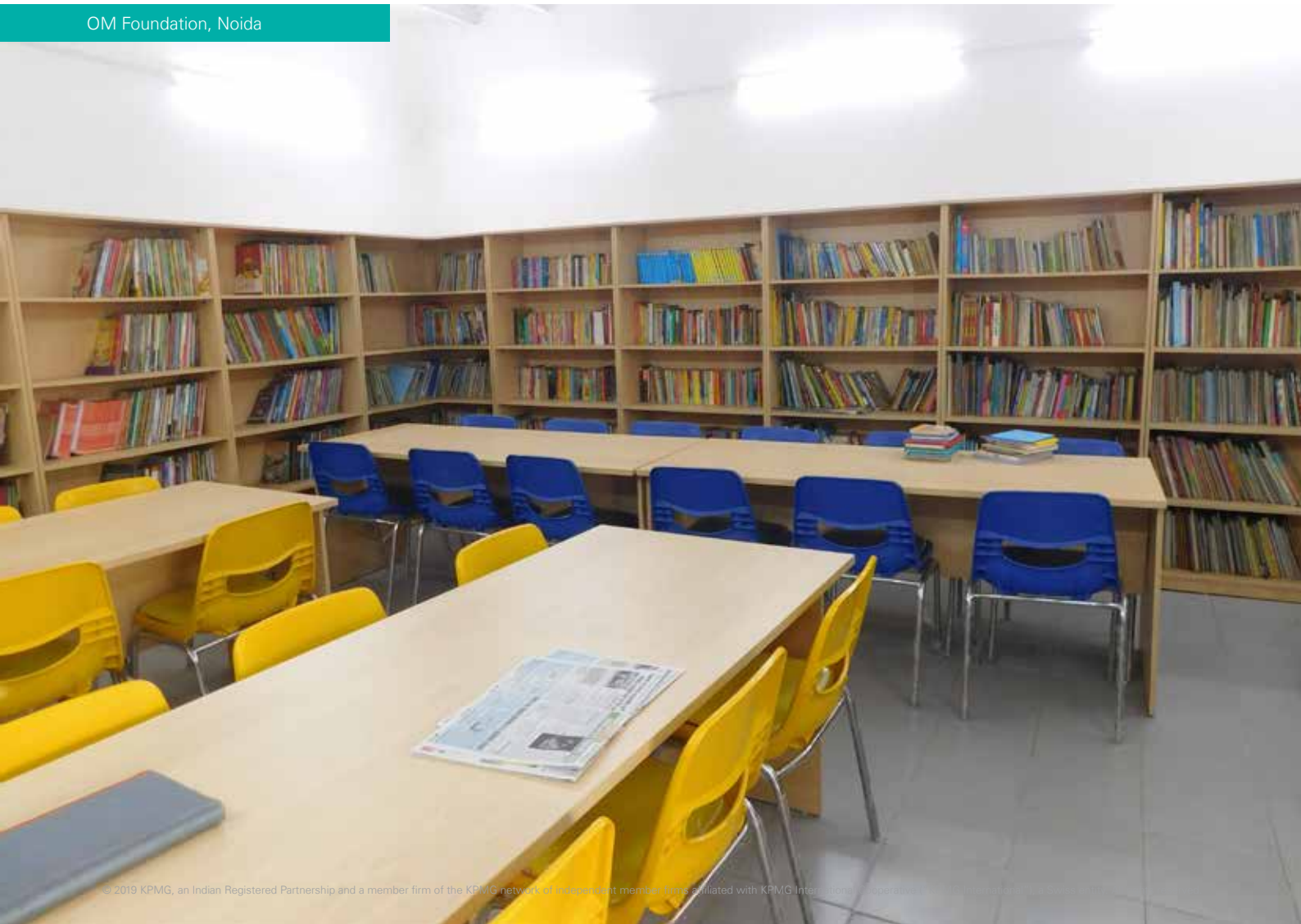
We have setup **5** libraries since 2014-15

Impacted over **4,300** students



Donated over **8,000** books

OM Foundation, Noida



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5. Aspire

Know about our Aspire girls through the five year journey of Nandini, an Aspire student from Shishu Mandir, Bengaluru

2014

An opportunity knocks my door

- I joined the Aspire programme in grade nine
- I come from a humble background. My mother works as a house help and my father is a construction worker
- My aggregate score in grade six, seven and eight was 77 per cent
- I aspire to become a Chartered Accountant

Joined the programme in 2014

2015

Year of the board exams

- I attended multiple training sessions on IT, spoken English, soft skills and life skills. In addition to this, I learnt swimming, how to play the guitar and participated in several educational excursions
- I received a lot of career guidance and counselling from my mentor at KPMG in India
- Studied hard for my grade 10 board exams and scored 87 per cent
- Joined East Point College as it is close to my home and opted for commerce as my area of specialisation

Learning to play the guitar during a session organised for Aspire students

"A year into the Aspire programme and several workshops later, she is able to take on a lead role and guide her juniors in school with confidence."

Anand C.
Director,
Shishu Mandir

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5a. Journey of an Aspire student

2016

A year of ups and downs

- My learning progress did not match my expectations, so I moved to St. Joseph's College, Bengaluru
- I focused on my studies because I wanted to get a good job and provide for my mother - a survivor of abuse and domestic violence

"The KPMG in India sponsored theatre workshop, trained Nandini in street plays and in the process she learnt to modulate her voice and to speak with confidence. The group from Shishu Mandir then won the interschool theatre competition at the district level."

