Corporate Citizenship

Annual report 2014

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At KPMG in India we believe that each one of us has a destiny to fulfil that goes beyond our jobs and daily routine. Having a higher purpose can give meaning to our lives, push us beyond our boundaries and help us realise our true potential.

To ensure coordinated efforts across member firms, KPMG International encourages a number of initiatives supporting diversity, equality and responsible business practices.
The KPMG values set out exactly what we stand for and determine the way we behave, both with our firms’ clients and with one another.
In 2014 we expanded the outreach of our programmes
42,000 hours spent on volunteering

270 volunteering activities

2,500 hours spent on pro bono projects

2,700 training hours invested in empowering girls at schools

1,700 students benefited from computer labs sponsored at schools
In 2014 we expanded the outreach of our programmes

- 3,000 children received nutrition support
- 1,800 scholarships disbursed since 2007
- 6,500 saplings planted
- 50 solar and rainwater harvesting projects undertaken, since 2007
- 5 million litres of water potentially saved through a drip irrigation project
At KPMG in India we believe that each one of us has a destiny to fulfil that goes beyond our jobs and daily routine. Having a higher purpose can give meaning to our lives, push us beyond our boundaries and help us realise our true potential. It is this purpose, coupled with our people’s commitment, that has helped our Citizenship programme grow since its inception in 2005. In today’s world, CEOs are not judged by market capitalisation or shared value, but by what impact they have on society.

This year we continued to invest in inclusive growth and build capacity at schools and NGOs. With the introduction of our Scholars’ programme, we reiterated our focus on quality education and skills development for girls. Our involvement with Enactus continued, and we are now mentoring teams at 30 colleges across India. We have also instituted the KPMG Business Ethics Grant for Enactus teams to encourage them to incorporate ethical business practices in their projects.

Keeping in mind the pressing issues of water and energy scarcity in India, our efforts towards environmental sustainability continued this year, with a focus on water conservation and solar projects. By supporting solar projects at schools and colleges across the country, we help

Richard Rekhy
Chief Executive Officer,
KPMG in India
with responsible energy consumption, and made students more aware about the importance of renewable energy. We recently supported a drip irrigation project which covers 90 acres, and will potentially save five million litres of water annually.

Our people continue to be the driving force behind our programmes, and we are delighted to share that they volunteered 42,000 hours through various Citizenship initiatives. Apart from hands-on volunteering, our people also put their skills to use through pro bono projects.

The recent floods and landslides in Jammu and Kashmir resulted in the loss of many lives and led to devastation of property and livelihoods across the region. Generous financial contributions from our people supported initial relief including blankets, tents, medicines, food grains and clothing. The Firm’s contribution would be utilised to provide permanent housing to those affected in a selected village.

We hope that you find this report informative, and enjoy reading about our programmes and their impact. We look forward to hearing your views.

Rupendra Singh
Chairman,
KPMG Foundation in India
Corporate Citizenship: 
*a global commitment*
KPMG International was named the ‘Sustainable Firm of the Year’ by the International Accounting Bulletin in 2014, for the third consecutive year. The award reinforces our belief that, as a global corporate citizen, we have a responsibility to our communities and the marketplace, and our people must contribute to a sustainable world.

With the Millennium Development Goals (MDGs) set to expire in 2015, KPMG member firms’ professionals are now bringing their knowledge and skills to the post-2015 Development Agenda consultations. KPMG member firms participated in this private sector consultation through the local UN Global Compact (UNGC) networks.

The Sustainable Development Goals (SDGs) will build on the MDG framework. KPMG member firms are committed to working towards equal opportunities for all, quality education and eradicating poverty. In addition, member firms work towards reducing their impact on the environment by addressing local challenges and working with clients to advance environmental sustainability, both at a local as well as a global level.
KPMG’s Global Development Initiative (GDI) was formulated to help channel our collective knowledge towards finding sustainable solutions to problems faced by the communities in which we live. As part of the GDI, KPMG member firms contribute to their communities financially, through volunteering and professional pro bono assignments.

KPMG International is a signatory to the UNGC, which encourages businesses worldwide to adopt sustainable and socially responsible policies aligned with its ten principles, which resound in the KPMG Values.

In 2012, a statement reinforcing our commitment to protecting human rights in accordance with the UN’s guiding principles, on Business and Human Rights, was issued.

