

Embassy Group Community Outreach

Educate. Engage. Empower. Enhance.





Aligning with National Priorities

<u>Embassy Group's Contribution to Sustainable Development Goals (SDGs) through Corporate Social</u> Responsibility (CSR) Programs

The United Nations has rightly recognised the role of Non-Profits, Academic Institutions and Private sector in realising the Sustainable Development Goals. All these three entities were part of deliberations when the Sustainable Development Goals (SDG) were designed and adopted, with the 2030 Agenda gives the Private sector a significant role.

In many countries, the engagement of the private sector in the SDG implementation is part of official policies. Governments and the UN are striving for increased commitment from the private sector to finance the SDG implementation. Along with this, many governments expect the SDG engagement of companies to lead to greater social and environmental awareness in business strategies.

SDGs are a Nation's commitment to the World. The commitment is achieved only when all sectors contribute their might towards the goals. Hence, every institution has started sharing their contribution towards the goals.

A study of 218 Companies by IIM Udaipur and Futurescape indicates that the companies are gradually incorporating SDGs into their responsible business actions. Of the 218 companies, 60 companies have mapped their responsible business actions to SDGs. Nine of the top ten companies mapped their goals with SDGs. As per reports, these numbers are improving

Against this backdrop, **Embassy Group** (Embassy) seeks to achieve the following:

- The current CSR initiatives should focus and align its work with SDGs
- Demonstrate substantial progress in contributing towards achieving the SDGs
- The alignment of CSR initiatives, Business strategy & SDGs should assist Embassy to develop more a comprehensive strategy

Embassy mandated Vardaan Advisors Pvt Ltd (Vardaan) to undertake a study to report on:

- Existing work of all partners, SDG linkage and inform missing links.
- Arrive at Goals and Points to be focused for future work
- Develop a roadmap for each agreed point, keeping in mind the existing work of Partners and availability of budget
- Develop reporting mechanisms for each partner and CSR as a whole
- Identify collaboration opportunities for making significant contributions towards goals. Inform the appropriate channels & share achievements to link with national SDGs.
- Suggest the nature of programs that would be strategic to the existing businesses from an SDG perspective
- Suggest reporting mechanisms on linking CSR work and SDGs

Vardaan, in association with Thinkthrough Consulting Pvt. Ltd (TTC) has completed the study and is pleased to submit this report.

During the time that we have compiled this report, our world is seeing a tremendous challenge from the devastating effects of covid-19. The impact of this is likely to be long and far-reaching. Priorities, policies and business environment will change. The effects of these will lead to a calibration and maybe a relook on the findings.

I would like to thank my team members at Vardaan and at TTC for their expertise and assistance in putting this together. My appreciation is also due to the Embassy CSR central team for all the cooperation extended in completion of this report.

Anil Birla _____

Vardaan Advisors Pyt. Ltd







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Executive Summary

Established in 1993 by Jitu Virwani, Embassy Group is a leading real estate development firm with operations in national and international markets and has ventured into thr development of more than 143 million square feet of Commercial, Residential, Retail, Hospitality, Services and Educational space till date. The Group holds an extensive land bank of 1000+ acres across India. Guided by beliefs of sustainable growth, Embassy Group has harmoniously intertwined environmental concerns with optimum and efficient utilization of resources and production & promotion of renewable energy, while contributing to economic growth by providing favourable spaces to multiple businesses, including start-ups, to thrive and grow.

Businesses sustain and are successful in empowered societies - this has been the philosophy of Embassy Group from the inception of operations. Thus, Embassy Cares - the community outreach programme - is and has been integral part of Embassy's existence much before the mandated Corporate Social Responsibility (CSR) law which came into effect in 2014. The vision of Embassy Cares is "in line with the Brand Promise, the aim is to build a sustainable ecosystem and actively contribute to the socio, economic and environmental development of the communities we operate".

Education has been the cornerstone of most developmental activities by the Embassy Group. With the introduction CSR in 2014, the Group realigned its social interventions with newer partnerships and expanded scope of engagement based on three pillars of 'Education', 'Sustainable Infrastructure' and 'Community Engagement'. The distinguishing factor of CSR/social initiatives of Embassy Group is its unique approach of 'Corporate Connect,' which is the outcome of a firm belief on collaborative approach and partnerships. The approach of 'Corporate Connect' has paved way for leveraging complementary strengths for the amplification of social impact with 20 Corporate partnerships for 34 projects under the three pillars, raising a total 19 crore and engaging 1489 corporate volunteers.

Under the Education pillar, 86 Government schools have benefitted from educational and infrastructural support. 10 Government schools have been built from scratch while 22 have been upgraded and repaired. 17 Government schools also receive daily maintenance support to keep the premises clean and hygienic. Embassy Group is supporting 129 teachers to help students in the government schools improve their learning levels. In addition to providing facilities for direct academic improvements, Embassy Group has also invested in ensuring the students are healthy through regular health checkups, timely clinical interventions and health & hygiene awareness. Till date, the Group has impacted 25,000 school students from 133 government schools. Notable interventions of Embassy Group have also been in creating Sustainable Infrastructure around health leading to more than 9000 free dialysis among other health interventions. The importance of creating sustainable systems of waste management is well accepted by Embassy and has seen interventions benefitting 1583 households daily in the Bettahalasuru Panchayat.

The United Nations proposed 17 Sustainable Development Goals (SDGs) or Global Goals 2030 on 25th September 2015 as the future global development framework to end 'Poverty', protect the 'Planet' and ensuring 'Prosperity' with collaborative action by Government, Businesses and Civil Society. It has been adopted by 193 countries including India. Embassy Group renewed its commitment for making this world a better place in every possible way. While Embassy Group was already carrying out various interventions under CSR, with the adoption of SDGs, it became the guide for treading the path of social development, providing direction and aim with the targets set for year 2030.







Embassy Groups contributes to 7 out of 17 goals, through its three pillars of Education, Sustainable Infrastructure & Community Engagement, under the overall approach of Corporate Connect. Embassy Group is contributing most to SDG 4: Quality Education & SDG 17: Partnership for the Goals, with Education being the priority of Embassy and onboarding of various other corporates as Partners for Development as its primary approach. The Group has taken care of nutritional needs of students, which deeply impacts their learning ability, while also taking care of the hygiene within the school and providing access to medical facility, thereby also contributing to SDG 2 (Zero Hunger), SDG 3 (Good Health and wellbeing) and SDG 6 (Clean Water and Sanitation). By means of the other interventions under the umbrella of sustainable infrastructure and community intervention, Embassy Group has made contributions towards SDG 11 (Sustainable Cities & Communities) & SDG 10 (Reduced Inequalities), while contributing SDG 2 & 3 as well.

