

initiative

An Update on Intel's Corporate Social Responsibility Programs in South Asia



Helping Special Dreams Come True

Their needs may be different, but their dreams are the same. And to help fulfill them, Intel India, has collaborated with its NGO partner AMBA, to bridge the digital divide and bring dignity to the differently-abled through the AMBA Centre for Economic empowerment of the Intellectually Challenged (CEEIC) in 2004. This technology training lab for intellectually challenged persons over 16 years of age has now spread to 16 centres across the country.

A first-of-its-kind initiative anywhere in the world, the AMBA CEEIC employs a unique methodology that uses repetitive PC based training to enable differently-abled students to recognize alphabets and words as 'objects', and learn simple data entry skills. It has a specialized job centre where trained students work independently on real time job projects in a monitored environment. Intel provides the technology curriculum and certification for the program.

The centre also coordinates with external clients to provide jobs such as data entry for their trainees on a regular basis. These young men and women meet the quality expectations of the corporate sector. They print receipts for Tata Teleservices; manage the dispatch of *Initiative*, Intel India's quarterly CSR newsletter; handle the data entry for the Special Olympics; and execute some of Honeywell's simple back end HR processes. Most of the trainees now contribute to their family income and thus have become valued members of their communities.

According to Ms Sugandha Sukrutaraj, Board Member and Director of Social and Economic Empowerment, AMBA, "Intel's support was significant in setting up AMBA CEEIC. The intellectually challenged community needs a fair opportunity to showcase their ability. Such a corporate-NGO partnership is the most logical and effective way to enhance the communities around us."



Special needs students of Intel-Amba CEEIC at their computers

40 Years of Changing the World

Intel has been transforming lives and communities for four decades, bringing its technological innovation and excellence to areas like environment, education and citizenship.

In this issue, we have featured stories that highlight the purpose that Intel is trying to serve, the people who have benefited from Intel's programs and the places that Intel has reached out to.

Supporting the Indian Police Community

Intel has joined hands with the Chairman of India Vision Group, Kiran Bedi, to create and promote www.indiapolice.in. The first Web portal of its kind in India, it serves as a dedicated online community for over 13 lakh police personnel in the country, enabling them to communicate among themselves and share intelligence and concerns across geographies, ranks or service, on important policing issues in the spirit of 'shared responsibilities'.

Even as police personnel protect the community, their children are often neglected and unable to access the best opportunities. Recognizing this,

a special program *Kids of Cops* has been created to offer them IT training and scholarships. Intel, on its part provides them training under the Intel® Learn program.

Says Ms Bedi: 'The India Vision Foundation is extremely grateful to have Intel as a key partner in this initiative. Intel's deep commitment and rich expertise in the area of education and the Intel Learn Program will not only help the children of police personnel but also the marginalised sections of society to develop technology skills, and essential life skills to excel in the new economy.'

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The Journey of an Inspired Teacher



Nafisa Bhinderwala

After twenty five years as an educator and eight years as an trainer under the Intel® Teach Program, Nafisa Bhinderwala looks back with pride on her remarkable journey. She continues to look ahead, inspiring both students and teachers at Children's Academy, Ashanagar, the Mumbai school where she is now Headmistress.

Back in 2000, Nafisa and two of her colleagues at Children's Academy, Malad, were in the first batch of teachers to qualify as Master Trainers under the Intel Teach Program in India. After successfully completing the course, they went back to train the rest of the teachers in the school to effectively use technology in their classrooms to enhance student learning, using the Intel Teach curriculum .

Overcoming inhibitions

A once nervous teacher who feared the computer and couldn't even "save" a file, Nafisa metamorphosed into a confident practitioner of technology-aided learning. Recognition followed soon, as she won the National Award for the Most Innovative Use of

Computer Technology in Teaching under the Intel Awards for the Best Integration of Technology in Education in 2001.

From school teacher to Headmistress, Nafisa has won many other accolades as well. On the occasion of International Women's Day in March 2007, she was honored by the Mumbai Police for her contributions to society in the field of academics. In 2008, she was awarded the "Eco Leader", and also chosen the Best Master Trainer for the Intel Teach Program for the year 2008-2009.

