

initiative

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



Making a Difference through Volunteerism

Volunteerism is an integral part of Intel's values, something that every Intel employee feels immensely proud of. Volunteerism stems from our cherished value of 'assume responsibility', with an endeavour to make a huge difference to the communities where we live and work.

This has been Intel's commitment to India over the past twenty years of changing lives with technological innovation and excellence.

In Intel India, almost all employees participate, engage and spend thousands of hours every year mentoring youth, teaching students in government schools, planting trees, cleaning parks, lending technical expertise to community projects, joining task forces for

social development and other community service projects.

In 2008, Intel India contributed a whopping 36,710 volunteering hours (against a target of 29,256) with a record 91% employee participation. This was a significant contribution to Intel's 1 million volunteer hours goal globally to celebrate Intel's 40 years of changing the world!

In this issue of *Initiative*, we present how our efforts in volunteering are making a difference to the communities around us, and feature a few of our dedicated employee volunteers. This year, the uncertain economic outlook makes volunteerism more important than ever and Intel's commitment is stronger than ever.

"Volunteer work is, and has been, a key part of Intel culture in every site in which we operate. These efforts help to improve the quality of life in those communities and provide a rewarding and meaningful experience to our employees who volunteer, either as individuals or as part of their team building/quarterly activities."

Paul S Otellini
President and Chief Executive Officer.
Intel Corporation

A New Dawn for Bihar Flood Victims

Rajendra Poddar is a content man today. He owns a rickshaw and earns two hundred rupees a day. Poddar, a victim of last year's floods in Bihar, lost everything he owned except his life. He holds back his tears and says, "Intel and ActionAid have helped me sail through the hardships. Now I not only fulfill my family's daily needs, but also save some money for the future". Intel supported Poddar with a rickshaw to enable him to earn his livelihood. Similarly, a total of 604 families with approximately 3,000 beneficiaries have also been provided the means for earning their livelihood.

Apart from wiping away the lives of millions of people, the deluge destroyed all their meager material possessions, around 247,000 acres of crops, killed lakhs of cattle and left the victims starving and dependant on charity. Exemplifying the Intel spirit of caring for communities, there was tremendous outpouring of support and monetary help from Intel employees in reaching out to the affected families with food, shelter, health and sanitation support.

In calamities when the earning capacity of people itself is destroyed without any alternative means of

support, people are pushed to poverty and starvation. Hence, it was decided that the funds would be used for rehabilitation instead of relief so that people could rebuild their lives with dignity rather than being dependent on charity.

Intel India extended its hand to the victims in setting up goat farms, saloons, vegetable and fruit vending stalls, grocery, *bhujia* and tea shops, garment units and cycle repair shops. Some identified people were provided with rickshaws, others were taught skills like bamboo work, tailoring, blacksmithing and carpentry; and many others supported in different ways.

These families, completely devastated a year ago, are now facing life joyfully with courage and dignity.



Inside	
Volunteerism: A Passion at Intel	2
Rowing Bihar to Safety	3
Mentoring an Award Winning Team	3
Reaching Out	4

Volunteerism: A Passion at Intel

"I have always wanted to be one who could help others."



Kaverappa Ramanna, Engineer, Intel India; and an ORT Volunteer

Kaverappa Ramanna, Power and Performance Engineer, Intel India, is a volunteer from the Office Response Team (responsible for Safety and security of employees within the campus). Kaverappa is also a part of the Intel Bangalore music band 'Chrome' that visits government schools to entertain and teach the students the basics of music. He uses this opportunity to train and educate students on the benefits of safety measures. Actively involved in organising and working for the office response emergency drills, he is a person who wants to protect and support everyone in need, as well as share his talent with them.

"I enjoy helping build a new scientific movement of learning and application of medicine."

Vijay Shankar, Employee Communications Manager, Intel India; and an Intel Involved volunteer

Volunteering being an integral part of his lifestyle, Vijay Shankar, Manager, Intel India Employee Communications, often spends weekends in Kasargod, a village in Karnataka, where he has, for the past decade, been associated with an NGO, the Institute of Applied Dermatology (www.indiadermatology.org), an organisation that developed a cure for elephantiasis. Vijay conducts training sessions in soft skills, and also extends a hand in developing communication tools like websites, videos and newsletters.



"The innocence of the children is a major driving force... making me go back there, time and again."



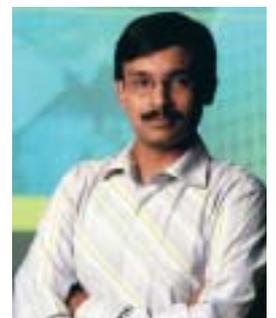
Sumeet Agrawal, Design Manager, Intel India; and an Intel Involved Volunteer

Sumeet Agrawal, a design manager at Intel India, has been volunteering at the Veerabhadra Swamy High School in Bangalore for almost two years. He teaches English to Class 9 and 10 students at the school on Saturdays. He makes use of the newly formed computer lab at the school on occasions to impart computer based training to the students. Says Sumeet warmly, "Teaching students does take a lot of patience, but the result is immensely gratifying, especially when they remember the present continuous tense perfectly! At the end of the day, there is always something for you to take back home".