Stella Mary
Aspire coordinator, Shishu Mandir

Presenting a theatre play at an inter-school competition

2017

Taking a step closer to my dream

- I continued to work hard to catch up on the lag I experienced while changing colleges
- Attempted my grade 12 board exams and scored 88 per cent
- I also pursued my hobbies and interests and regularly participated in the various activities planned for the Aspire students
- Opted for Bachelors in Commerce for my graduation and enrolled myself for an ACCA* certification

*Association of Chartered Certified Accountants - a global body for professional accountants

Guiding her juniors to play carrom

2018

My journey continues

- I continue to work hard towards successfully completing my courses
- I often take out time to give back to my alma mater by volunteering at Shishu Mandir

Nandini is now completing her graduation at Jyoti Nivas college, Bengaluru

"Nandini's confidence level, sense of responsibility and leadership qualities have increased. During her summer holidays she took the initiative to help academically weak students in school by tutoring them for their exams."

Rani Tandon
Principal, Shishu Mandir

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ASPIRE

5b. Story from an Aspire student

Aspire lit the torch for my bright future

I was very young when my father passed away and my mother suffered a heart attack following his demise. Despite her failing health, my mother tried to work to support the education of my brother and me, but we had a lot of difficulty in managing household expenses and school fees.

During this difficult time, KPMG's Aspire programme came as a blessing. They not only paid my school fees, but also gave me an opportunity to engage in various workshops such as English language sessions, general grooming, educational visits, mentoring, all of which helped me gain confidence. **For the first time in my life, I not only had an opinion but a voice too.** We used to attend a few training sessions at the KPMG office and I know, I want to work in a place like this. Attending the career orientation workshops gave me a better idea of my interests and I am pretty clear that I want to pursue the Company Secretary course. My five year education plan was systematically laid out in front of me, and all I had to do is focus and ace it.

Though my academics were taken care of, I constantly worried about my mother's health which reflected in my academic performance. Since last year, we started attending personal and group counselling sessions which motivated me to study harder and look deeper to find my personal strengths. I also learnt about how to do a quick Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis which gave me a better understanding of my personality and every time I feel overwhelmed, I go back to this technique and know exactly what I need to do to overcome it.

I am grateful to KPMG in India and the Aspire programme for continuously striving for our all-round development and having confidence and belief in me.

Rashi Shetty
Aspire student at Kamla High School, Mumbai

Attending a personal counselling session

Rashi Shetty with her mother

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ASPIRE

5C. Story from an Aspire mentor

When I made one of the best phone calls of my life

I particularly recollect this recent experience. I had gone to meet my mentees before their exams to wish them good luck. The six of us gathered in a big classroom and we began talking. After my usual questions on their wellbeing, especially since the board exams were around the corner, I moved to the difficult one - the preparation! I have known these girls for the last three years and I know all five of them have one subject they have a biased dislike towards and I was expecting a familiar response.

But that day, they seemed more confident, more prepared and focused. Their unanimous choice for revision was that tough subject - Physics, and in particular the chapter on optics – light travelling through convex and concave lenses. Now, it's a different thing that I cannot 'speak Physics' to save my life, but I had a job at hand - to help these girls so they could understand the concept.

I suddenly remembered that a friend of mine was at the airport waiting to board a flight which was delayed by a couple of hours. I also recalled his remarkable knowledge of Physics and then the 'aha moment' happened. I wasn't sure what I was doing but I wanted to do something to help them – I didn't think twice; I gave my friend a call, quickly set the context and asked if he would be willing to clarify some doubts. I put my phone on speaker and what started off as a clarifying session, turned into a one hour class, with me and the girls taking turns to write/draw on the board the myriad scenarios and examples that were being discussed. There were questions, counter questions, reasoning, silence, believing, enthusiasm, fun, and laughter – all of it. In the end, we did conquer that part of Physics I suppose, at least the girls were confident they did!

That day, as I watched them huddled around my phone and having a meaningful conversation with someone they had never met before, completely absorbed and at times even oblivious of my presence, I understood something valuable. It started off as a simple hit or trial method to solving a problem, but we ended up building a great friendship based on trust and care. **I realised no matter how big or small the challenge is, they look to you for guidance, encouragement, compassion, and strength. And that is when you know you have made a difference in another person's life.**

Sangeeta Rajendran
Associate Director –
Human Resources,
KPMG in India
An Aspire mentor at Shishu Mandir,
Bengaluru since 2016

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5d. Aspire Meet 2018

When I soared above the clouds; dreams do come true

Interviewer: Roli Pawar
Director - Forensic Advisory, KPMG in India
An Aspire mentor since 2016

Interviewee: Tamsira Shaikh
Aspire student in grade 11 at Gandhi Shikshan Bhavan, Mumbai - an Aspire student

On 29 November, 2018, Tamsira with her grade 11 classmates from Mumbai soared above the clouds to conquer their dreams - literally!

42 Aspire girls from four schools across the country flew to Delhi for the Aspire Meet 2018.

This is an excerpt from a conversation Roli and Tamsira had post the meet.

R – What does Aspire mean to you?

T – I have a big family which survives on a meagre income that comes from the rent of a room that my grandmother has leased. If not for Aspire, my family would have an additional financial burden to support my education because of which I would have had to discontinue my education after grade 12. But now I know I can complete my graduation as well.