About her remarkable journey, Nafisa says, "All this was possible because Intel sowed the seeds of knowledge within me, which have now taken root and grown into a sturdy tree with its branches sheltering children."

Nafisa strongly feels that teaching-learning should not be restricted to books and the curriculum, and each teacher must put in effort to explore fresh knowledge, since learning is a lifelong process.

Face of Intel's Community Volunteerism

"Over weekends from May to September 2008, we trained 34 students, both male and female, aged 16 to 19 years. They, in turn, communicated the awareness to 600 students."

Dulcie David
*Occupational Health Leader,
Intel Corporate Services,
Bangalore*

Intel employees all over the world contribute towards improving communities through volunteer efforts. This year being Intel's 40th anniversary, the company has decided to thank the communities to which it owes its success by investing 1 million hours in volunteer service globally. Towards this goal, Intel employees in India have been engaged in volunteer service across issues of education, health, disability, environment and technology innovation.

Behind this tremendous effort are a number of dedicated employees. One of them is Dulcie David—an occupational health leader for Intel's Corporate Services in Bangalore. She takes part in various education, environment and health initiatives.

One of Dulcie's most memorable Intel volunteer activities has been an HIV/AIDS awareness peer education model for the youth in high schools and colleges in Bangalore. "Over weekends from May to September 2008, we trained 34 students, both male and female aged 16 to 19 years. They, in turn, communicated the awareness to 600 students. Our target is to reach out to 5,000 students by 2008."

Thelma Dawson is Secretary of Divya Shanthi Christian Association and Trust, which runs a number of schools around Bangalore. She works with Intel and a local NGO on a peer education model on HIV/AIDS.

India has about 220,000 children living with HIV and AIDS. She says, "Our students are now being prepared to educate the community and reach out to as many students as possible in this model."



Dulcie David with students of a school

Sowing the Seeds of Change in a Karachi Classroom

In November 2007, The Okhai Memon Madressah Association (OMMA), a voluntary social welfare agency in Karachi adopted the Intel® Teach Program to enhance the overall quality of teaching and learning in their schools. All the teachers were trained to use technology effectively in their teaching.

Technology provides learning impetus

Ms Shabana, a Class 6 teacher, gave her students a project on physical health. Her students role played patients with high cholesterol to create an awareness of the ill effects of an improper diet and lack of exercise in daily life. The students used technology as a tool for research and used different software to present their findings in the form of brochures, Web pages and multimedia presentations. Students collaborated with

other community members like doctors to collect information for their awareness campaign, and also to arrange free cholesterol camps in their clinics.

Through this project, the students raised awareness of an issue of great importance to their community.



Students of OMMA in their school science lab

“Students have improved their skills... now they can manage their time better, as activities that they used to do manually have become much quicker when they do them through the computers”.

A parent

Building Environmental Sustainability

Intel believes that technology is fundamental in finding solutions to environmental challenges. Just like Intel sets cutting edge technology goals for its products, it also sets equally ambitious environmental goals for them right from the time they are conceptualized through their entire life cycle by integrating ‘Design for Environment’ principles.

Intel follows energy saving practices and is committed to being a ‘green workplace’. It also conducts training, capacity building and awareness programs for its own employees, the community and general users of its products.

A percentage of every employee's bonus is linked to Intel's performance on its environmental goals. Thereby, it enhances environmental consciousness and embeds it into the DNA of the company and mindset of each employee.

Sustainable operations

Intel follows best-in-class practices for recycling the e-waste generated at its offices. In its Bangalore centres, it has state-of-the-art rainwater harvesting units. The initiative is enabling the

company to meet about 95% of its landscape irrigation demand within its Bangalore campus with about 800 trees. Solid waste emanating from its sewage treatment plants is converted into bio-fertilizer which is used in its campus gardens.

Energy savings and efficiency

Intel has been at the forefront of providing energy efficient processors. An example: The Intel Core™ 2 Duo processor for desktops consume up to 40% less energy and are 40% faster than previous generation computers. Intel's latest 45 nanometer family of processors are completely lead-free. Intel in India recently created history by developing the world's first six core microprocessor, the Intel® Xeon® Processor 7400 series, code-named “Dunnington”. This microprocessor is 50% faster and consumes 10% less energy than the previous one.