"I have attempted to explore how we can leverage skills from industry and academia to create well-rounded engineers."

Biswadeep Chatterjee, Enterprise Architect, Intel India; and an Intel Involved Volunteer

An Enterprise Architect with Intel India, Biswadeep is passionately involved in several activities in Intel's Higher-Education sphere. With his immense contribution in nurturing research and innovation among site technologists, he has helped Intel India forge research partnerships among academia, government and industry. His support has been invaluable in various Intel Higher Education programs like the Research Series with IIT Kanpur, IIT Madras and IIT Kharagpur. He has also played a pivotal role in the integration and implementation of Mask Design curriculum at the University of Pune. He currently teaches select topics in a VLSI CAD course to post graduate students of IIT Delhi.



These are just four examples from our ocean of skill based volunteers here at Intel India. Each one is passionate about using their skills in order to contribute towards the betterment of our society. In 2008, there has been an overwhelming 91% employee participation in voluntary activities.

Intel Techies Develop Solutions for Relief Work

'Volunteerism' at Intel is about embedding responsible corporate behaviour, and what better way than to use technical expertise to help make a significant difference.

Ankur is a social entrepreneurship program at Intel India that calls for technology-based ideas from employees to find solutions to social problems, thereby bringing about a change in society.

When the United Nations (UN) was facing a challenge in relief-aid coordination in Bihar during the recent floods, *Ankur* decided to pitch in. UN agencies were till then dependent on relief workers and external sources for relief data, making their operations time consuming.

A highly motivated team of 25 Intel employee volunteers devised a solution in a record time of twenty four days. The team applied their technical expertise and developed an SMS-based mechanism (best suited for relief work coordination) called RCMS (Relief Communication Management System).

Since then, the RCMS has been helping the UN receive, track, and respond to requests from their

relief workers, through a centralised system. The system also enables them to look at needs in relief camps in a holistic fashion.

Today, they deploy aid on need based data rather than on speculation, and are thus able to meet critical needs in a timely manner. UN relief workers are now prepared with a quicker response time in providing aid to people during an emergency.



Using technology to serve a humanitarian cause

"Intel and its wonderful staff have truly demonstrated the true spirit of social commitment."

Appreciation note from UN disaster management team

Mentoring an Award Winning Team

At Intel, volunteerism is not just restricted to the realm of community service. It reaches further into the areas of technology and nurtures entrepreneurship. **Neel Bhatia**, an Intel India employee took time from his tight schedules and pressing deadlines, to mentor a group of budding entrepreneurs.



He engaged with two aspiring entrepreneurs every week, G Rajmohan and C K Anish (a bio-engineer and a medical and pharmaceutical professional respectively) who were working on polyskin, a revolutionary product. It

is an artificial skin for application in the case of burns and wounds, which facilitates healing and regeneration of skin cells. Neel's commitment and expertise were the key factors in steering the team towards victory at the 4th International Intel + University of California, Berkeley, Technology Entrepreneurship Challenge (IBTEC) business plan competition. Polyskin beat 21 other teams from 15 countries to be placed second at the competition.

Says Neel "The concept of polyskin itself was great and, if incubated well, was worth a winning shot. That apart, the thought of guiding passionate and innovative students was enough to motivate me to take time off and work with the team. It feels as though I too have won with them".



Reaching Out

Enthusiastic volunteers under the Intel Involved Program organised several events during the last quarter of 2008, addressing a range of issues.

All for a cause: In October 2008, the 'festive *dhamaka* sale' organised by Intel Involved and several NGOs, was a grand success with aesthetic as well as eco-friendly items like *diyas*, jute bags, pottery and *kalamkari* saris on display. This gave a fillip to the concerned communities, especially the differently abled who had participated in the sale.

Giving back to society: The Blood Donation Drive in November 2008 was a joint effort between Intel Involved and the Lion's Club, Bangalore. Over 1,000 employees donated blood during the two day initiative. On December 1, 2008, International AIDS day, volunteers organised an HIV/AIDS peer education campaign. Spread across a whole week, a team of volunteers increased awareness among Intel employees.

Being responsible citizens: To motivate Intel employees to register themselves as voters, Intel Involved volunteers organised a special Collection Drive in

collaboration with Janagraha, an NGO, in December 2008. Employees downloaded forms, filled them up, and, together with the required documents submitted them. This helped Intel India employees acquire their Voters IDs.

Through the Environment Research and Live Project Contest, also held in December, Intel employees worked with students to rejuvenate the environment through the implementation of live projects.

Intel Involved Launch in Pakistan

Intel employees in Pakistan volunteered enthusiastically. Keeping in tune with the 40th anniversary celebrations, Intel employees based in Karachi, volunteered at two of The Citizen Foundation Schools, among other activities.

This was an extremely eventful and fruitful period for Intel Volunteers as well as the communities they touched.

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