Roli Pawar and Tamsira Shaikh in a mentoring session

R – I got to know that you were a part of the Aspire Meet and had to speak in front of a large audience which included the Leadership team and senior staff from KPMG in India. What was your experience like?

T – While I have spoken to a large audience in several events at school, the idea of speaking in front of many reputed and senior professionals from KPMG in India got me nervous. However, knowing that I will not be judged on whatever I say, I spoke confidently. I consider myself lucky to be chosen to share my journey at the Aspire Meet.

R – How was your experience meeting fellow Aspire students from the other cities?

T – It was heartwarming to meet so many students from different cities who, like me are being supported through the Aspire programme. I got to know about

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Aspire girls at Mumbai airport ready to board their flight

how big the Aspire programme and KPMG in India is when I went to the Aspire Meet and met all the students. I made many new friends who live in Delhi NCR and Bengaluru.

R – Which speaker or session inspired you the most and why?

T – Brij Gopal Gupta, who spoke to us about career choices and gave us some guidance, inspired me the most. He taught us how to make a study plan for our exams and an educational plan for our future. This was very informative. I practised some of these techniques during my final exams this year. I noticed, my preparation was much more systematic this time.

R – What was your family's feedback on the Aspire Meet?

T – Initially my father was a bit reluctant to send me for the Aspire Meet. After a lot of persuation, he finally allowed me to travel to Delhi. When I was back after the Meet, my family was very excited to hear everything about those three days, such as my visit to the Qutab Minar, Akshardham complex, Madame Tussauds Wax Museum, and all our counselling sessions. My father also felt happy about letting me be a part of the Meet.

R – What is your most memorable experience from the Aspire Meet?

T – This is the first time I visited an international airport and it was my first experience of flying. I never knew that our international airport is full of artwork reflecting the rich Indian heritage and history. I was spell bound by the abstract paintings, classical Indian murals narrating stories of the mighty kings the country has had. We hardly get an opportunity to travel with all our school friends. I would have never imagined being with all of them in the same flight, I am happy this happened. **It sure was a once in a lifetime experience that I would always cherish.**

Aspire girls at the Qutab Minar, Delhi NCR

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From our leadership:

My true belief is that everyone is entitled to equal opportunities, and women must receive if not more, then equal opportunities. Therefore, I support education, especially for girls, and hence the Aspire programme is very close to my heart. It is the success of the girls that makes our programme meaningful.

I am so delighted to see our grade 11 Aspire girls travel to Delhi from across the country to join us for the Aspire Meet. The Aspire programme provides a platform for gaining experience and confidence for all of these girls to achieve whatever they aim for in life. I am so proud that the firm supports this prestigious programme and I am privileged to be associated with it. Most of these girls have been with the programme for two to three years now, I am delighted to see their achievements, and I wish to see them reach their highest potential and achieve great success.

The more the girls get involved, the better they do, the more successful we (the programme and the firm) are.

Akhil Bansal
Deputy CEO,
KPMG in India

Akhil Bansal addressing the Aspire girls on their first day of the Aspire Meet

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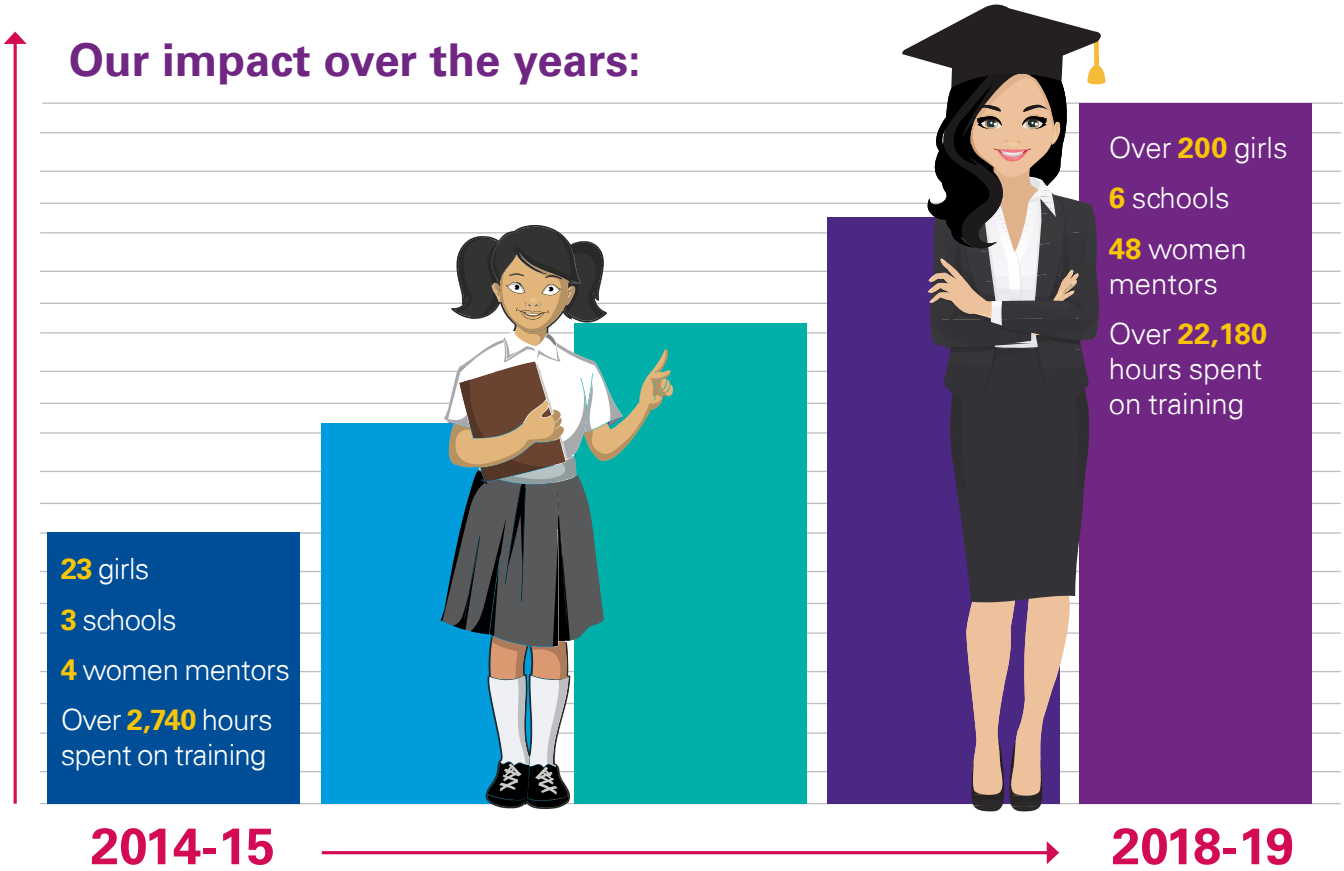
Ira Gupta Tuteja welcoming the Aspire girls for the Meet

