

# GLIMPSSES FROM OUR JOURNEY



Cybage Software Pvt. Ltd.

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**CybageAsha**  
Spreading smiles,  
across miles

-  Rural Upliftment
-  Community Development
-  Social Welfare



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

## Key Recognitions

- Ritu Nathani won the CSR Leadership Award 2018 at **CSR Summit & Awards 2018** by UBS Forums
- Ritu Nathani honored with Woman Leader with a Purpose Award at the **3<sup>rd</sup> Future Woman Leader Summit and Awards 2018** by Transformance Forums
- Cybage won the 'Best in CSR Practices' category Award at **Golden Globe Tigers Award 2017**, Kuala Lumpur
- Ritu Nathani felicitated with the '**Times Pune Visionaries**' title for her contribution in the field of CSR
- Ritu Nathani conferred with **India Sustainability Leadership Award 2016**, a 'Sustainable Maharashtra' initiative launched by the Hon. Chief Minister of Maharashtra, Shri. Devendra Fadnavis

## Stairway to Success

Impacted **60** villages, more than **90,000** people

**20 villages in 7 districts** of Maharashtra undertaken for Water Conservation

Partnered with **60 NGOs** supporting **1,50,000** people

Benefited more than **3000** people through **health initiatives**

## Rural Upliftment

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

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

- Construction of various water conservation structures
- Desilting of rivulets and streams
- Construction of water tanks; provisions for potable drinking water
- Construction of internal roads, toilets, and underground drainage systems
- Upgrading infrastructure in schools

## Community Development

This vertical focuses on overall development of urban communities from economically challenged strata of society. CybageAsha has adopted 9 communities within the city of Pune to bring about a change.

We conduct the following activities on an ongoing basis:

- Skill Development Training - Auto-service technician, machine-operating, plumbing, data entry, handloom, tailoring, and candle-making
- Recreational activities at orphanages and old age homes
- Grains, clothes, school kit, books, toys, and blood donation drives
- Good governance initiatives to help people procure govt. related documents - documents like Aadhar card, PAN card, driving license etc. and to increase awareness of various govt. schemes available for them
- Extra-curricular activities in low-income private schools
- Adult Literacy Programs
- Health check-up camps
- Programs to promote women's empowerment
- Go-green initiatives

## Social Welfare

This vertical empowers Cybagians to give back to society. It is designed as a platform for volunteer and employee engagement.

Some of the voluntary activities conducted regularly are:

## A Journey of Hope



**Nitin Dhondiba Kinhale**  
Resident, Sonde Mathna Village Velhe district, Pune

With the help and technical guidance of CybageAsha and BAIF, I have started a dairy business. Farmers were selling milk at ₹30 – 35 per litre, but now we buy it from them at ₹40 a litre. Currently, we collect 150 litres of milk. In the next six months, we plan to increase it to 600 litres.



**Shankar Kamble,**  
Father of Ritika Kamble (Cybage CSR beneficiary)

Ritika is pursuing B.A., Final Year. Today, she is successfully managing her job and education. It is because of CybageAsha's Skill Development Center that she could complete the Data Entry course and get a job.



**Anushree Morchhale**  
Cybage CSR volunteer

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