With an objective of defining the progress of various initiatives towards attaining SDGs, it has been further broken down to Targets. Embassy Group has mapped all of its CSR initiatives to SDGs and its associated targets with a purpose of aligning contribution to the globally set target. It is represented in table below -

Pillar/ Approach	Activities	Sustainable Development Goals	SDG targets
Education	Basic Infrastructure & Access Academic Improvement	SDG 4: Quality Education	Target 4.1 Target 4.2 Target 4.3
	& Career Advancement Sports & Co-scholastics		Target 4.5 Target 4 A Target 4 B Target 4C
	Nutrition	SDG 2: Zero Hunger	Target 2.1 Target 2.2
	Hygiene & Preventive Health	SDG 3: Good Health & Wellbeing	Target 3.8
		SDG 6: Clean water & Sanitation	Target 6.1 Target 6.2
Sustainable Infrastructure	Solid Waste Management Transformation of Public Spaces	SDG 11: Sustainable Cities and Communities	Target 11.6
	Community Healthcare (Services & Infrastructure)	SDG 3: Good Health & Wellbeing	Target 3.4 Target 3.8
Community Engagement	Sustainable Farming Women's Livelihood	SDG 2: Zero Hunger	Target 2.3
	Inclusive Education & Employment	SDG 10: Reduced Inequalities	Target 10.2
Corporate Connect		SDG 17: Partnerships for the Goals	Target 17.17

Embassy Group takes immense satisfaction in the role it plays towards the attainment of SDGs and is fully committed to further its efforts, working in close collaboration with organizations, corporates and the Government to positively impact People, Planet and Prosperity.







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List of Abbreviation

AMCHAM	American Chamber of Commerce
AWC	Anganwadi Centers
ВВМР	Bruhat Bengaluru Mahanagar Palike
COL	Colours of Life
COLA	Colours of Life Academy
CSR	Corporate Social Responsibility
CWF	Careworks Foundation
DOEC	Diversity and Equal Opportunity Centre
EIRS	Embassy International Riding School
ESP	Embassy Scholars Program
FTS	Friends of Tribal Society
IACC	Indo-American Chamber of Commerce
IT	Information Technology
LEED	Leadership in Energy and Environmental Design
MDM	Mid-Day Meal
NGO	Non-Governmental Organization
NHAI	National Highways Authority in India
SDG	Sustainable Development Goals
SHCI	Sarvagna Healthcare Institute
SSCF	Sri Shankara Cancer Foundation
SSLC	Secondary School Leaving Certificate
TAICT	The Anonymous Indian Charitable Trust
UN	United Nations



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Section 1









1 Introduction

Embassy Group is a leading development firm in real estate and has a vision "to leverage tenant relationships and expand the portfolio of IT space throughout India and internationally, besides focusing on developing other business verticals". The company was founded by Jitu Virwani in the year 1993 in Bengaluru, and under his leadership has increased its operations to national and international markets including Chennai, Hyderabad, Pune, Coimbatore, Thiruvananthapuram, Serbia and Malaysia. Till date, Embassy Group has developed more than 54 million square feet of Commercial, Residential, Retail, Hospitality, Services and Educational space, with another 89 million square feet under development. The Group holds an extensive land bank of 1000+ acres across India.

From the very beginning, Embassy Group has been guided by beliefs of Sustainable Business. The integrated Office Parks are built on the premise of low energy consumption, use of solar power, efficient & optimum utilization of resources, thus maintaining harmony with the environment while contributing to the economic development. This has been globally recognized in form of LEED certification - Platinum & Gold - for designated areas in the Business Parks. The premium luxury living spaces developed by Embassy Group are qualified to obtain Green Home gold ratings - an endeavour to create sustainable & environmentally friendly infrastructure. Embassy Group realising the importance & needs of the future has ventured into production & promotion of renewable energy through Embassy Energy. Embassy is also committed to building the future generation, through world class facilities & training in Education (Stonehill International School) & Sports (Embassy International Riding School).







Tenants - Business contributing to economy

8.14

lakh KM of travel reduced through the promotion of car pooling

Figure 1- Embassy Group: bringing sustainability in its Business



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Businesses sustain and are successful in empowered societies - this has been the philosophy of Embassy Group from the inception of operations.

Whilst Embassy Group has previously engaged based on needs of communities, including construction of marriage halls, temples, etc., the first intervention towards realizing its vision was the construction of a state-of-the-art government school - Stonehill Government Higher Primary School, Tarahunise in 2012, much before the mandated Corporate Social Responsibility (CSR) law came into effect in 2014. The school has a wide variety of facilities including computer and science labs, a library, a dining hall, playing fields and more.

Post 2014, Embassy Group realigned its social interventions towards the Government of India's mandate of bringing multiple stakeholders together to mitigate developmental challenges through the CSR Law. Education has been the cornerstone of most interventions by the Embassy Group. The Group provides children with access to welcoming school

"At Embassy, we believe that each child must attain an excellent education and that sheer demographics must not determine a child's destiny. That's why we focus on reducing educational inequalities, while ensuring educational quality and depth across the social spectrum.

As we work with corporates, NGOs and Embassy Group companies to empower children from low income backgrounds to be employment - ready, we enable whole communities to thrive now and in the future."

Jitu Virwani Chairman and Managing Director Embassy Group

infrastructure, quality education, sports and co-curriculars. From 2014 onwards, Embassy started its partnership with Colours of Life, a registered Trust, commencing its intervention in 14 government schools across Bengaluru. In addition to 'Education', 'Sustainable Infrastructure' and 'Community Engagement' are other two pillars of Embassy Group's Community Outreach Programme. A firm believer in collaborative approach and partnership, leveraging on complementary strengths for amplification of social impact, the uniqueness of Embassy Group's CSR lies in its approach of 'Corporate Connect' as shown in the figure below.