KPMG in India women leaders and students share experiences of their mentoring sessions

Aspire girls at the Madame Tussauds Wax Museum, Delhi NCR

Brij Gopal Gupta conducting a session on career counselling

Our impact over the years:



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6.

Empowerment through Education

"My children would like to pay it forward one day", Gopi shares the impact of the programme

"I have been working as an office assistant with KPMG in India for almost 10 years. Being the only earning member, my salary is not enough to meet the financial needs of my family. My wife's illness requires large medical expenses every month. So when it came to enrolling my children to school I thought I would enroll them in a Kannada medium school where the fee is lower, whereas my children desired to study in an English medium school. It broke my heart because I couldn't afford it.

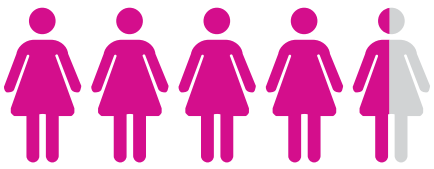
When KPMG in India announced the Empowerment through Education (2E) programme that financially supports the education of our children, it was a huge help. I have been availing this scholarship for the last five years. Both my children are now studying in an English medium school. My daughter is in grade nine and my son in grade eight. They understand the help we receive from KPMG in India and are grateful for it. They hope someday they are able to help other children just the way the programme has helped them."

Gopi K.
Contract staff,
Bengaluru office,
KPMG in India

Gopi K. with his children Abeni and Enoch

Over 250 children supported across 10 cities in 2018-19

Boys 56%



Girls 44%

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Contract staff along with their family at the Bannerghatta Biological Park, Bengaluru

Contract staff and their families enjoy a fun day at the Pratapgarh Farms, Haryana

Visit to the Dakshina Chitra Art Museum, Chennai

The contract staff at our Bengaluru office at a session organised on financial literacy

On the occassion of International Women's Day, the women contract staff at our Bengaluru office attended a session organised on domestic violence

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7.

Enactus

Contributing to the community by empowering social entrepreneurs of tomorrow

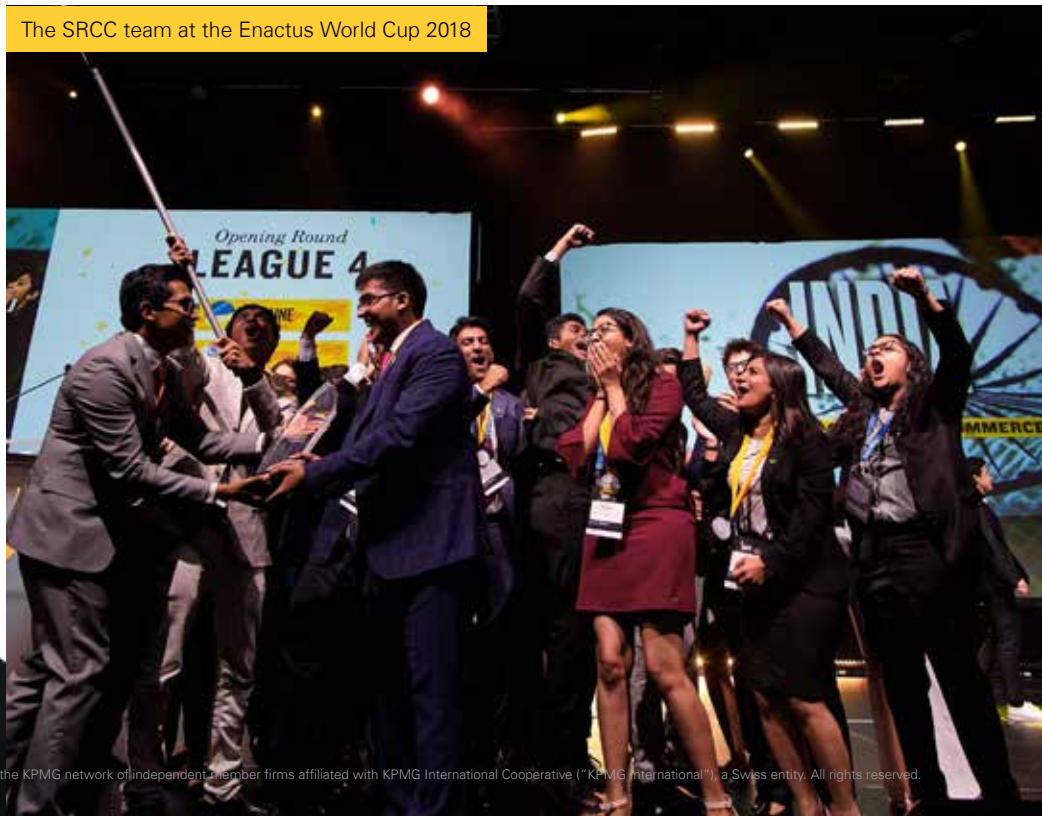
Over the years, I have seen the young minds at Shri Ram College of Commerce (SRCC) work relentlessly on their projects with the objective of empowering people and making a positive impact in their lives. Enactus gives them the perfect platform to use their entrepreneurial skills to find innovative solutions that help address some of the pressing issues our society faces.

