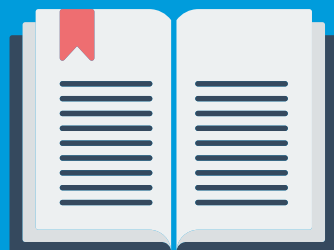




# Corporate Citizenship

Annual Report 2016





# CORPORATE CITIZENSHIP

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# 1 Foreword

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. Through our focused global efforts, we believe we can truly make a difference. Our Corporate Citizenship programme is aligned to our values, knowledge and experience, and Lifelong Learning is our current focus.

Education is a great driver of economic progress, and is also a powerful tool for sustainable development. We believe that KPMG has a role to play in empowering the next generation of leaders. Our endeavour is to inspire confidence and empower change through our actions, not just in the workplace but also in the communities we work with. This higher purpose, coupled with our people's commitment has helped our programme grow since its inception in 2005.

KPMG in India's Corporate Citizenship programme works towards sustainable development in communities and brings about a change by working with schools, colleges and organisations that align with our focus on Lifelong Learning.

Recognising the critical role that quality education plays in sustainable development, we develop and strengthen the skills, abilities, processes and resources of these institutions and introduce programmes that provide such opportunities to students.

We also provide immediate relief and long term rehabilitation to those affected by natural disasters and continue to work on reducing our carbon footprint through responsible consumption.



**Richard Rekhy**  
*Chief Executive Officer,*  
KPMG in India

**Rupendra Singh**  
*Chairman,*

KPMG Foundation in India





# Sustainable Development Goals (SDGs)

In September 2015, 193 UN member states met in New York to adopt 17 new Global Goals for Sustainable Development, also known as the SDGs, aimed at making our world more prosperous, inclusive, sustainable and resilient.

The SDGs will stimulate action in areas of critical importance over the next 14 years.

The ambition is to end extreme poverty and hunger by 2030. Among others, they also seek to realise human rights of all and to achieve gender equality and empowerment of women and girls.<sup>1</sup>

KPMG International has been helping shape the Sustainable Development Goals along with its global network of member firms and community organisations.



1. Transforming our world, United Nations website on Sustainability Development Goals, <https://sustainabledevelopment.un.org/post2015/transformingourworld>, accessed on 02/01/17



# Message from the Global Head of Corporate Citizenship

India as a nation has been making bold and strident moves in building a robust business reputation within the global community. India is a passionate and committed activist in development, poverty alleviation, healthcare, education and responsible and ethical business, and the leadership are clearly pushing boundaries and mindsets.

KPMG the business and the KPMG Foundation in India are taking this nation building strategy very personally. We play an active role in building a development plan that will benefit communities right across India through our investment in Lifelong Learning and Advancing Sustainability. I'm also genuinely excited about the impact we have been making in advancing basic literacy through our KFFL programme, schools and teachers via our support towards sustainable infrastructure projects and our investment in teaching programmes.

The commitment made towards the Sustainable Development Goals and our global partnerships like Enactus only reflect positively on the maturity of our firm. It is also inspiring to see many world class initiatives being developed and managed by our Foundation like the Aspire programme launched in 2014 that empowers young disadvantaged girls through quality education, mentoring, and supporting their employability skills.

I am proud each year to affirm and support the remarkable work of the Foundation in India and this year the stretching achievements are even more impressive.



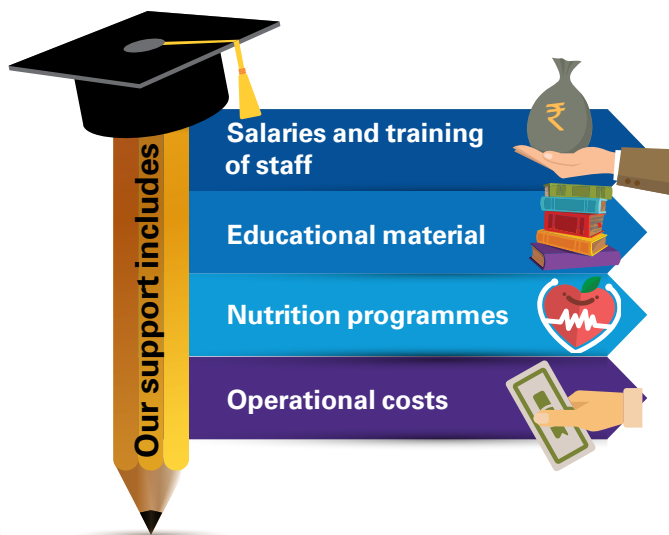
**Dr Michael Hastings**  
*Lord Hastings of Scarisbrick CBE,  
Global Head of Corporate Citizenship,  
KPMG International*