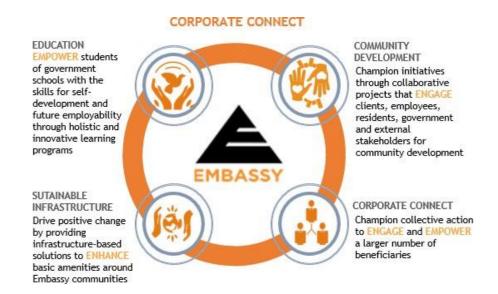


Figure 2 - Embassy Group CSR: Approach and Pillars





Since 2016, Embassy Group has provided free health check-ups to students in 14 Embassy-adopted government schools and has maintained medical records for more than 4000 students. In 2019, the Group adopted a 7-step health and hygiene program that includes introducing preventive health awareness sessions throughout the academic year, distribution of health kits and annual check-ups that test children for health problems, including dental and vision problems. The program also offers medical treatments and distribution of nutritional supplements three times a week. Availability of safe drinking water and provision of clean and hygienic surroundings to students through daily school and toilet maintenance is also ensured.

Embassy has been a partner of TAICT (The Anonymous Indian Charitable Trust) since 2016 and has put concerted efforts to create an ecologically sound replicable model Gram Panchayat to propagate sustainable waste, water and soil management in the Panchayat and North Bengaluru.

In 2017, Embassy partnered with the Ugly Indians to kick off the Domlur Tech Hub transformation project where 86 hotspots were painted and upgraded. The partnership with the Ugly Indians has continued to grow and, in 2019, Embassy funded a team to visit upgraded hotspots in Bengaluru and maintain them. Embassy has also partnered with NHAI and the Ugly Indians to adopt a stretch of 100 under-flyover pillars from Hebbal to the airport in 2020.

The key achievements of various CSR activities by Embassy Group under the three pillars and overall approach of corporate connect is highlighted in the figure below.

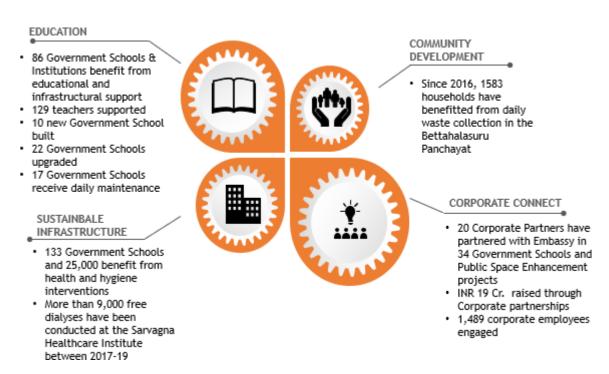


Figure 3 - Embassy Group CSR: Key Achievements





Over the years, CSR initiatives of Embassy Group has been recognized at various platforms and translated into 7 awards till date.



Figure 4 - Recognition of CSR interventions of Embassy Group





Section 2

Our CSR Framework







2 Our CSR SDG Framework

On 25th September 2015, the 193 countries of the UN General Assembly adopted the 2030 Development Agenda titled 'Transforming our world: the 2030 Agenda for Sustainable Development'. There are 17 SDGs helping guide individuals, organizations and Governments worldwide towards a common focus and defining what really matters for future. India is committed and has aligned National Development Agenda to contribute to SDGs.

Sustainability has been at the core of business of Embassy Group since its inception. With the adoption of SDGs, Embassy Group renewed its commitment for making this world a better place in every possible way. While Embassy Group was already carrying out various interventions under CSR, the SDGs became the guide for treading the path of social development, providing direction and aim with the targets set for year 2030.

Embassy Groups contributes to 7 out of 17 goals, through its three pillars of Education, Sustainable Infrastructure & Community Engagement, under the overall approach of Corporate Connect. Embassy Group is contributing most to Goal 4: Quality Education & Goal 17: Partnership for the Goals, with Education being the priority of Embassy and onboarding various other corporates as Partners for Development as its primary approach. The framework below provides the linkage of CSR interventions with SDGs contributed to. The following section explains the relationship and the Group's contribution in detail.





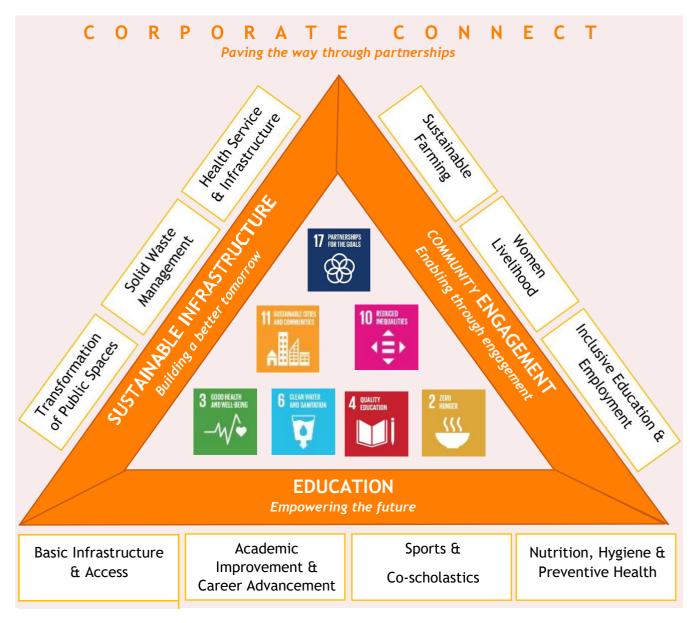


Figure 5 - Embassy Group: CSR - SDG Framework





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Section

Community Outreach







3 Community Outreach

The Community Outreach programme of Embassy Group aims towards providing holistic development and improving the quality of life its communities. The interventions are intertwined to address the urgent and emerging needs their communities.

3.1 Education

i. Why it matters?

Within Embassy Group, there is a strong conviction that education of the next generation empowers communities, drives positive change and transforms lives. The aim is to ensure that every child in the government schools that have been adopted is equipped with what they need to succeed. The Group, therefore, looks at aspects that influences the lives of their students in their adopted schools.

ii. How is Embassy Group contributing?

The interventions in schools is primarily focused on providing access to the highest quality of education by creating infrastructure, providing academic support, coscholastics, etc. It also focuses on factors, which impact the learning ability of the students, including food/nutritional requirements (other than those provided by government), and addressing health and hygiene challenges.