During our mentoring sessions, I try to provide relevant suggestions from my professional experience which can help make their projects sustainable as well as scalable. Two of their current endeavours - Project Virasat and Asbah are worth a mention. Asbah aims to provide clean drinking water to urban slums in Delhi, whereas Virasat helps mobilise craftsmen (Thatheras from Punjab, India) to avail better demand avenues.

The hard work and dedication they put in as a team resulted in them winning the Enactus India National Competition and were amongst the top four teams at the World Cup 2018 held in San Jose, U.S. **I feel priviledged to be a mentor to this team with their 'can do' attitude towards making a difference in the community.**

Gaurav Mehndiratta
Partner – Tax,
KPMG in India

The SRCC team at the Enactus World Cup 2018



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KPMG has been an active supporter of Enactus for over 20 years.
Arun M. Kumar is the Chairman of the Enactus India National Advisory Council and a member of the Enactus Worldwide Board.

Arun M. Kumar (Chairman and CEO, KPMG In India) addressing the audience at Enactus India National Competition 2018 in Mumbai

Rahul Rekhi (Partner - Risk Consulting, KPMG in India) interacting with students in a mentoring session

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Our involvement with Enactus India

I have been a judge at the Enactus India National Competition for a few years now along with other senior leaders from KPMG in India. The level of enthusiasm and dedication shown by the students has always amazed me. Their ability to think out of the box and come up with sustainable solutions to the issues our communities face today is fascinating. Through their projects, students come up with simple solutions that lead to life enhancement which is very similar to what we do as consultants as well – striving to give simple sustainable solutions to our clients.

KPMG in India has been supporting the **Business Ethics Grant** for the last three years. The grant is awarded to 20 teams encouraging them to incorporate ethical business practices in their projects.

I recently also had the opportunity to conduct a session on **'Ethical Leadership'** for the students at the Enactus India West Regional Training Conference. Though most part of our discussion revolved around understanding how they could use their leadership skills to ensure their projects run effectively, we also did discuss how it is equally important to be a good follower.

Arjun Vaidyanathan
Chief Finance Officer and Partner Corporate Services, KPMG in India

Arjun Vaidyanathan at the Enactus India West Regional Training Conference, Mumbai

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8.

Pro bono

Students' ideas on social change inspires us for continuous support

Nanhi Chhaan Foundation started the National School Essay Contest in 2014, to encourage thinking and debate amongst school children (grade 10 and 11) on important and emerging social issues. We have been supporting the organisation for three consecutive years as their knowledge partners for the essay competition. In addition to this, we were also official scorers of the competition and had to ensure that the process was seamless.

We have worked on several client engagements of a similar nature, however our experience at the essay competition every year is very gratifying. We always try to grab an opportunity to either read essays written by the students or listen to the arguments they put forth during the discussions. I am always surprised by the thought process of these young minds and the opinions they have related to the social issues. **It gives me great pleasure in knowing that the future generation is much more aware and are going to be key stakeholders of improving our environment and communities.**

Vineet Dhawan (Partner - Risk Consulting, KPMG in India) receiving a memento on behalf of KPMG in India from Nanhi Chhaan Foundation as a token of appreciation

Rahul Lunkar
Associate Director - Risk Consulting,
KPMG in India

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9. Green initiatives

9a. Reducing the use of plastic

Our attempt to fight the plastic plight

Personally it has always pained me to see the amount of plastic we consume and then release into the environment. Added to this was the erstwhile practice of having packaged water in meeting rooms across many of our KPMG offices in India. Our consumption at the time we stopped this practise was approximately 100,000 bottles annually which was a mammoth contribution to the plastic problem. **If we as a firm could begin with just weeding out the practice of using packaged water we would be well on our way to the battle of reducing our contribution of non-biodegradable waste into the ecosystem.** So, coupled with partners and staff across departments, we began the journey to be environmentally conscious as a firm.