Most recently, KPMG member firms endorsed the Women’s Empowerment Principles, a set of principles for business, offering guidance on empowering women in the workplace, marketplace and community.

To address the challenges we face due to climate change at both a local and global level, the Global Green Initiative (GGI) was launched.

Through the GGI, member firms, including KPMG in India, have undertaken projects to reduce their environmental impact and achieve the larger goal of addressing climate change. Some examples from other member firms are:

- KPMG in Ireland has delivered a 35 per cent reduction in emissions per employee since 2008 through innovative initiatives including the ‘bike to work scheme’, a sustainable travel website, and by increasing emphasis on recycling, and by assessing commuting habits of their staff.

- KPMG in South Africa has installed over 2,500 solar panels in their Parktown campus, making it one of the biggest solar projects of its kind in the country.

We are proud of the recognition KPMG International and KPMG member firms receive for these efforts. Here are examples of environmental awards and certificates that have been awarded:

KPMG in the U.K. has been awarded a 4-star ranking under Business in the Community’s ratings system, placing it among the 10 leading companies in 2014’s index.

KPMG International was awarded the Golden Peacock Global Award for Sustainability in 2014.

KPMG International was named by the International Accounting Bulletin as the Sustainable Firm of the Year in 2012, 2013, and 2014.
At KPMG we inspire confidence through our actions, alliances, commitments and investments, working to help lift people beyond poverty and to help ensure economic growth is balanced with the need to sustain our environment and uphold respect for human rights. By living our purpose, we also empower positive change around the world. The KPMG Foundation in India epitomises how businesses need to take the lead to help achieve some of the world’s most critical development goals, whether it is our commitment towards education, environment or overall development. The year will test business commitment to the core with global agreements brokered by the UN on climate change and development, especially a commitment to the Sustainable Development Goals to end extreme poverty by 2030. Thankfully KPMG in India has started on this journey of serious intentional actions to match the policy objectives.

Our commitment towards reducing our impact on the environment and addressing local environmental challenges is illustrated by efforts to reduce our operational carbon footprint in our offices, educational institutions and civil society organisations we work with in India. Our member firm in India has also invested in a drip irrigation project at a biodiversity park which helps save an estimated five million litres of water annually. In support of our commitment towards the Women’s Empowerment principles, KPMG in India has also initiated the Scholars’ programme which has a special focus on empowering girls by supporting their educational aspirations.

At KPMG our Citizenship journey has been strongly aligned with the UN Millennium Development Goals (MDGs). With the official deadline for the MDGs coming to an end, we hope that ‘the new age of Sustainable Development gives rise to a new Economics of Sustainable Development (Jeffery D. Sachs)’.

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

KPMG in India
We bring about a change in our communities by working with like-minded NGOs, schools and colleges that align with our focus areas. We work towards building the capacity of these institutions through initiatives that help them expand their outreach. We also believe that inclusive growth is crucial for the true progress of any country. Keeping this in mind, we work with disadvantaged groups with a focus on quality education. To address the issue of climate change, we invest in diverse environment projects across the country. An overview of our focus areas:

**Building capacity**
These initiatives work towards strengthening the foundations of the organisations we work with.

**Inclusive growth**
These initiatives empower students at schools and colleges with skills which can help them find relevant job opportunities. We also support programmes such as Enactus which help mobilise students to make a difference in their communities.

**Environmental sustainability**
These initiatives have the objective of reducing our carbon footprint. We also support solar and water conservation projects in our communities.

**Employee engagement**
Our staff work towards the change that we are striving to achieve. Activities include hands-on volunteering which covers mentoring students, helping build homes and raising awareness through marathons.
Corporate Citizenship:  
*KPMG in India*

a. Building capacity  
b. Inclusive growth  
c. Environmental sustainability  
d. Employee engagement
Some of the NGOs and schools we work with:

A  Ahmedabad  
   Saath Charitable Trust

B  Bengaluru  
   Hope foundation School  
   Shishu Mandir

C  Chennai  
   Hope foundation School

D  Delhi NCR  
   The Happy School  
   Literacy India  
   Mobile Creches  
   The Vidya School

H  Hyderabad  
   SOS Children’s Villages of India

K  Kolkata  
   Samaritan Help Mission

Ko  Kochi  
   SOS Children’s Villages of India

M  Mumbai  
   Kamla High School  
   Mumbai Mobile Creches

P  Pune  
   Tara Mobile Creches
Providing support to organisations we work with

Realising that a strong foundation is integral to the success of any organisation, we work closely with NGOs and schools to increase the impact of their programmes.