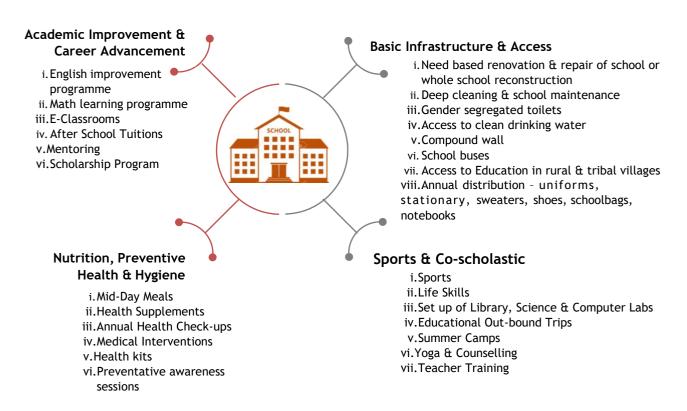


Figure 6 - Embassy Group: Education Interventions





The education programme is a holistic programme that contributes to multiple SDGs. The primary contribution is towards SDG 4: Quality Education, while also contributing to SDG 2: Zero Hunger, SDG 3: Good Health & Well Being and SDG 6: Clean Water & Sanitation.







Figure 7 - Embassy Group: Contribution to SDGs through Education Interventions



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Educational intervention of Embassy Group contributing to Global Goals



SDG Goal 4: Quality Education - Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

In India, the Government has been able to make progress towards improving school enrolment in the past decade. The current emphasis is on improving the quality of education, a move from input to outcome-based intervention.

National priorities towards achieving SDG 4 have been instrumental in shaping up the current intervention of 'Samagra Shiksha¹. Additionally, there has been consistent efforts to focus on technical, professional and vocational education. Among the other priorities are enhancing the employability of youth through skill development and conducive educational facilities that are child friendly, gender sensitive and inclusive for children with disabilities.

Embassy Group, through educational interventions, is contributing towards multiple targets set to achieve SDG Goal 4, thus helping the state, the nation and the world reach the desired status by the year 2030.



Target 4.1: By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

Embassy has intervened in 86 schools in the State of Karnataka. Impacting more than 11,000 students by providing access to education and academic improvement programs to improve their learning levels.

Partners and intervention which contribute to Target 4.1 are:

(A) **Colours of Life:** Colours of Life (COL) has a unique model of providing comprehensive and a wide range of services to schools and their students to make government schools a centre of learning for children from underprivileged backgrounds.

At present, COL is working with 14 Government schools across Bengaluru and covering around 4000 children, with support from Embassy Group.

- (B) Room to Read Room to Read India's Literacy Program aims to develop both literacy skills and reading habits among school children. Embassy has partnered with Room to Read for developing 'Co-scholastics setting up learning environment Libraries' with the project Improving Literacy in Primary Schools. The objectives of the project are:
 - Access to children's books that could improve the reading habit
 - Providing a child-friendly literary environment
 - Professional development of teachers and principals to enhance the library programme and the curriculum taught in the school

At present with support from Embassy Group, Room to Read is working with 18 schools across Bengaluru and covering 2866 students.

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¹ SDG India Index & Dashboard 2019-20 - https://niti.gov.in/sdg-india-index-dashboard-2019-20





Careworks Foundation - Embassy Group has partnered with Careworks Foundation (CWF) to amplify the impact of the intervention, harnessing each other's strength and impacting lives of a larger number of children. At present, with the support from Embassy Group, CWF is working in 18 Schools across Bengaluru covering 3398 children.

The programme activity of CWF specifically contributes to Target 4.1 by conducting a 'sports programme in primary schools that helps students in improving their gross motor skills'.



Target 4.2: By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education.

Embassy is supporting early childhood care, development and pre-primary education in Anganwadi Centers (AWC) and government schools, thus contributing towards Target 4.2.

Interventions which contribute to Target 4.2 are:

At present, interventions to support early childhood care, development and pre-primary education is supported only through <u>Colours of Life</u>. The objectives of the programme are to:

- Enhance opportunities for children to get a quality education
- Provide more knowledge and skills to young mothers to shape their child's growth
- Help Anganwadis impart quality education to the children attending the centre
- Contribute to nutrition, health and overall well-being of all the children in thecentre

With support from Embassy, COL is implementing the programme in 6 AWC centres with 138 children and in 14 government schools across Bengaluru covering 4200 children.



Target 4.3: By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.

Embassy Group is committed to ensuring that government school graduates have a smooth transition from education to full employment with mentoring, scholarships, work placements and skill development.

Interventions which contribute to Target 4.3 are:

- (A) Colours of Life Academy: Colours of Life Academy (COLA) supports students who have completed SSLC (Standard X) exams by providing -
 - Career guidance and counselling to take up streams of their choice for higher education
 - ii. Scholarships to pursue higher education
 - iii. Vocational skills with linkage to employment opportunities for the eligible (18 years and above)







The programme, implemented in 2014, impacts a total of 537 students. COLA has supported 60 students with scholarships, 70 with counselling and 6 students with vocational education so far.

(B) **Srishti School of Art, Design & Technology:** Srishti, with support from Embassy Group, has implemented the Embassy Scholars Program (ESP), with an objective of inclusive education. The pilot program covers up to 10 students or up to INR 50,00,000 (Fifty Lakh Rupees).



Target 4.5: By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.

Embassy Group is working towards reducing educational inequalities and believes that sheer demographics must not determine a child's destiny. Towards this, programs have been designed to provide access to education for children from remote and tribal villages, as well as to mainstream children with disabilities.

Partners and interventions which contribute to Target 4.5 are: -

(A) **Friends of Tribal Society:** Friends of Tribal Society (FTS) works with a unique concept of ONE TEACHER SCHOOL (OTS) or EKAL VIDYALAYA. The children of a remote rural or tribal village who do attend any school or even those who go to other schools, are given support through education for three hours every day, thus providing access to education in rural & tribal villages. Children are motivated to go to these schools, which helps in substantially reducing the dropout rate in formal schooling.

At present, FTS is working with 50 Schools across Chikkamanguluru in Karnataka and covering 1212 children, with support from Embassy Group.

(B) **Snehadeep Trust for the Disabled** - Embassy Group is supporting Snehadeep Trust for the Disabled in programs to provide food, accommodation and medical expenses to students who are visually challenged and hearing impaired.

The programme was implemented in 2016. Through the programme, 30 students with disabilities have been supported.



Target 4 A: Build and upgrade education facilities that are child, disability and gender sensitive, and provide safe, non-violent, inclusive and effective learning environments for all.

Embassy Group believes that a welcoming school infrastructure helps develop a sense of ownership and pride among the students, which fosters learning outcomes and academic improvement. Leveraging its core strength of

infrastructure development, Embassy Group has invested in need-based renovation & repairs of schools or whole school reconstruction. The schools are provided with child friendly and gender segregated toilets, access to clean drinking water, dining spaces, compound walls to ensure safety, and playgrounds, in addition to classrooms, libraries, science and computer labs, etc. The Group also understands that government schools lack







resources for maintenance, thus investing in regular maintenance and deep cleaning services in these schools.