As a first step we stopped the use of packaged water in our meeting rooms, replacing it with glass bottles and tumblers. Next we moved to replacing single-use plastic items in our cafeterias with environment friendly options. We still have a long way to go – becoming aware of all the ways we continue indiscriminate use of plastic including our ordering and use of office stationery. Whilst we continue to work on it, we could also choose to be ambassadors of this cause - nudging our clients in this critical direction citing our offices as an example.

Shalini Pillay
Office Managing Partner - Bengaluru,
KPMG in India

PET bottles were being consumed monthly

PET bottles were prevented from entering the ecosystem through our campaign

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9b.

GREEN INITIATIVES

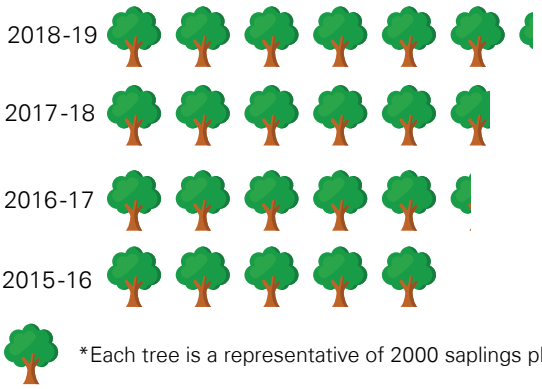
Tree plantation

Planting a sapling to ensure a green future

"My children thoroughly enjoyed the sapling planting drive organised by KPMG in India. It was a new experience for them and they were enthused to positively contribute to their local environment. The green surroundings and helpful colleagues energised my little ones to collaborate and carefully, methodically they planted more than six saplings. The children loved the experience and eagerly look forward to wearing their 'green gloves' again."

Prashant Singh with his children at a tree planting drive in Delhi NCR

Trees planted and maintained since 2015*



*Each tree is a representative of 2000 saplings planted

Prashant Singh
Associate Director - Technology,
KPMG in India

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10.

Employee engagement

Our people participate in a variety of Corporate Citizenship initiatives such as:

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10a.

EMPLOYEE ENGAGEMENT

Awards: Citizen of the Year

"Community engagement gives me a sense of accomplishment", Dudhsagar shares his motivation to volunteer

All my weekends usually start with volunteering for 'Make a Difference' activities organised by the KPMG in India Corporate Citizenship team. For me, community initiatives are a great way to release stress, and in the process I get a chance to make a difference in the lives of the students who motivate and amaze me with their love. I always feel great about volunteering and try to never miss an opportunity. Each activity leaves me with renewed energy, motivation and a vision. **It makes me happy and privileged at the same time, to have these opportunities where I get to be a change maker by contributing my time in community giving.**

It has been a fulfilling experience to participate regularly and work for the larger purpose and values. For my regular contribution as a volunteer, I have been awarded the 'Citizen of the Year' by the Corporate Citizenship team. These acknowledgments keep me intact with motivation to participate in events done for the common good. I am glad I got the chance to associate with the community by volunteering because I feel better about myself knowing that I helped others and to see the community children having fun learning with our initiatives. I would further encourage others too, to engage themselves in such activities that they are passionate about and keep the **#KPMGjOSH** alive.

Dudhsagar Shambhuche
Assistant Manager – Forensic,
KPMG Advisory Services
Private Limited

Citizen of the Year award is given to a volunteer for showing exceptional commitment, making additional efforts and contributing maximum number of hours in a year towards community initiatives

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EMPLOYEE ENGAGEMENT

10a. Awards: Outstanding Volunteer

Living my higher purpose through volunteering

Harshal Talele was given the Outstanding Volunteer award (an award given to employees every quarter) towards his contribution to community initiatives in July – September 2018

I joined the firm in July 2018 and during my induction session was appraised about the ways of how we as employees get to contribute to our communities through various volunteering activities conducted by the Corporate Citizenship team. This gave me the perfect opportunity to fulfil my long time dream of realising my higher purpose.

There were multiple instances where I got a chance to not only volunteer and have an enriching experience with students, but also got to fulfil my own hobbies and interest such as trekking, participating in green activism, and even fulfil my creative pursuits such as conducting sessions on advertising and moot court.

Even when I had to temporarily shift from Mumbai to Delhi on account of a client engagement, I had the flexibility of participating in volunteering activities conducted in Delhi as well. My overall experience with volunteering at events organised by the Corporate Citizenship team has been one that I will always cherish. **I truly believe that the community involvement and volunteering initiatives are a huge brand distinction for KPMG in India.**

Harshal Talele
Analyst – SAP,
KPMG Advisory Services
Private Limited

Harshal Talele interacting with students at the Vidya School, Delhi NCR

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Megha Bhaskar was given the Outstanding Volunteer award towards her contribution to community initiatives in January – March 2019

As a firm it is engrained in our values to improve communities. We encourage our employees to engage with and contribute to the society by making a positive impact. We feel proud and happy when our employees, throughout the verticals and teams, go beyond their deliverables and invest their time in community initiatives. Corporate Citizenship's Outstanding Volunteer award honours the efforts of these dedicated employees who do commendable work by proactively volunteering in the multiple initiatives taken up by the firm towards community giving.

Pradeep Udhas
Office Managing Partner – West,
KPMG in India

Pradeep Udhas handing out the award to Megha Bhaskar, Digital Consultant – Management Consulting, KPMG in India)

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10b.