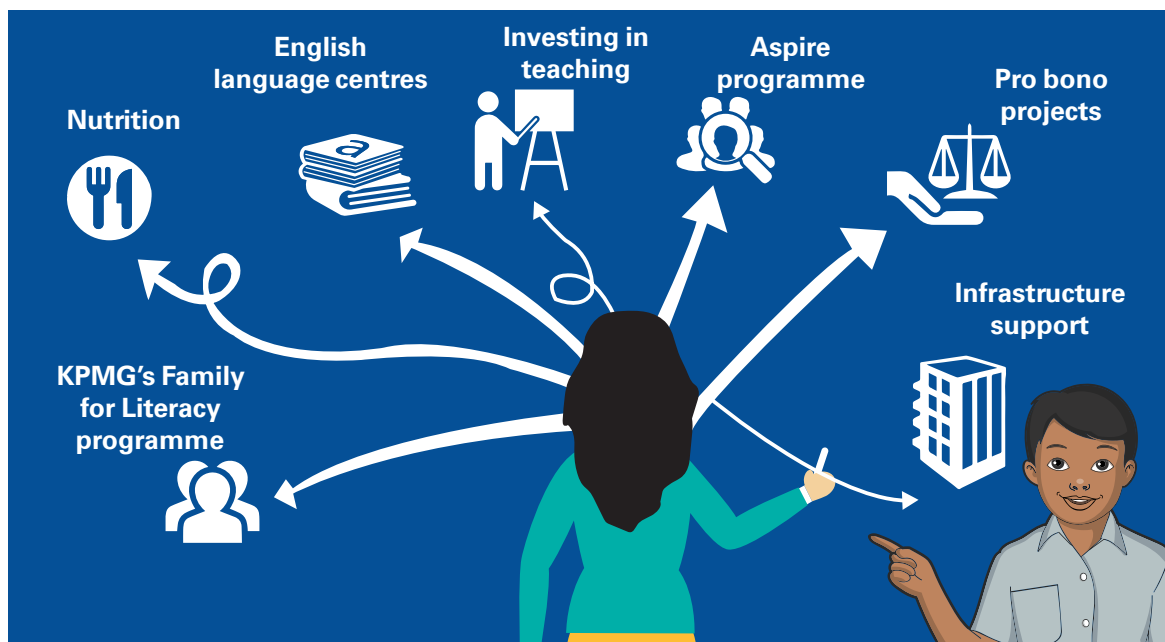
## 2. Facilitating early childhood education

KPMG in India works with organisations in four cities that have developed an early childhood education model for young children in marginalised communities at construction sites or in slums.

At Mumbai Mobile Creches, we continue to support the Care on Wheels project that provides educational support, nutrition and healthcare for children living on small construction sites.



### 3. Providing focused support at schools



We seek to strengthen processes and infrastructure at schools, and help improve the language, information technology (IT) and life skills of their students.

By investing in environment projects at schools, we also help create awareness amongst students on the importance of sustainability.



## a. KPMG's Family for Literacy (KFFL) programme

Across KPMG's International global network of member firms, our people and their families understand and value the benefits of Lifelong Learning.

Recognising that strong reading skills are the basis for future success, and that one of the biggest obstacles to children's literacy in low-income communities is a lack of books, KPMG in the U.S. started the KFFL programme in 2008. This was subsequently adopted and launched in India in 2011.

An integral component of the KFFL programme is to develop an interest for books in young children. We donate books, and our staff and their families read to young students every month to improve their proficiency in reading and promote life skills.

### In 2016:



**32** staff and their family members volunteered for the KFFL programme across six schools.

Over **700** hours were spent reading to young students.





Vanitha Nitin, Associate Director, HR,  
KPMG in India, reading to students at The  
Vidya School, Delhi NCR



Sangeeta Rajendran, Associate Director, HR,  
KPMG in India, reading to students at Shishu  
Mandir, Bengaluru



As a mentor, I have noticed increased participation and enthusiasm from the class with each session. I make it a point to only converse in English so that students acquire the habit of understanding, reading and speaking English. In every session, I encourage them to learn a value and a moral that they can imbibe in their daily lives. These students are so talented, and helping them learn through reading gives me great satisfaction.

#### Neelu Amber

KFFL volunteer,  
Spouse of Amber Dubey,  
Partner and Head,  
Aerospace and Defence,  
KPMG in India



We help set up libraries that promote the joy of reading by:

- Converting existing libraries into vibrant, cheerful spaces that are inviting to children





Thoughtfully designed spaces form an integral part of a child's learning environment, and libraries offer them the opportunity to be independent learners. A library with accessible shelves, reading corners and books displayed innovatively, invites children to make the space their own and make reading a positive experience. This was our main objective in designing a bright, well-lit and cheerful library at The Vidya School through the support provided by KPMG.

**Rabani Garg**

Founder and Director,  
Reading Caterpillar Library



- Stocking libraries with books that are filled with fun and adventure
- Categorising books for children to read at their skill levels

We introduce the GROW BY reading model developed by Hippocampus Reading Foundation, which is an activity-based library



programme designed to cater to the reading needs of students by providing books that are aligned to a child's reading ability, instead of his/her age. The model works on the principle of positive reinforcement, and a child progresses from single words to full sentences to eventually becoming fluent in English.