Till date, 22 government schools have received infrastructure support:

- 10 new government schools built
- 18 government schools upgraded
- 17 government schools receive daily maintenance



Target 4 B: By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries.

Embassy Group provides support to students with scholarships through partners COLA and Srishti School of Art, Design & Technology, as mentioned under Target 4.3.

Target 4 C: By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States.

Embassy Group understands trained and qualified teachers are quintessential for supporting students and improving their academics. The educational interventions through COL addresses the requirement of specific teachers for the learning requirement of the students. Presently, 129 teachers funded by Embassy Group are helping students in the government schools improve their learning levels.









Goal 2: Zero Hunger - End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Around one in nine people on earth do not have enough food to lead a healthy and active life. Poor nutrition causes nearly half of the deaths in children less than five years; in developing countries, one in six children is underweight and one in three children are stunted. Many primary schoolage children attend classes hungry. These compelling statistics combined with the fact that though our planet has provided us with tremendous resources, unequal access and inefficient handling leaves millions of people malnourished, justify the need of putting Zero Hunger as one of the Global Goals.

Nationally, many attempts have been made to address the challenge of hunger. One such critical initiative aimed at achieving better nutrition standards for school-going children is the Mid-Day Meal (MDM) scheme. It provides a mid-day meal in government schools with the calorie range of 450-700 to over 120 million children at primary and upper primary levels.³ Despite such efforts, food security and malnourishment remain serious challenges for India.

Embassy Group, with its interventions in schools, understands the importance of timely and nutritious meals for both physical growth and academic progress of a child. While the students in government schools receive mid-day meals during lunchtime, Embassy Group complements the efforts of the government by nutritious snacks at other times of the day.



Target 2.1: By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

The children attending the government schools adopted by Embassy Group, come from poor economic backgrounds and are often malnourished. While the government provides mid-day meals to the students, Embassy Group too felt the need to address the hunger and nutritional needs of the students.

Interventions which contribute to Target 2.1 are:

- (A) Akshaya Patra Foundation: The Akshaya Patra Foundation is a non-profit organisation, working on public-private partnership model as an implementing partner of the Mid-Day Meal Scheme. Embassy supported Akshaya Patra by (i) provided mid-day meals to 600 students on all school days for a year (ii) donation of 2 vans that carries milk to 12000 children as part of midday meal.
- (B) Bangalore North Round Table Trust: With an objective to address the malnutrition problem that currently exists among students in government schools, a protein supplement in the form of a peanut and jaggery bar is distributed to each student 3 times a week during the course of the academic year. The intervention benefits 4200 children from 14 government schools across Bengaluru.

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² https://www.foodaidfoundation.org/world-hunger-statistics.html

³ SDG India Index & Dashboard 2019-20 - https://niti.gov.in/sdg-india-index-dashboard-2019-20





Embassy Group also supports providing evening snacks to all the children attending after-school tuitions. The intervention benefits 300 children from 2 government high schools in Bengaluru.



Target 2.2: By 2030, end all forms of malnutrition, including achieving, by 2025, the internationally agreed targets on stunting and wasting in children under 5 years of age, and address the nutritional needs of adolescent girls, pregnant and lactating women and older persons.

The Interventions by COL and BNRT, through which Embassy provides protein supplement three times a week to all the students in the school, helps in

addressing the nutritional needs of adolescent girls. The programme has a long term intergenerational impact, as a well-nourished adolescent becomes a healthy mother giving birth to a healthy baby, thus, breaking the intergenerational cycle of malnutrition.









Goal 3: Good health and wellbeing - Ensure healthy lives and promote well-being for all at all ages.

Owing to concerted efforts, global health has seen some great improvements in the past years. Maternal mortality has fallen by almost 50% since 1990; neonatal mortality rate and under 5 mortality rates have seen a reduction of 41% and 49% respectively since 2000. Fatal diseases of past have been controlled. For instance, some 15.6 million deaths were avoided due to successful vaccination against measles⁴. Despite these developments, concerted and collaborative efforts are required to reach the targets set for SDG 3.

India has shown tremendous improvement in its healthcare systems over the past decade. This has been possible due to a systematic policy implementation by the government and providing appropriate financial support (the government has committed to spend 2.5% of GDP on health by 2025)⁵.

However, despite tremendous efforts by the government, affordability, and the cost of preventive and curative healthcare remains a challenge, with the private sector being a dominant healthcare provider.

As part of the its CSR intervention, Embassy Group understands the need for school healthcare programs. At present, interventions by Embassy Group is limited to awareness and access related issues, thus contributing to Target 3.8



Target 3.8: Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

Embassy Group has executed a school health programme with the objective of providing preventive & curative health services to students in their adopted government schools. The programme is implemented by its partner Colours of

Life. COL carries out the interventions by incorporating the following components:

- a) Annual health checkups for each child, with a comprehensive approach that covers oral, visual, and general health. A custom-built software tool tracks students' records and results, with a medical report card shared at the end of the checkup.
- b) Health Treatments To supplement the health checkups, students requiring further treatments are provided with it at no cost.
- c) Awareness Sessions Various topics around health & hygiene are inculcated in both students and their parents throughout the academic year to support the above programs.

Students are also provided with a health kits to encourage them to cultivate healthy hygiene habits, thus preventing students from falling sick. The Health Kit contains the following items: toothbrush, toothpaste, tongue cleaner, water bottle, antiseptic liquid, bathing soap, handwash, shampoo, nail cutter and comb.

⁵ SDG India Index & Dashboard 2019-20 - https://niti.gov.in/sdg-india-index-dashboard-2019-20



⁴ SDG India Index & Dashboard 2019-20 - https://niti.gov.in/sdg-india-index-dashboard-2019-20







SDG 6: Clean water and sanitation - Ensure availability and sustainable management of water and sanitation for all

Access to clean water and sanitation remains one of the most pressing challenges of our time. It is estimated that by 2050, at least one in four people are likely to live in a country affected by recurring freshwater shortages. Currently some 785 million people lack access to basic water

services, 701 million people practice open defecation and as many as 3 billion people lack necessary handwashing facilities at home⁶.

In India, the problem is more compound by the fact that it has the second largest population in the world but only 4% of freshwater resources⁷. Nearly 600 million Indians face high to extreme water stress. This has a tremendous multiplier effect and leads to several health concerns, including the spread of preventable, water borne diseases. In addition to malnutrition, diarrheal diseases are the leading cause of death among children aged five or below in the developing countries.