EMPLOYEE ENGAGEMENT

Skill-based volunteering – Cyber Day

Making each child their own cyber champion

Established as a communities programme in 2017, Cyber Day includes conducting sessions on cyber awareness for students across schools. Our objective was to teach young people about the importance of cybersecurity and encourage them to make better choices online and be their own **'Cyber Champions'** when it comes to their digital footprints.

Last year, KPMG made a World Record in conducting largest computer security lesson across locations in India. In 2018, we covered more than 100 schools and 51,000 students, thereby breaking our own record from the previous year. This also included the schools that are supported by our Corporate Citizenship programme.

The overall feedback we received from the schools was outstanding. What intrigued me the most was to hear the real life instances the students shared and the questions that followed. We would typically expect such questions from older students but surprisingly these came from students in grade five and six. The students are more tech-savvy these days and at times it becomes difficult to address all these queries. This has encouraged and challenged us to take our preparations a notch higher for the next time.

Atul Gupta
Partner and Head,
IT Advisory Services,
KPMG in India

Atul Gupta during a session on cybersecurity

Akhilesh Tuteja (Partner and Head - Risk Consulting, KPMG India) during a session

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Glimpse of Cyber Day being organised at various schools across the country

I am #CyberSafe

Bully the Bulldog, an animated superhero mascot used for the sessions

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EMPLOYEE ENGAGEMENT

10c. Getting our families involved

Learning gratitude from those who have so little

What an initiative! These are the words that spring to my mind. It has been almost a year that I have been an Aspire Mentor to a group of girls at theVidya School, Delhi NCR. I have had the privilege to advise and guide mentees, whilst sharing my expertise and experiences of both professional and personal life. The task of mentoring young and impressionable minds comes with lots of responsibilities as these young girls look up to you for guidance and recommendations. Each session has always left me feeling exhilarated! The joy and satisfaction experienced post every session is inexplicable, and I feel that I share a symbiotic relationship with my mentees.

My mentoring experience has helped me to appreciate and be grateful for simple things in life and inspired me to look beyond my horizons as well. I am glad that I got introduced to the programme through my husband and was offered this important role as a mentor.

Shweta Tiwari
Spouse of Ritesh Tiwari,
An Aspire mentor at the Vidya School,
Delhi NCR since 2018

Ritesh Tiwari
Partner - Advisory,
KPMG in India

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10c.

EMPLOYEE ENGAGEMENT

Getting our families involved

Sharing my passion for sports through volunteering

When I learnt about the opportunity of being able to coach a group of girl students in a sport that I possess so much love for, I was overwhelmed. I had been searching for an appropriate volunteering opportunity for some time, something I was passionate about and looked forward to doing every time. I wanted the right place to volunteer so that I could give whoever I was helping my level best, and pass on the knowledge I had gained from my own previous coaches when I was younger.

I shared my thoughts with my father during my search for such an opportunity and when he got back to me with the proposition of being able to volunteer via my love for football, I was pretty surprised and exited. Despite doing my fair share of research, I hadn't come across an opportunity as unique and well suited for me as this one. **The chance to interact and coach children from Bal Vihar on weekends was an experience I will surely never forget.** While this was my first time volunteering, the experience has all but made sure that it certainly won't be my last.

Aryaman Sobti
Son of Raman Sobti

Raman Sobti
National Leader - KPMG Enterprise, KPMG in India

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10d.

EMPLOYEE ENGAGEMENT

Fulfil a Child's Wish

When children received gifts of personalised joy", Ila Sarin recollects her students' cheerfulness

"How often does one get to wish for something they deeply desire and then also have it fulfilled? Well it did happen for the second time in a row for our students at the Vidya School, Delhi NCR.

We were asked to put together a list of gifts that the students personally wanted and share that with KPMG in India.

In no time, these gifts were brought to our school all wrapped beautifully with a personalised message on each of them by employees who had volunteered to fulfil these wishes. I was present while they were being handed over to the students. What gave me immense joy was to see the excitement on the faces of these children when they realised they just got something they wished for, that too so effortlessly. The gifts comprised of items such as cricket kits, sport shoes, wrist watches, board games, etc.

We would like to express our deepest gratitude to KPMG in India and hope that the students are able to utilise these gifts to their full potential and achieve something great in the future."

Ila Sarin
Principal,
The Vidya School, Delhi NCR

Volunteers distributing gifts at the Vidya School, Delhi NCR

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10e.

EMPLOYEE ENGAGEMENT

Individual volunteering initiative

My journey to make an impact on the community

Since childhood, I have always been very fascinated with cars and gadgets which led me to love driving and becoming a photography enthusiast.

I have always wanted to give back to the community we live in, to help create awareness on the rights and responsibilities of us as citizens, using creative and innovative ways. Two years back, I came across the Times Women Drive and their unique concept of spreading social messages through car rallies where over 400 teams from all over India participate to celebrate womanhood. I could see my passion turning dreams into reality and was instantly a part of the drive.

As it was election time, we decided to raise awareness about voting, I was glad to receive the support from KPMG in India and the encouragement to raise awareness on social issues.

Since this was election time, I took up the challenge along with my friends, to address the subject of voting. We raised the awareness about importance of votes and ran a successful campaign called #GoVote. I designed my car on the same theme and we drove from Pune to Goa crossing remote locations and urban cities. En route, we interacted with people, understood their opinion on voting and eventually were successful in helping them realise the importance of their vote. Our initiative was appreciated, and it received nationwide coverage in major publications.