## Some of our other programmes at a library include:

The KPMG library is a fantastic resource for The Vidya School. The range of books is exhaustive and the colourful murals in the library, coupled with the way the seating has been designed, make it a fun yet calm space in the school.

**Amy Brecken-Simons**

Teaching Assistant,  
The Vidya School,  
Delhi NCR



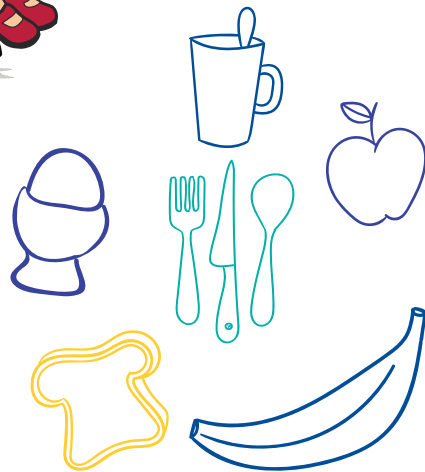


## b. Nutrition

Nutrition is probably the single greatest factor that plays an important role in the cognitive development of children.

Giving a child balanced nutrition during the first few years of life has an impact on his/her physical, mental and social development. Well nourished children are more likely to be in the correct grade at school, boosting lifelong skills. Poor health and education limit job prospects.<sup>2</sup>

We support nutrition programmes at schools by sponsoring fresh, balanced meals. **1400** children across **five** schools were impacted through the nutrition programme this year.



2. Food for Thought report, Save the Children, 2013, accessed on 02/01/2017

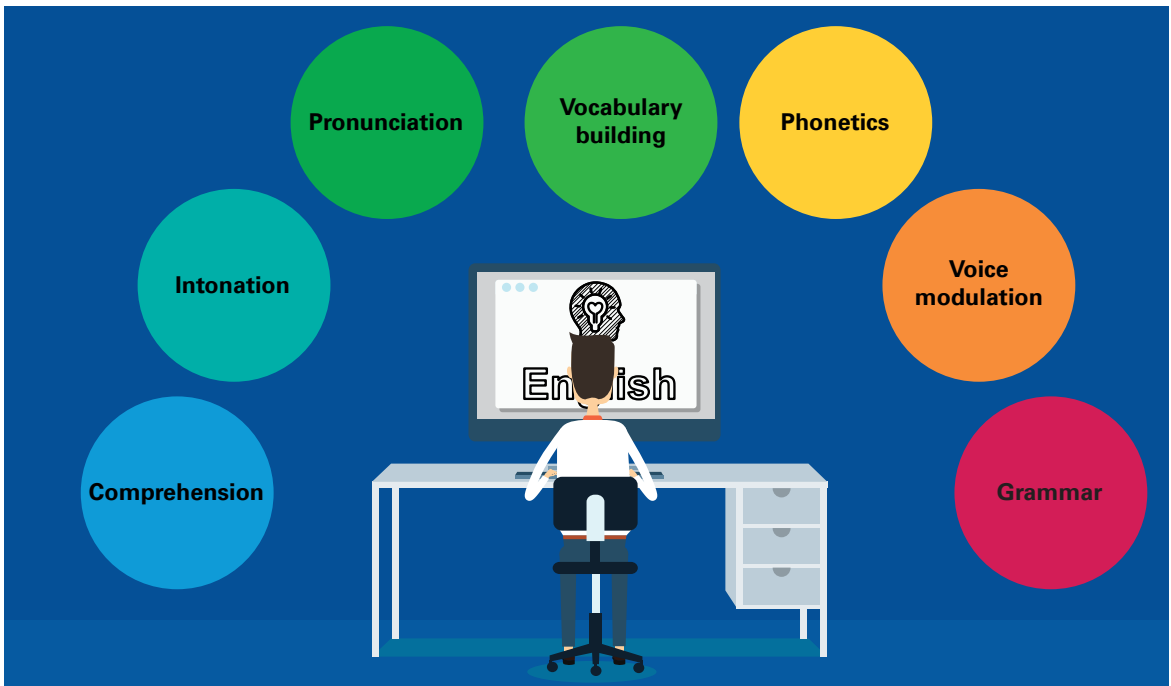




## c. English language centres

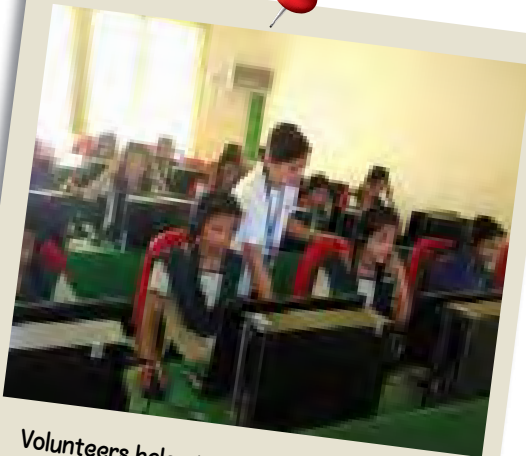
Improving English communication, including listening, speaking and comprehension, is a focus area in many schools. Language proficiency helps build interpersonal skills and boosts confidence.