Our support includes:
- Infrastructure support such as vehicles, furniture, libraries
- IT equipment and software
- Operational costs
- Sports equipment
- Environment projects
- Nutrition programmes.

“By supporting us in a number of ways over the past few years, KPMG has ensured that all aspects of our school - students, teachers, even the infrastructure has grown in strength and capacity. By providing us this all-round support, they have helped us increase the outreach of the school.”

Captain Indraani Singh
Chief Functionary of Literacy India,
Delhi NCR

3,000 children supported through our nutrition programme

Six NGOs and schools supported by our nutrition programme
Mumbai Mobile Creches

Since 2011 we have supported Mumbai Mobile Creches, an NGO which runs day care centres at construction sites to create an environment where children are provided food, shelter, healthcare and informal education.

Provided a custom-made bus for the Care on Wheels project designed to reach children at smaller construction sites.

Nutrition support for over 1,100 children.

Training programme for underprivileged women.

Pro bono projects.

Regular volunteering activities including raising funds through participation in marathons, organising carnivals, visits to museums and craft workshops.
KPMG’s Family for Literacy programme

Through programmes like KPMG’s Family for Literacy (KFFL), we help build the confidence and interpersonal skills in students. KFFL was started in 2007 by KPMG in the U.S. to promote and improve literacy. Subsequently adopted in KPMG in India, our staff and their families volunteer their time to interact with students in various schools to promote spoken English and life skills.

“KPMG’s Family for Literacy Programme gave me the opportunity to work with children and teach them while also learning from them. Spending time with the young, curious, imaginative minds and exploring the world of story telling with them was for me one of the most fascinating experiences of this programme. They brought a new dimension of passion and adventure into some of the old folk tales, which is a truly wonderful way to immerse oneself into the art of spoken English.”

Shalini Pillay
Head of People, Performance and Culture,
KPMG in India
Case study: Shishu Mandir

Since 2013 we have supported Shishu Mandir, a school in Bengaluru, that provides free education and a broad support system to children from economically weaker sections of society. Our initiatives include:

- Regular volunteering activities with students including spoken English sessions, carnivals, educational visits, craft and sports activities
- Pro bono projects
- Supported the education and holistic development of girls under our Scholars’ Programme
- Provided two vehicles for their operations
- Funded solar and rainwater harvesting projects
- Supported the International School Awards programme of the British Council
- Over 200 children provided with a nutritious breakfast
- Funded salaries of English teachers and a librarian.
Corporate Citizenship:  
*KPMG in India*

a. Building capacity  
b. Inclusive growth  
c. Environmental sustainability  
d. Employee engagement
According to the UNDP ‘Development can be inclusive - and reduce poverty - only if all groups of people contribute to creating opportunities, share the benefits of development and participate in decision-making.’

Education is key to change, and for this reason we support a number of education programmes across the country which help underprivileged students achieve quality education. Along with providing need-based scholarships and mentoring college students, initiatives include a focus on all-round development of girl students and helping visually impaired students become self-reliant.

“Education is vital in applying the values, skills and knowledge of sustainable development to the world’s problems.”

**Dr. Michael Hastings**  
*Lord Hastings of Scarisbrick CBE, Global Head of Corporate Citizenship, KPMG International*
Scholars’ programme

This year we started the Scholars’ programme which helps build the skills and abilities of underprivileged girl students through quality education and other relevant inputs, with the objective of enhancing their employability.

Senior staff from KPMG act as key mentors to provide strategic direction, and work closely with the scholars to offer guidance, instil values and share their own experiences.

Students attend additional training programmes on spoken English, IT skills, sports, self-defence, theatre and art.

Currently initiated in three schools:
- Shishu Mandir, Bengaluru
- The Vidya School, Delhi NCR
- Kamla High School, Mumbai.

Our Learning and Development team conducts training including career counselling, grooming, time management and etiquette.

Supported 2,700 training hours for the 23 Scholars since October 2014.