Inspired from these positive responses, I am continuing with my endeavour and hope to leave a meaningful impact with people. I still have a long way to go and intend to do awareness campaigns every year.

Tonu Sojatia
Associate Consultant,
Infrastructure, Government and Healthcare,
KPMG Advisory Services Private Limited

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11.

Story from the founder of our partner NGO - OM Foundation

I dream that my students will take over and run the school one day

A radical decision to start a project with my own Corporate Social Responsibility funds gave birth to OM Foundation 17 years back. We started with just 20 children in one room in a village in Noida. Working at the grass root level with the less privileged children with an uncertain future made me realise that this was more than just a project for me. Over a period of time, OM has become my passion and every day throws a new challenge. Today, I see every child coming in with a different dream and we leave no stone unturned to show them the right path.

It could not be more satisfying to see a mason's daughter getting admission in a college at Delhi University. Such success stories drive me to provide all the opportunities I can. I want to see them grow into responsible and confident people who are at par with any other student from a more privileged background. At OM Foundation we strive to build an eco-system wherein the children can fulfil their aspirations.

The catalysts for the success of the school have been the corporates who have chipped in every way possible and at every step. One of them being KPMG in India who is not only supporting their academics but also improving the overall personality of the students, especially the girls through the Aspire programme. My ultimate dream will come true when a student of OM takes control of this foundation one day.

Sanjay Drabu
Founder Trustee,
OM Foundation,
Delhi NCR

Sanjay Drabu addressing students at the school

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12. Our values

This is what we believe in:

1. We lead by example
2. We work together
3. We respect the individual
4. We seek the facts and provide insight
5. We are open and honest in our communication
6. **We are committed to our communities**
7. Above all, we act with integrity

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13. Corporate Citizenship team at KPMG in India

North and East:

- Ira Gupta Tuteja – Advisor
- Pritika Chand – Associate Director
- Donita Dickson – Manager
- Vahini Malhotra – Assistant Manager
- Ankita Saumya – Executive

West:

- Chhaya Kundar – Associate Director
- Farnaza Governor – Assistant Manager
- Akanksha Tembe – Senior Executive

South:

- Cheryll Philips – Associate Director
- Navendu Rashmi – Senior Executive

Acknowledgment

Design and Compliance team:

- Raahul Gautam
- Rahil Uppal
- Shilpa Bhoir
- Sameer Hattangadi

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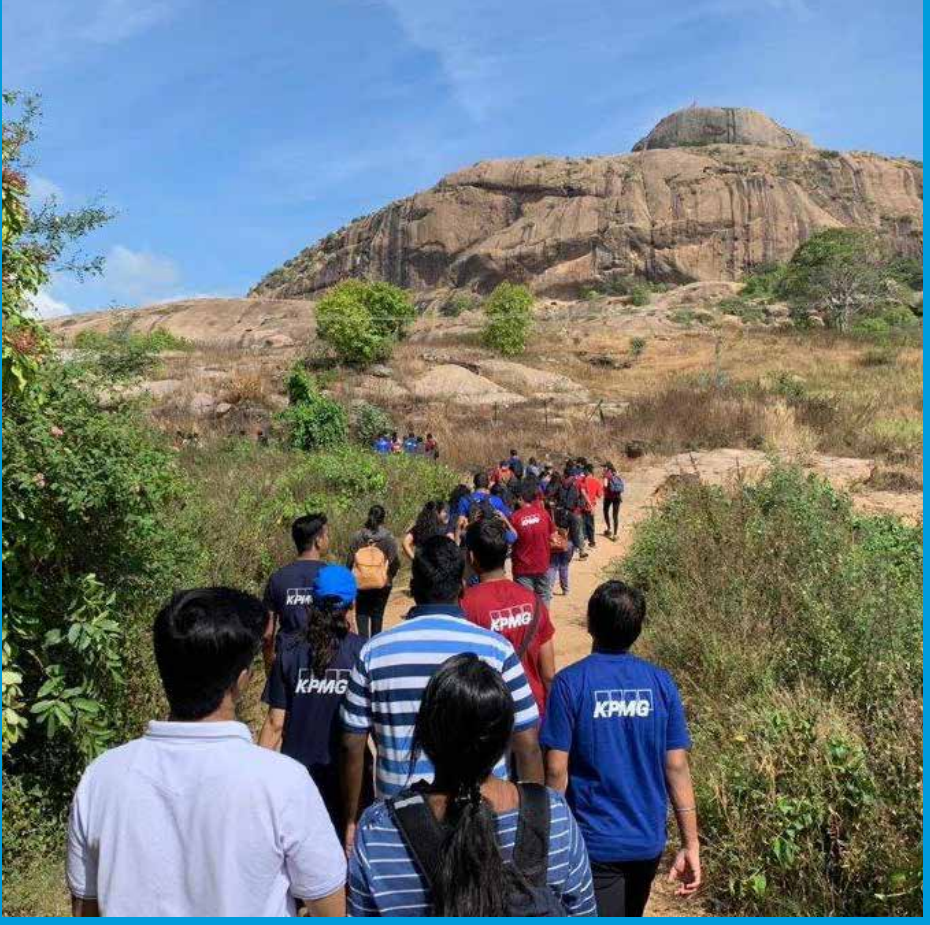

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