To bridge the existing gap, we financed English language centres at schools. These centres are equipped with computers and special software that help with spoken English and comprehension. Over **680** students used the language centres this year.





Volunteers help students use the software programme in the English language centre at The Vidya School, Delhi NCR



Volunteers help students use the software programme in the English language centre at Shishu Mandir, Bengaluru



The English language centre has helped us immensely. The centre helps children learn English at their own pace, without any inhibitions. The real-time reports that we receive help us track each child's progress. In the past year alone, our children's pronunciation, grammar and spelling have improved. In the evenings, our teachers use the centre to brush up on their English. As a result of this, and other support provided by KPMG, we have seen our students grow in confidence and potential.

**Anand C**

Director,  
Shishu Mandir,  
Bengaluru





## d. Investing in teaching

(i)

Teaching Assistants through the British Council

(ii)

Teach For India

(iii)

Teacher training workshops

(iv)

Salaries

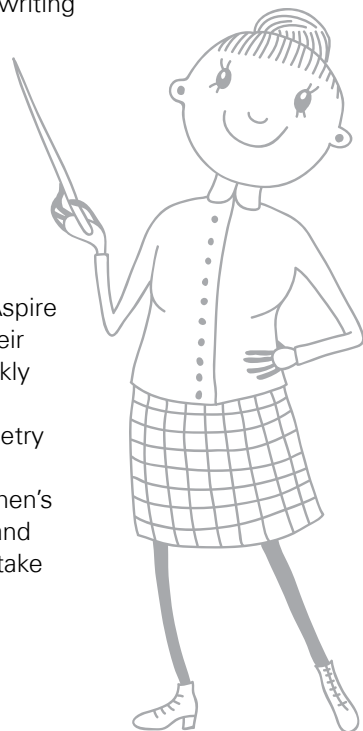
### (i) Teaching Assistants through the British Council

We collaborated with the British Council and financed the cost for placing Teaching Assistants at four of the schools we support. Teaching Assistants focus on subjects across the curriculum. They work with teachers on lesson plans, and encourage children and staff to communicate in English, and in some instances

also conduct remedial classes for slow learners.

The Teaching Assistants use role-play, music, creative writing and theatre as media for teaching. They help create more awareness around global topics and provide additional soft skills training on public speaking, self-awareness and confidence.

They also work with the Aspire students and chart out their career aspirations. A weekly book club was started to discuss English prose, poetry and current affairs where lively discussions on women's empowerment, equality and handling one's emotions take place.





**In 2016:**

**15** Teaching Assistants were placed at **four** schools.



A Teaching Assistant conducting a session with students

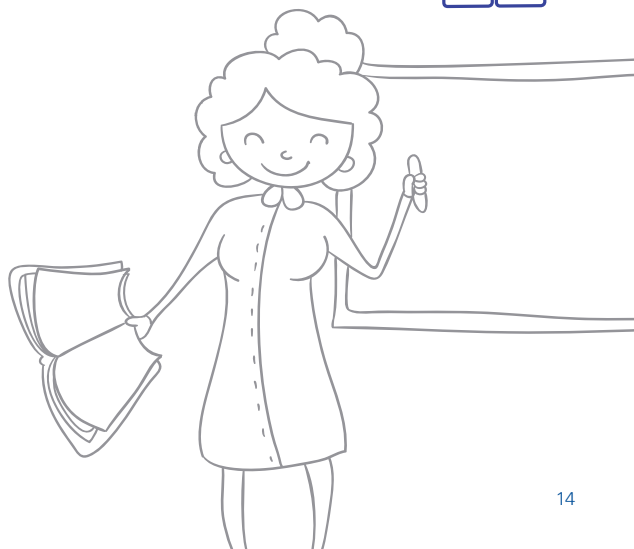


My experience being a Teaching Assistant has been immensely rewarding and challenging at the same time. I have been teaching English, social science and mathematics to grade 2 and also teach music to some of the other grades. In addition to the lesson plan, I have included some interactive activities and games. To develop the desire to read books and also learn spoken English, I've helped start a drama club. The children performed one of Shakespeare's plays.

I am grateful to KPMG for the opportunity to make an impact.

**Reann Radcliffe**

Teaching Assistant,  
Shishu Mandir,  
Bengaluru



## (ii) Teach For India

We collaborate with Teach For India to place Fellows in schools we support. Teach For India is an NGO whose mission is to build a nationwide movement of leaders that will work to end educational inequity in India.