Embassy Group contributes to SDG 6 by providing toilets & drinking water facilities in their adopted schools. The intervention not only covers the construction, but also takes care of the maintenance and hygiene factors in schools.



Target 6.1: By 2030, achieve universal and equitable access to safe and affordable drinking water for all

Embassy Group is committed to providing potable drinking water to the students of their adopted government schools. The intervention is carried out as per the school's needs.

Presently, potable drinking water facilities have been provided in 12 government school across Bengaluru.



Target 6.2: By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.

Construction of child-friendly and gender-segregated toilets is an integral part of the infrastructure provisions in government schools adopted by Embassy Group. In addition to construction, Embassy Group also regularly maintains and cleans the toilets & school premises using a professional team of janitors to provide a hygienic and safe environment for students to study. The implementation and supervision of the intervention is carried out COL.

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⁶ SDG India Index & Dashboard 2019-20 - https://niti.gov.in/sdg-india-index-dashboard-2019-20

⁷ SDG India Index & Dashboard 2019-20 - https://niti.gov.in/sdg-india-index-dashboard-2019-20

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3.2 Sustainable Infrastructure

iii. Why it matters?

Embassy Group's philosophy lies in building fundamental facilities, physical structures and services that form the base of the high performing systems. While the Group reflects the same in its core business of real estate infrastructure development promoting successful businesses and economic growth, it extends the belief by building structures and systems to address existing societal challenges. The interventions cater to the needs related to environmental sustainability and community healthcare.



Figure 8 - Embassy Group: Sustainable Infrastructure Interventions

iv. How is the Embassy Group contributing?

With the focus on developing structures and systems, Embassy Group promote grassroot solutions to complementing global problems of Environment Sustainability and Community Healthcare, thus addressing two different targets defined under the Global Goals. Interventions under the ambit of Environment Sustainability contributes to Goal 11: Sustainable Cities & communities. The activities undertaken under Community Healthcare extends the contribution to Goal 3: Good Health and Wellbeing, in addition to contribution by the School Health programme.



Figure 9 - Embassy Group: Contribution to SDGs through Sustainable Infrastructure Interventions



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Environment Sustainability Interventions of Embassy Group contributing to Global Goals



Goal 11: Sustainable Cities & Communities - Make cities and human settlements inclusive, safe, resilient and sustainable.

Urban centers house around 4 billion people, which is 54% of world's population⁸. They play an important role in the upliftment of societies by bringing people together and creating opportunities for economic exchange. However, this also adds pressure in the resource base of cities

and demand for energy, water and sanitation.

Waste collection and management are essential public services that are necessary for preservation of public health. They are fundamental for healthy local economies. In absence of proper waste management, the waste pollutes and clogs the natural systems, encouraging decay, propagating germs and impacting not only humans but also flora and fauna.

Embassy Group understands the quintessential requirement of managing solid waste for making of a sustainable city. Its efforts are directed towards awareness generation and providing enabling services for behavioural changes; thus, bringing home the realisation that keeping neighbourhoods clean can make same routine places appear much more endearing. Several such initiatives have been undertaken towards the achievement of SDG 11 through Target 11.6



Target 11.6: By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

Embassy Group has conducted cleanliness drives across major intersections in Bengaluru to give a clean and fresh upgrade to some of the busiest places in the city. Additionally, it has tried to fill the gap in service delivery by providing comprehensive waste collection services to peri-urban areas.

Partners and interventions which contribute to Target 11.6 are:

- (A) The Anonymous India Charitable Trust (TAICT) TAICT is working in the areas of Environment, Governance and Livelihood. Embassy has partnered with TAICT to create a unique model for Waste management. The TAICT project demonstrates how a Panchayat (basic unit of administration) in peri-urban areas adjacent to a mega city like Bengaluru can handle waste. It is a comprehensive project that covers:
 - Door-to-door stream-based waste collection from waste generators in villages within the project area along with bulk generators (>10 Kgs of waste per day)
 - Processing of all organic waste collected into compost or biogas
 - Secondary sorting of all recyclable waste collected at the dry waste collection centre
 - Overseeing the setup of EcoHub Solid material recovery facility
 - Waste management for various community events
 - Research on water and wastewater solutions for individual households
 - Extensive awareness and community engagement on waste (includes sustainable menstrual hygiene and sustainable living), water (includes appropriate use of toilets) and soil (through EcoGames, EcoGram Shakthi, EcoHabba and other initiatives)

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SDG India Index & Dashboard 2019-20 - https://niti.gov.in/sdg-india-index-dashboard-2019-20





Since 2016, 1583 households have benefitted from daily waste collection in the Bettahalasuru Panchayat.

- (B) **BBMP** In partnership with the Bruhat Bengaluru Mahanagar Palike (BBMP), Embassy has installed 24 Segregated Garbage Bins in the Bengaluru Central Business District to provide adequate waste management infrastructure to citizens.
- (C) The Ugly Indians/India Rising Trust To enhance the hygiene around the Business Parks built by Embassy, Embassy employees and Business Park occupiers have come together to clean up and beautify various places. A large proportion of 1489 Corporate Volunteers have come together to make this happen.

86 hotspots have been cleaned up and beautified around Embassy Manyata Business Park, Embassy Tech Village, Embassy International Riding School and Embassy Golf Links. Upgradation of 101 pillars under the flyover on National Highway 44 from Hebbal, Bengaluru and its maintenance are underway.

Community Healthcare Intervention of Embassy Group contributing to Global Goals



Goal 3: Good health and wellbeing - Ensure healthy lives and promote well-being for all at all ages.

The school health program activities contribute to SDG 3: Good health and wellbeing and Target 3.8 by providing access to healthcare services to students in the schools. The community healthcare interventions take forward access of health services to underprivileged communities,

preventing avoidable fatalities from non-communicable diseases. It contributes to the same goal and additional target 3.4, along with target 3.8 through a different set of interventions and provides benefits to beneficiaries of different age Groups.



Target 3.4: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

The interventions under community healthcare catering to the prevention of fatalities due to non-communicable diseases is supported by Embassy.