Climate Savers Computing Initiative

Co founded by Intel, this is a global initiative in partnership with industry, non-profits and consumers to increase computing energy efficiency by 50% and reduce CO₂ emissions from computing platforms by 54 million tones per year by 2010.



Going the Extra Mile



As a part of the Intel® World Ahead Program, Intel plans to invest USD 1 billion by the end of this decade to accelerate access to technology for people all over the developing world.

The Intel® Teach Program plays a critical role in this effort. In India, over 950,000 teachers have already been trained under Intel Teach, across 19 states and Union Territories..

Clicking on to the world in tribal areas

Within the 7,112 sq km of forests in the Bastar district of Chhattisgarh, right in the heart of India, dwell tribes such as Gonds, Abhuj and Halba. For them, education is almost like an ornament... rare and valuable.

Intel, which has been present in the state since 2006, is now empowering communities in this backward and inaccessible region of the state with technology-based education.

Armed with skills gained through Intel Teach, teachers in these areas are spearheading a quiet revolution. Their training has helped them learn how best they can use technology to bring the outside world into their classrooms—thus fuelling their students' ambitions while providing them 21st century skills for learning, creativity, and communication.

"The new generation is carrying forward the growth trajectory of the country," said Dr Raman Singh, Hon'ble Chief Minister, Government of Chhattisgarh. "Teachers are our backbone, and we will support them and equip them with skills. We thank Intel for introducing this teacher training program in Chhattisgarh."

Under the Memorandum of Understanding between the Chhattisgarh Government and Intel Teach, around 7,000 teachers will be trained by 2010. The program has taken the beacon of technology to one of the most remote and inaccessible areas of the country.

For more information on Intel's CSR initiatives in India, please email us at csrindia@intel.com

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An Update on Intel's Education Programs in South Asia



Team India Wins Laurels Galore in Atlanta

Milestones

Team India attained glory at Intel® ISEF 2008, held in Atlanta, USA, in May this year, winning as many as 8 awards at the prestigious international forum. This is India's best ever showing at Intel ISEF.

Swathi Soman, who was also a winner at Intel ISEF 2006, became the first Indian to win awards in two different years.

The winners were later felicitated by Mr Kapil Sibal, Union Minister for Science & Technology and Earth Sciences, at his office in New Delhi on May 22, 2008.



Team India at Intel ISEF 2008, and with Mr Kapil Sibal

The Roll of Honour

Swathi Soman *Bio-Chemistry*
 Bhavan's B P Vidyamandir School, Nagpur

- Third Award of USD 1,000, Grand Awards, Individual Category, in Bio-Chemistry
- Third Award of USD 500, by American Phytopathological Society

Ambud Sharma *Engineering*
 Sunbeam School, Bhagwanpur, Varanasi

- Fourth Award of USD 500, Grand Awards, Individual Category, in Engineering
- Scholarship Award of USD 12,500 per year, renewable annually for four years, from Florida Institute of Technology

Lavanya Giriraj *Plant Sciences, others*
 Jawahar Navodaya Vidyalaya, Mandya

- Second Award of USD 500 by American Society for Horticultural Science

Divya Venkataraman and Neha Kulkarni *Environmental Science*
 Modern English School, Mumbai

- Third Award of USD 1,000, Team Projects – Presented by *Science News*

Riddhi Dasani and Pooja Dholakiya *Plant Sciences*
 Late Shree S G Dholakiya Memorial High School, Rajkot

- Third Award of USD 1,000, Team Projects – Presented by *Science News*

Sankalp Takes Intel® Teach Ahead in HP

At an event in Shimla in July, 2008, attended by Chief Minister Prof Prem Kumar Dhumal, Education Minister Mr I D Dhiman, key government officials and educators, the Himachal Pradesh (HP) Government and Intel announced the extension of the Intel® Teach Program in Himachal Pradesh into its second phase. This new initiative, *Sankalp*, will equip teachers and students with the right tools to connect them to 21st century opportunities.