Through a two-year fellowship, outstanding college graduates and young professionals are placed in under-resourced schools as full-time teachers where they work tirelessly to put their students on a fundamentally different life path, in the process, building the mindsets, knowledge and skills that will help them impact change in the long term.

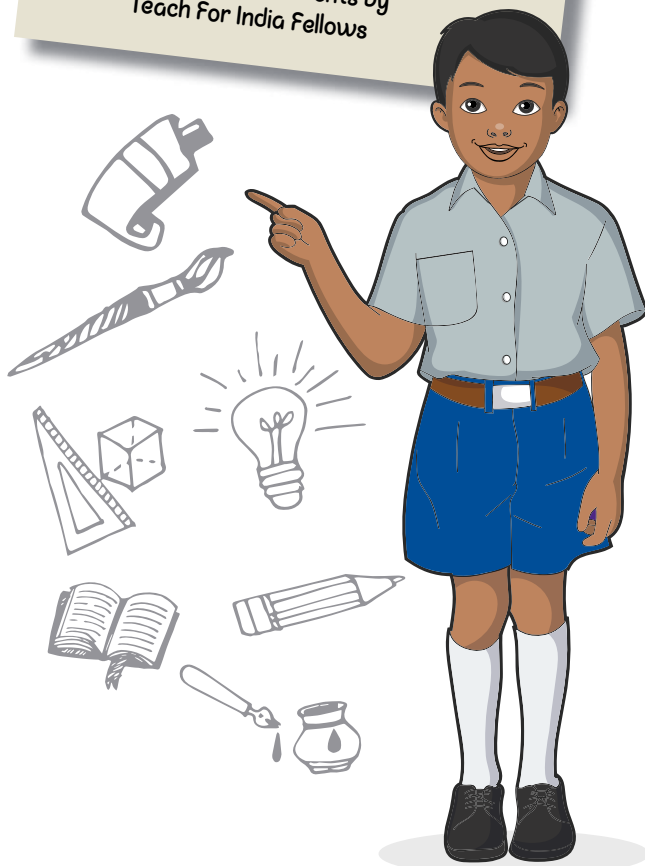
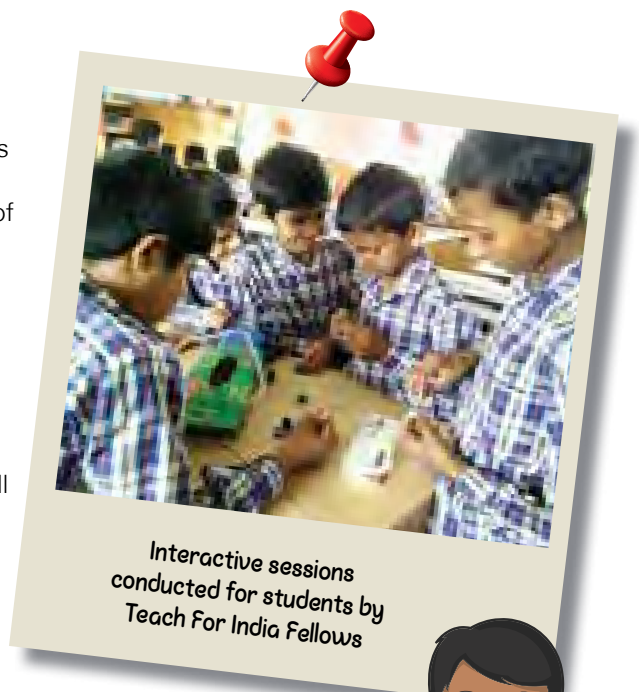


As a Teach For India Fellow, I was responsible for teaching most of the subjects and worked closely with other teachers and parents. I conducted leadership sessions for students and helped plan lessons and long term prospects. To ensure they practice environmental sustainability, I held outdoor sessions where students learnt how to set up a kitchen garden and make their own compost.

After the two years that I was at the school, it was encouraging to see an improvement in the confidence of students.

**Mallika Arya**

Teach For India Fellow,  
Literacy India,  
Delhi NCR



### (iii) Teacher training

Recognising that a good teacher can ignite the curiosity to learn, we invest in training courses for teachers at schools.

One such organisation we work with is Storywallahs, which trains teachers to unlock the power of stories in the classroom.



### (iv) Salaries of teachers

We sponsor the salaries of experienced teachers at schools we work with. This helps ensure that children continue to learn from good instructors and also helps the school with its operational overheads. Currently, we finance the salaries of teachers who teach English, science, mathematics, economics and IT skills. We also support the salaries of librarians and sports coaches.



Stories foster imagination, curiosity, listening, creativity and communication and these are the central pillars of learning and education. Our training converts teachers into storytellers so that they can make learning fun, imaginative and simple for the students and are teaching complex concepts using stories in the classroom.