“We thank you for the immense opportunities that you have given us through the Scholars’ programme. This year has been really a wonderful start to the journey, and we eagerly look forward to the next few years and all that they shall bring.”

Scholars from The Vidya School
Delhi NCR
Scholarship programme at colleges

Our Scholarship programme, which started in 2007, continues to support deserving students through financial aid for tuition and daily expenses. Since its inception, we have supported over 1,800 students at 18 colleges across India. This year the KPMG Learning and Development team also held regular sessions with these students on personality development, helped create awareness about career opportunities and assisted in their professional growth.

“Through the KPMG Scholarship programme, students from disadvantaged backgrounds get the opportunity to continue their education without the additional concern of tuition fees. In addition, the sessions with KPMG staff help these students with communication, how to tackle interviews, and how to focus on grooming themselves to find prospective quality jobs in the future.”

Dr. Ashok Sehgal
Principal,
Shri Ram College of Commerce
Delhi
**LSR Resource Centre**

We helped establish a resource centre at Lady Shri Ram College for Women, a leading liberal arts college in Delhi.

Our support to the resource centre included repair and infrastructure work, setting up a recording room, and providing IT equipment such as computers, book scanners that convert text to audio, handheld magnifiers, a Braille embosser, a mouse magnifier, daisy recorders and large print keyboards.

We also support the operational expenses of this resource centre, and our staff volunteer to record educational material for the students. This year we facilitated checkups and treatment for some of these students.

“The resource centre has helped me access academic course material with the help of technology, which until last year was difficult. With the help of magnifiers, keyboards and scanners, I am able to access much more information much faster. The audio recordings of our course material made by volunteers also makes it easier for us to study for our exams.”

**Nagma**  
*Student,*  
Lady Shri Ram College for Women  
Delhi

**Enactus**

Enactus is a community of students, academics and business leaders that uses the power of entrepreneurial action to make a sustainable difference in communities. KPMG member firms support Enactus in over 30 countries. In India, Richard Rekhy is the Chairman of the Enactus India National Advisory Board, and Rupendra Singh is the Chairman of the Programme Committee. We have supported Enactus for many years, both financially and through time spent by partners and staff through mentoring and training. We currently have many partners and directors who serve as mentors for Enactus colleges primarily in Bengaluru and Delhi. This year in the Enactus India National competition in July, over 30 partners and staff acted as judges and scorers.

During the competition, Richard Rekhy announced a Business Ethics Grant for Enactus India teams. The objective is to encourage students to incorporate ethical business practices in their projects to help them understand that long-term success and prosperity of market economies and businesses are dependent on ethical business practices. The grant was disbursed to 22 colleges.
“My interaction with these students has been enriching. The kind of effort and determination that these students show towards their projects is appreciated by the beneficiaries of their projects. The change they are working at bringing about in the community is truly inspiring.”

Atul Gandhi
Partner,
KPMG in India

Mentoring covers 30 colleges
Working towards rehabilitation

We provide immediate help and long-term solutions to those affected by natural disasters. We work with NGOs to support affected communities.

In September 2014, through the generous contributions made by our people, we carried out relief efforts in two villages in the Udhampur district of Jammu in collaboration with an NGO. Contributions were utilised to provide immediate relief, supplies such as warm clothing, tents, solar lanterns, medicines, food provisions.

We plan to make a contribution to provide permanent housing for the affected families in a village in Jammu.

In continuation of our relief efforts in Uttarakhand, we are financing the reconstruction of a primary school in a village in partnership with the CII Foundation.
Corporate Citizenship: 
*KPMG in India*

a. Building capacity  
b. Inclusive growth  
c. Environmental sustainability  
d. Employee engagement
Environmental sustainability is part of our Citizenship strategy. KPMG International launched the Global Green Initiative to tackle the challenges posed by climate change at a global level. KPMG in India is working towards a 15 per cent reduction in net emissions per Full-Time Equivalent (FTE) employee by 2015 from a 2010 baseline. To help reduce our carbon footprint, we have introduced a number of energy saving solutions in our offices, across 10 cities. We also support solar and rainwater harvesting projects in residential areas, NGOs, schools and colleges in cities where we operate.

We encourage our people to reduce their individual carbon footprint and be more environmentally responsible through initiatives like carpooling and video conferencing.