Partners and interventions that contribute to Target 3.4 under community healthcare initiatives are:

- (A) Sarvagna Dialysis Healthcare Centre Sarvagna Healthcare Institute (SHCI) is a non-profit institution providing quality healthcare to under-privileged people. It was established in 2014. Embassy provided funds to SHCI for patients to receive free dialysis. Over 9000 free dialyses have been executed in the centre.
- (B) Sri Shankara Foundation Mobile Cancer Detection Unit Sri Shankara Cancer Foundation (SSCF), a not-for-profit organization, was founded in 2012 with the core purpose of providing comprehensive cancer treatment to all cancer patients, particularly the poor. SSCF has so far treated 21000 new cancer patients.







Embassy donated a mobile cancer detection unit to SSCF to help the Foundation to reach out to rural areas to carry out early detection of cancer and provide timely medical support.



Target 3.8: Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

The interventions under community healthcare caters to resource requirements for basic healthcare infrastructure, as well as support for the costs of service delivery for extending access to the underserved.

Partners and interventions that contribute to Target 3.8 under the community healthcare initiatives are:

(A) Sponsorship of Dr. Ramana Rao's Free Village Clinic - Dr. Ramana Rao free village clinic is in T. Begur, located 35 km from Bengaluru on the Bengaluru-Pune National Highway. This service has been running uninterrupted every Sunday for the last 44 years. All patients who come to the clinic on a Sunday — sometimes as many as 2000, suffer from different ailments requiring regular medication.

Embassy has provided support for the operations of the clinic - the construction of two rooms for drug storage and the procurement of a tractor with a water tanker.







3.3 Community Engagement

v. Why it matters?

Inequalities not only restrict growth of individuals, but also lead to underperforming societies where businesses cannot truly flourish. To ensure long term success and sustainability of businesses, it is imperative to partner with society, identify the root causes of inequalities and carefully intervene to address them.

Embassy's close collaboration and engagement with communities has helped identify three focal areas: addressing basic income security with sustainable farming, boosting economic growth by bringing more women into the financially productive domain through women livelihood, and ensuring that every child, despite their physical status, gets an equal opportunity for education and subsequent employment. Therefore, they get the chance to contribute to the country's growth story.



Figure 10 - Embassy Group: Community Engagement Interventions

vi. How is the Embassy Group contributing?

Sustainable farming: Despite growth in the manufacturing and services sector, agriculture is still the backbone of our economy. One cannot make progress unless agriculture provides financial stability and sustenance to communities. As communities are primarily agrarian, the dependence on chemical fertilizers, dwindling water tables and erratic weather pattern seriously affects the productivity of soil. To ensure agriculture continues to provide a stable and reliable source of income, despite all the challenges, there is urgent need to switch to more natural and sustainable practices of farming. This is also crucial to prevent rural to urban migration, which further adds to the pressure on civic amenities.

Women livelihood: If the economy must grow, one cannot ignore the significance of the contribution of female workforce. However, traditional mindsets have restricted women primarily to household chores, thereby limiting their potential. While women have broken several glass ceilings and established their mark, a lot of ground is to be covered when it comes to economic activities.





Interventions leading to sustainable farming and growth in economic opportunities are identified as important globally, leading to SDG 2: Zero Hunger.

Inclusive education and employment: Ensuring all children get equal opportunities in education and empowerment goes a long way in laying a strong foundation for a vibrant and economically powerful society. Promotion of inclusion is one of the goals identified under SDG 10: Reduced Inequalities.



Figure 11 - Embassy Group: Contribution to SDGs through Community Engagement Interventions

Community Engagement Intervention of Embassy Group contributing to Global Goals



Goal 10: Reduced Inequalities - Reduce inequality within and among countries.

Development in a society can never be fully sustained if it does not offer equal opportunities and access to all sections of people. Prevailing inequalities, be it based on gender, disability, race, ethnicity, etc. hinder people from contributing to fullest. This is especially true for people with disabilities for whom the daily routine tasks can become a challenge in absence of a supporting and enabling infrastructure.

Embassy Group believes in inclusion and equal opportunity to all for an equitable world and is contributing to Goal 10 through various interventions.









Target 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Embassy Group has been supporting activities to mainstream children with disabilities and provide them with education. The Group also supports persons with disabilities through vocational skill training linked to employment.

Partners and interventions which contribute to Target 10.2 are -

- (A) **Snehadeep Trust for the Disabled** Embassy Group is supporting the Trust by providing food, accommodation and medical expenses to the students who are physically challenged.
- (B) AMBA AMBA is a Training & Business Hub for adults with moderate to severe intellectual disabilities. AMBA's curriculum and concept addresses Alternate Education and Employment using ICT, adaptive visual concepts, functional usage of the computer and peer-driven processes. The training enables visual matching skills to perform high quality and accurate back office data entry roles for various clients. Today, these skills are being used for doing back-end annotations for a camera based Artificial Intelligence solution.

Considering the challenge of being part of mainstream workforce environment due to their health challenges and their lack of social skills, AMBA has developed a model to create an ecosystem of learning and earning for the disabled by creating collaborations with Special Institutions (AMBA Certified Partner Centre's-ACPCs) pan India.



Goal 2: Zero Hunger - End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Educational Interventions supported by Embassy Group contribute to SDG 2: Zero Hunger, target 2.1 & target 2.2 aimed at addressing nutritional requirements and reducing malnutrition. The interventions under community engagement address the target defined as 2.3 to enhance

income through agriculture and small-scale production for both men and women.



Target 2.3: By 2030, double the agricultural productivity and incomes of small-scale food producers, in particular women, indigenous peoples, family farmers, pastoralists and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets and opportunities for value addition and non-farm employment.

The interventions under sustainable farming and improving women's livelihood is part of the Ecogram project by TAICT in its early stages. The intervention is long term in nature and would be showing meaningful impact in next 3-5 years.







3.4 Corporate Connect

vii. Why it matters?

Building partnerships require a deep understanding, long term commitment and trust among the partner agencies. Embassy Group, because of the sheer nature of its business, is equipped to deal with complex dynamics of stakeholder engagement and taking the team forward. Embassy Group is in a unique position, where partnerships and forging alliances towards common agenda are regular business requirements. They are in position to act as the enabler that can connect like-minded organizations and harbinger a larger movement, thus playing a pivotal role.

viii. How is the Embassy Group contributing?

Embassy Group enjoys a unique position where it interacts with several corporates on a routine basis due to its operating business model. Since the Group's association with the companies occupying their infrastructure is based on a shared vision and values for a prosperous, inclusive and sustainable future, it is only natural that it would extend to collaborations in the domain of social responsibility. This helps increase the effectiveness and efficiency of the initiatives and increase the value brought to the ground multiple times. This unique approach of Embassy is inspired from and thus contributes to SDG 17: Partnership for Goals.