**Ameen Haque**

Founder,  
Storywallahs



## e. Aspire programme

The SDGs are an opportunity to lay the foundation for a demographic dividend by investing in the health, education and empowerment of girls. Healthy, educated girls are more likely to contribute to greater economic growth, lower rates of infant and maternal mortality, better educated families and occupy more leadership positions during the course of their lives.<sup>3</sup>

Education is one of the most critical areas for the empowerment of women. Offering girls access to education and all-round personality development helps them to make choices over the kind of life they wish to lead, and also paves the way for the betterment of society as a whole.

Launched in 2014, our Aspire programme is designed to help build the skills and abilities of disadvantaged girl students through quality education, regular mentoring and other pertinent inputs that enhance their employability.

3. UNFPA's State of World Population report, 2016 accessed on 02/01/17



Globally, KPMG member firms endorse the United Nations' Women's Empowerment Principles, which offer guidance to businesses on how to empower women in the workplace, marketplace and community.

# Highlights:



We started with 23 Aspire students and now have **120** girls benefiting from the programme across five schools.

Our Learning and Development team provides training in personal grooming, dining etiquette, accountability and ownership, building confidence, facing a group discussion, working in teams, time management and ethical dilemmas.

Till date, we have supported over **15,000** hours of educational programmes and extra-curricular activities for the Aspire students, including spoken English, science, mathematics, IT, soft skills, music, sports, theatre and art.

Senior women leaders at KPMG work closely with the students, and mentor them to instil values, boost their confidence and provide strategic direction.



*Aspire students along with their mentors at The Vidya School, Delhi NCR*

# Aspire students



"We attended the celebration of Girls in Aviation day at the Udaan Bhawan in September. Women spoke about their careers in the aviation industry and it was very inspiring to hear their stories."

**Sanjana Nagar**  
The Vidya School,  
Delhi NCR



"I always thought that preparing for grade 10 would be very difficult and scoring good marks would be a tough task. With my mentor's help, and by listening to her own examples, I work hard in class. Now that I know KPMG is supporting my education, I can move towards my dream of becoming a lawyer with more conviction."

**Tamsira Shaikh**  
Gandhi Shikshan Bhavan,  
Mumbai



"I used to not like science until I attended the science camp. The innovative method of teaching science changed my mind about the subject. I am now able to understand the concepts and implement them."

**Lakshmi M**  
Shishu Mandir,  
Bengaluru

# Aspire mentors



As a mentor I have developed a strong positive relationship with the girls which has helped us bridge the gap between their backgrounds, social skills and values. The students discussed various personal issues related to college, social acceptance, security, self-confidence and others.



**Tasneem Master**  
Aspire mentor



I find Aspire to be a powerful programme which helps the young girls seek answers and receive mentoring as they work towards their career aspirations and self-development. I find these girls to be very sharp, aware and focused.



**Shakun Kohli**  
Aspire mentor,  
Director,  
Deal Advisory,  
KPMG in India



Aspire students along with their mentor  
at The Vidya School, Delhi NCR

## f. Pro bono projects

Our people put their skills to use through pro bono projects to benefit communities. We have focused on the long-term impact at schools through projects such as:

- Risk management framework
- Development of a comprehensive fundraising strategy
- Surplus fund management
- Institutional review
- HR diagnostic review and organisational design

This year, our people worked on a risk management framework for a school. The project involved identifying, diagnosing and putting together a plan to mitigate risks related to budgeting and monitoring, human resources, fundraising, donor reporting, finance and accounting.



The risk management review conducted pro bono by KPMG was extremely beneficial for the school as well as the management. The risks highlighted and strategies developed gave us a different perspective of the best practices that we need to adopt in order to become more streamlined and organised.

**Board member of a school we support**





## g. Infrastructure support



We help schools with their infrastructure requirements. This includes environment projects which reduce energy costs and also act as a permanent educational tool demonstrating the importance of environmental protection.

This year, we initiated solar projects at three schools, with a total capacity of 27 kWp.

Other support provided over the years has included rainwater harvesting projects, school buses, furniture for classrooms, financing of medical check-ups, educational material and the enhanced safety and security of children at schools.



Volunteers inaugurate a solar project at a school



**Gurukulam**



**Literacy India**



**Shishu Mandir**



# 4. Supporting Programmes at colleges

Through our programmes at colleges we empower and inspire students to further their development. Our scholarship programme provides economic assistance to enable young students from low income families to complete their university studies.

We also support Enactus, a community of students, academics and business leaders that uses the power of entrepreneurial action to make a sustainable difference in communities. Through our support for the programme, we help and develop leadership qualities in students and encourage them to become responsible citizens.

## a. Scholarships

To continue building the foundation for Lifelong Learning, we provide financial assistance towards tuition and books for college students from low income families. Over **2400** scholarships have been disbursed till date.

Training sessions on topics such as personality development, resume writing, handling interviews and other necessary skill sets are also provided with the objective of enhancing employability.

In 2013, we helped establish a resource centre at one of our scholarship colleges which makes educational material accessible for students with visual disabilities. We continue to cover operational expenses and facilitate eye check-ups for students.