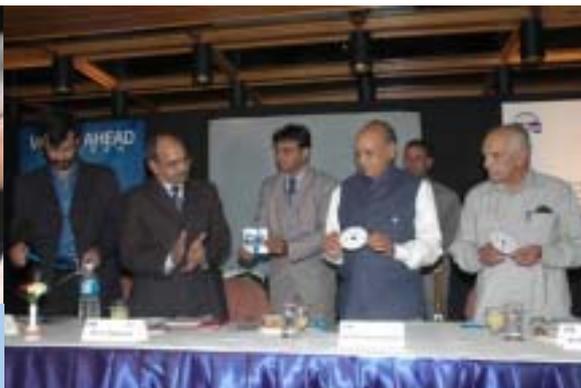
A CD-ROM that contained technology aided lesson plans for Kindergarten to Class 12 was released at the event. Prof. Dhumal also appreciated the Project Based Learning concept of Intel Teach Program and applauded the social community awareness project done by the students of Government Senior Secondary School Basdehra, Una, in raising an important social issue such as the declining female sex ratio.

"Sankalp is a noble example of public-private partnership in the field of education".

Prof Prem Kumar Dhumal
 Chief Minister
 Himachal Pradesh



Chief Minister Prof Prem Kumar Dhumal reviews the impact of Intel Teach in HP (above), and releases the Lesson Plan CD-ROM at the launch of Sankalp



Intel World Ahead
Communities in India

- Baramati
(Maharashtra)
- Chandni Chowk
(Delhi)
- Chindwara
(Madhya Pradesh)
- Shivpuri
(Madhya Pradesh)
- Tindivanam
(Tamil Nadu)

A New Dawn in Shivpuri



Mr Jyotiraditya Scindia with R Sivakumar, MD, Sales and Marketing - South Asia, Intel, at the launch event

On September 17, 2008, Intel launched its fifth World Ahead Community Program in India, in Madhya Pradesh's Shivpuri district. Under this, 1,000 teachers in Shivpuri will be trained on its successful teacher training program, Intel® Teach. Intel will donate 50 PCs for the benefit of 14 schools in the district.

The program was launched by Mr R Sivakumar, Managing Director, Sales and Marketing - South Asia, Intel, in the presence of Mr Jyotiraditya Scindia, Union Minister of State for IT and Communications, Government of India.

"Intel ISEF has broadened my spectrum and given me the much needed perspective and confidence... it offered me focus... and, therefore, a thorough edge over other starry-eyed 16 year olds."

Madhurima Benkareddy

A Passion for Research

As a student at the St Augustine School in Anantapur, Andhra Pradesh, Madhurima Benakareddy was an enthusiastic participant at the Intel International Science and Engineering Fair (Intel ISEF) in 1999. Her project on *Insecticides and Anti-feedants from Custard Apple Seeds* fetched her the Grand Award in Bio-Chemistry, making her the first ever Indian winner at the prestigious forum.



Madhurima being felicitated by Dr Craig Barrett for her achievement at Intel ISEF

Eight years down the line, Madhurima continues to indulge in her passion for research and science. She is currently associated with the Tata Institute of Fundamental Research (TIFR), Mumbai, as a Research Scholar, and is pursuing her Ph D in *Animal Models of Depression*.

Intel ISEF put her on the shining path of success, and, a year later, she was invited to participate at the *World Wide Young Researchers for Environment*, a forum for young environmental researchers, in Hanover, Germany. Encouraged by the exposure and recognition, Madhurima was prepared for greater challenges in science, and completed her B. Sc.

She lists the advantages that exposure at Intel ISEF provided her: "Experience and soft skills. It taught me the art of effective communication and making tough, yet good, choices". With her feet firmly planted on the ground and eyes turned towards the skies, Madhurima is sure to achieve even greater heights in the future.

UNESCO and Intel Felicitate Teachers

The UNESCO ICT in Education Awards Ceremony, held on June 24, 2008 in Bangkok was sponsored by Intel, to celebrate the spirit of innovation in teachers.

Three teachers from India, trained under the Intel® Teach Program, received a Certificate of Commendation under the 'Teacher and Teacher Education Category'. They were Mr Suryaveer Singh, from S D Public School, Pitampura, New Delhi, Mr M U Paily, from the Regional Institute of Education, Bhopal, and Mrs Arunasree Ganti, a teacher at Bharatiya Vidya Bhavan's Public School, Jubilee Hills, Hyderabad.



Ms Arunasree Ganti (extreme right) at the UNESCO Awards