Reiterating our commitment to the environment, we organised 30 tree planting drives across eight cities during which 6,500 saplings were planted.
Server virtualisation helps save power and lowers energy consumption.

Occupancy sensors reduce energy consumption in building spaces by automatically shutting off lights when an area is not in use.

Dimming systems help reduce costs of lighting. LED lights help reduce electricity consumption.
Coolites improve the performance of lighting systems, without a noticeable drop in lumen output and lower energy consumption.

3M window film helps with energy management.

Air conditioning savers help reduce energy consumption by preventing wastage of electricity.
R.V. College of Engineering

R.V. College of Engineering faced a severe water shortage owing to pressure on the aquifer system on campus. A plan for a rainwater harvesting unit was chalked out in consultation with the college administration and an environmental consultant. The unit was designed to collect water from rooftops and subsequently recharge the water table.

The project has been operational since April 2010, and has caused a substantial increase in the level of the water table, making it possible to provide water to students on campus. The project utilises the water run-off from three blocks within the campus including the library. The second phase of the project has been operational since 2013, and provides water to two hostel blocks on the campus. The combined annual harvesting potential of both phases is approximately 3.5 million litres.
Case study: Biodiversity park

The biodiversity park situated at the foot of the Aravali range was once a mining site. Since 2012, we have worked closely with the NGO iamgurgaon to achieve their goal of bringing together residents, companies, schools and NGOs in Gurgaon to look for sustainable solutions to environmental issues.

Pro bono projects.

Sponsoring preservation of 150 indigenous flora thereby reducing water required to irrigate plants in the park.

Supported the planting of over 5,000 saplings.

24,000 plants over 90 acres are irrigated through a drip irrigation project, estimated to save five million litres of water annually.

Regular employee engagement initiatives organised, including tree planting drives, leaf composting and transplanting saplings in the nursery.
Corporate Citizenship:
KPMG in India

a. Building capacity
b. Inclusive growth
c. Environmental sustainability
d. Employee engagement
We help increase the avenues through which our staff can utilise their time, skills and knowledge to benefit their local communities. Volunteering opportunities include mentoring students, helping build homes, supporting disaster relief efforts, sports-related coaching for children, educational and cultural activities as well as tree planting drives. Employees are encouraged to participate, and are the driving force behind the expansion of our programmes. Over 2,500 hours were spent on pro bono projects across the country. These projects involved multi-disciplinary teams working to help NGOs and schools with human resource diagnostic reviews, organisation design, scalability, statutory compliance checklists, process framework and standard financial operating procedures. Past pro bono projects include: improving the teaching-learning process at a school, implementing scalable risk management frameworks and generating awareness on managing risks. We are currently working on four pro bono projects.

270 volunteering activities

42,000 hours spent volunteering
“It is a matter of immense pride to be known as the ‘Green Team 2014’ from Hyderabad. At KPMG, every employee does their best to be environmentally conscious. The tree planting challenge was another initiative that helped us go a step further and make an impact. It was the passion of the team, coupled with the need to revive the urban green cover, that encouraged us to step out of our office and do our bit to contribute to a cleaner and greener country.”

Sridhar Purohit
Senior Manager,
KPMG in India

2,500 hours spent supporting pro bono projects
“The pro bono work done by KPMG for our school has not only made us aware of our risk factors but has also helped us by ensuring that action is implemented as soon as possible. Our school has never gone through such a systematic course of involvement of a corporate.”

Rekha Shahani
Trustee and Principal, Kamla High School
Mumbai
“We are always excited to invest our time in projects which help us use our knowledge and skills to contribute to the society in which we live. It is important to support our non-profit associates, and to help build their capacities and increase their social impact. Over time, engaging our employees in such meaningful and impactful projects, also helps in enhancing awareness on their social responsibilities.”

Anthony Crasto
Partner,
KPMG in India
"By encouraging us to be good corporate citizens through various volunteering activities and by working with organisations for a period of time, KPMG acts as a channel through which we all can see a tangible change in the impact of the organisations with which we work."

A Vasudeva
Assistant Vice President,
KPMG in India
Our Values
We lead by example

We work together

We respect the individual

We seek the facts and provide insight

We are open and honest in our communication

**We are committed to our communities**

Above all, we act with integrity