Figure 12 - Embassy Group: Contribution to SDG through Corporate Connect Interventions



Goal 17: Partnerships for Goals - Strengthen the means of implementation and revitalize the global partnership for sustainable development.

One of the most important aspects of implementing large scale impact programs is the partnership amongst various organizations and sectors, leveraging strengths of each partner to deliver the optimum result.

The partnerships help increase the circle of influence, bring in organizations who are not yet fully onboard into active participation and increase the multiplier effect. This is the most effective way of ensuring maximum participation and systematic contribution, rather than individual efforts, which risk being disconnected and dissipate without significant impact on ground.

'Together we can' - this philosophy of Embassy Group guides the community outreach program and forms the overall approach of the core work. Till date, the Group has not only been able to garner a lot of support from corporates but has also effectively partnered with the government to understand their requirement and put in efforts to address those with its



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interventions. The Group has taken forward the mandate of the government to various other corporates willing to support such activities.



Target 17.17: Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Over the years, Embassy Group has created various platforms to discuss key developmental challenges pertinent to State of Karnataka, particularly those related to education, and call for joint initiatives for a greater impact. It has approached various corporates individually to understand common ground of working

together.

Embassy Engage Series: Conversations on Collaboration

Embassy Group has hosted seven Embassy Engage Series to create a shared platform to discuss CSR objectives and efforts. Embassy takes the lead in bringing together stakeholders to ideate on emerging themes in development, efficient practices and scalable models for sustained impact.

(i) International Day of Disabled Persons

To create awareness around the International Day of Disabled Persons, Embassy in association with the Diversity and Equal Opportunity Centre (DEOC) hosted a session on 'Optimal Implementation of Rights of Persons with Disabilities Act' to make urban spaces more accessible. The event hosted differently-abled speakers who shared their experiences, the issues they face with the current system and the necessity for sensitisation amongst various sectors.

(ii) An Evening for Sport - Making Sport in India with Ashwini's Sport Foundation To raise awareness amongst corporates about the promotion of Sport being included in the scope of CSR spending and encourage them to consider funding sport in their CSR efforts, Embassy curated a panel discussion, 'Making Sport in India.' The forum included a panel discussion involving cricketing legend Sunil Gavaskar, Jitu Virwani - Chairman & Managing Director of Embassy Group and Founder of the Embassy International Riding School (EIRS), Kamal Bali, President & Managing Director of Volvo, Badminton star Aparna Popat and well-known cricket scribe Suresh Menon. The panel, moderated by Ashwini Nachappa, India's ace sprinter and founder of Ashwini's Sports Foundation, discussed the path towards a sports revolution in India, the challenges to creating a robust grassroots program for identifying and nurturing talent, and the need to reignite the love for sport in school

(iii) Round Table on Employee Engagement with iVolunteer

Embassy, in collaboration with iVolunteer, hosted the 2nd Corporate Round Table on Employee Engagement. 36 participants from 11 corporates and 3 NGOs, including our corporate occupiers, Cognizant, ANZ, Concentrix, IBM, Mitel, Lowes, Fidelity and Ola, joined Embassy at Embassy Manyata Business Park to present opportunities for sustainable action around communities and case studies on successful impact through active employee participation. The round table resulted in the creation of a consortium of Corporates that were keen to engage their employees in collaborating with the Ugly Indians to clean up and upgrade public spaces around their offices.







(iv) International Day of the Girl with the Canadian High Commission

To celebrate International Day of the Girl, Embassy helped the Canadian High Commission to host a brunch for a host of senior corporate heads and 14 girl students from Shanti Bhavan school, followed by an opportunity for attendees to shadow a CXO for the day. Embassy was joined by Infosys, Novatek International, Amadaus Software Labs India Pvt. Ltd. among others to help familiarise girls with the corporate world and inspire them to aim for the top.

(v) Conversations on Collaboration

Embassy Group has hosted the three Embassy Engage Series to take forward conversations on collaboration. 50 representatives from 12 corporates and 4 NGOs came together to explore and discuss the advantages of collaboration in the space of Education in CSR. Consulting organisations such as Think through Consulting (who work closely with Dept of Education, Govt of Karnataka), ANZ, Swiss Re and JC Penney, and TAICT (the Anonymous Indian Charitable Trust) participated.

(vi) Child Safety with IACC

The Indo-American Chamber of Commerce (IACC), in association with Stonehill International School, the Embassy Community Outreach Team and Child Fund India, hosted a forum on creating child-friendly CSR programmes in corporate India. The panel included speakers from corporates, NGOs and educational institutions, ending with talk by the Commissioner for Public Instruction, Govt of Karnataka, encouraging corporates to reach out to him with ideas, challenges and needs to further inspire collaboration.

(vii) On the CSR Law with AMCHAM

Embassy co-hosted a CSR Forum titled "CSR: Reaching your Impact" along with the American Chamber of Commerce. This Forum brought together over 50 participants representing 30 American corporates, including many of Embassy's tech park occupiers such as JC Penney, PWC, Goldman Sachs, Cognizant and Lowes to share their learnings and challenges since the CSR Law came into effect in 2013.

The dialogues have led active engagement with 20 corporates for 34 Government Schools and Public Space Enhancement projects.



Section





4 The Way Forward

Embassy Group has impacted 7 SDGs though its various CSR interventions. Majority of the CSR interventions of Embassy Group has been to provide a conducive environment to the children for harnessing their full potential through quality education, thus significantly contributing to SDG 4 - Quality Education. The Group has taken care of the nutritional needs of the children in schools, while maintaining hygiene factors within the school and providing access to medical facilities. Thus, they also contribute to SDG 2 (Zero Hunger), SDG 3 (Good Health and wellbeing) and SDG 6 (Clean Water and Sanitation). By means of the other interventions under the umbrella of sustainable infrastructure and community intervention, Embassy Group have made contributions towards SDG 11 (Sustainable Cities & Communities) & SDG 10 (Reduced Inequalities) while contributing to SDG 2 & 3. Embassy, thorough its approach of Corporate Connect, is working on a unique model of promoting & significantly contributing to SDG 17 (Partnership for the goals) wherein it is bringing likeminded corporates on board, aligning them with priorities of the Government, thus making a joint effort for working towards a common goal.

Embassy Group takes immense satisfaction in the role it plays and is fully committed to further its efforts working in close collaboration with organizations, corporates and the government positively impacting People, Planet and Prosperity.