The scholarship provided by KPMG helped pay for my college education and made it easier for me to focus on completing my studies. The workshops conducted by KPMG on working in teams and problem-solving taught me valuable skills that I am able to put into practice every day at work.

**Ravi Bhandari**  
Associate,  
KPMG Global Services,  
(KPMG scholarship recipient, 2013 – 2016)



### Empowerment through Education

In 2016, we provided over **250** scholarships to children of housekeeping and security staff at our offices, to help them meet their expenses related to tuition fees and books.



## b. Enactus

Globally, we have been an active supporter of Enactus for over 20 years, helping mobilise college/university students to make a difference in their communities, while they develop the entrepreneurial skills that will enable them to become the next generation of socially responsible business leaders.

In India, we support Enactus as Platinum sponsors. We have also supported a Business Ethics Grant over the years, which is awarded to teams who incorporate ethical business practices in their projects.

Our partners and senior staff mentor **35** Enactus college teams across the country and also act as event coordinators, judges and scorers during the National Competition.



An Enactus mentoring session by Gaurav Mehndiratta, Partner, International Tax and Regulatory, KPMG in India, in progress



The Enactus National Competition is an annual event where college/university students showcase how they have applied business and economic concepts to empower communities to enhance their livelihood in a sustainable manner. The winner of this competition in every country proceeds to the World Cup to compete and be judged by global leaders.



Lord Hastings of Scarisbrick CBE, at the Enactus World Cup 2016 in Toronto, Canada

This year, 65 college teams participated in the Enactus National Competition in India. The winning team from Shaheed Sukhdev College of Business Studies, Delhi NCR, which was mentored by us was declared the runner-up at the World Cup held in Toronto, Canada.



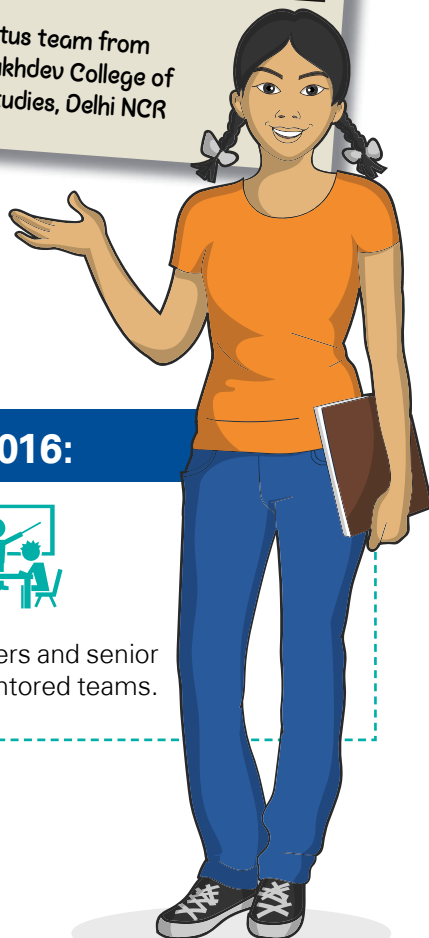
Mentoring Enactus college teams has been a great learning experience for me and extremely humbling as well. It feels great to see the effort made by these students to address issues our society faces today, and bring about a change in the lives of people.

Through KPMG's Enactus mentoring platform, mentors get to meet and discuss ideas with young, talented entrepreneurs. This also provides students with the opportunity to get access to the resources, expertise and experience that our people bring.

**Akhilesh Tuteja**  
Enactus mentor,  
Partner and Head,  
Management Consulting,  
KPMG in India



*The Enactus team from  
Shaheed Sukhdev College of  
Business Studies, Delhi NCR*



## In 2016:



**30** partners and senior staff mentored teams.



## 5. Responding to disasters

Devastating natural disasters are occurring all around the globe with increasing frequency, exacerbated by climate change. In recent years, our disaster response strategy has evolved towards making a greater, lasting difference. We seek to not only provide immediate help, but also long-term solutions to people affected by natural disasters.

In November 2015, the aftermath of the floods left behind massive destruction and loss of lives in Chennai. We sponsored immediate relief materials, including food rations, medicines, cleaning agents, tarpaulin sheets, water filters, utensils and bio-mass stoves.

We received contributions from partners and staff, which were matched and added to by the firm, to support the repair and renovation of **64** houses in two villages of Tamil Nadu in collaboration with an NGO. The project included the provision of sanitation facilities and solar lights for the houses.

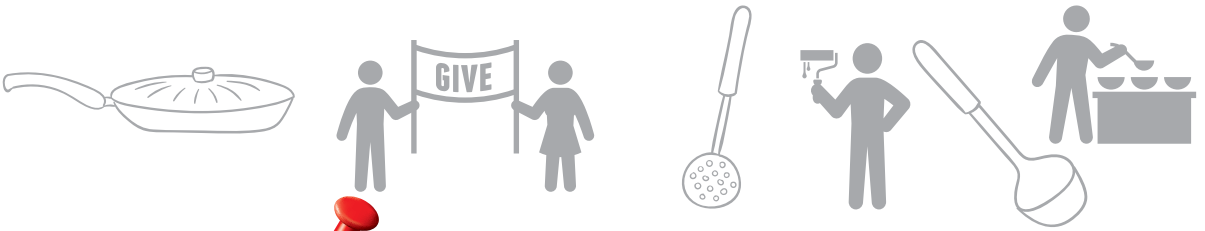


The floods damaged our house and it was not in a liveable condition. After KPMG has reconstructed our house, it has made a huge difference to our lives and has given us a feeling of security.

**Navamani Sudhakar**

Homeowner and beneficiary of our rehabilitation programme, Vellavedu village, Tamil Nadu





Volunteers visit the site of the disaster rehabilitation project in Vellavedu village, Tamil Nadu



KPMG makes a difference in the lives of those who are affected by natural disasters. In Chennai, it was interesting to see how the firm helped repair houses and provided sanitation facilities and solar units to affected families resulting in a positive psychological impact for them.

**Narayanan Ramaswamy**

Partner,  
Infrastructure and  
Government Services-Social,  
KPMG in India



## 6. Our People

Our people continue to be the driving force behind our programmes. This year, staff of all KPMG entities operating in India, along with their families, volunteered over **60,000** hours.

Partners and staff contribute to our programmes through volunteering opportunities such as mentoring and training students, reading and storytelling sessions under KFFL, cataloguing books in libraries, helping build homes for the underprivileged, organising carnivals, helping raise funds through marathons and accompanying children on field trips and excursions.

Our people also take pride in being environmentally responsible and participate in tree planting drives in an effort to increase the urban green cover.



Raising funds through our participation in marathons is a perfect way to showcase the KPMG brand. It is no small feat that for multiple years in a row we have been winning the award for the highest corporate fundraiser at select marathons across the country. I am proud to be part of a firm that truly makes a difference.

**Anil KV**

Director,

IT Advisory - Risk Consulting,  
KPMG in India



### In 2016:



Over **400** volunteering activities held.

We have planted over **9600** saplings at the Biodiversity Park in Delhi NCR till date. To encourage water conservation we have supported a drip irrigation project at the park that helps save an estimated six million litres of water annually.

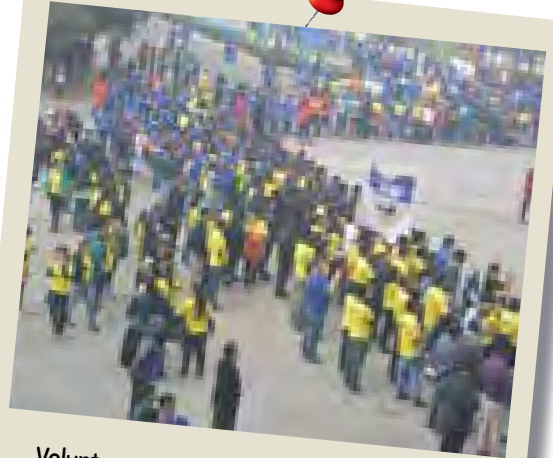






Three years ago, I started encouraging my team to be part of tree planting drives to set an example for others and fulfil our responsibility. My team has participated in such drives since then.

**Narender Dhillon**  
Assistant Manager,  
Administration,  
KPMG in India



Volunteers raise awareness and funds for charity by participating in marathons



Volunteers help build homes in an urban settlement for the underprivileged



Urvashi Agarwal, Executive Director, receiving an honorary plaque from CanSupport for KPMG's support for over 10 years





Devang Bhandari, Partner, Deal Advisory and Strategy, KPMG Global Services, at a volunteering activity



Ramya Vishwanath, Associate Director, Global Strategy, KPMG in India, mentoring a group of Aspire students



Volunteers accompany students from Shishu Mandir for a field visit



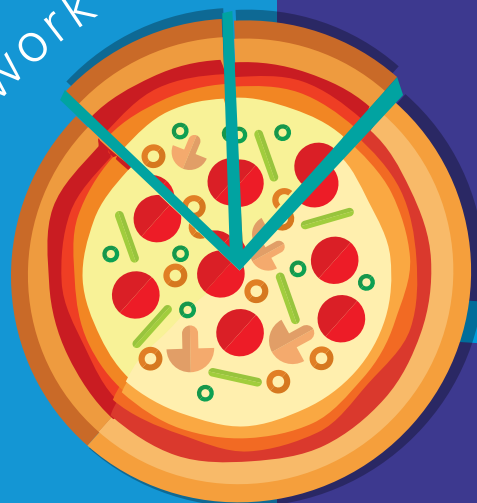
A volunteer reads to children at an organisation we support

# 7. Our values

We lead by example



We work together



We respect  
the individual



We improve communities



We seek the facts and provide insight



We act with integrity



We communicate openly  
and honestly



# KPMG in India contacts:

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