

REACHING OUT

CSR Newsletter from L&T Construction

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November 2023

Our STEM programme sinks deeper roots!

First STEM Innovation & Learning Centre inaugurated.

“When I grow up, I want to join the IAS,” smiles R Shalini, with a quiet confidence that completely belies her age and state. For Shalini, an 8th standard student and several of her co-students at the Government Girls’ Higher Secondary School, Porur, a suburb of Chennai, the doors to advanced learning have been flung wide open with the inauguration of the first STEM Innovation & Learning Centre (SILC), implemented by the American India Foundation (AIF), supported & sponsored by L&T. The launch of the Centre marks a significant milestone in L&T’s ‘Engineering Futures’, a STEM intervention programme, kickstarted in 2019 initially involving 20 schools, that now has 45 schools within its ambit in Chennai, transforming the lives and aspirations of over 15,000 students.

STEM: The numbers tell a story

15,000+ Students & **338** Teachers from 45 schools

Over **750** Math Exhibition Stars from 20 schools

2,000 Science Exhibition Explorers from 45 schools

Over **1,000** students have undergone advanced training through exclusive workshops including aerodynamics, basic electronics, artificial intelligence, coding, pictobox, and more.



Welcome to a new world of teaching & learning

Equipped with a variety of new age instruments like a 3D printer, circuitry boards, tablets, et al, the girls revel in their newfound method of learning Science, Technology, Engineering & Mathematics. "This Centre will not only expose the students to enriching programmes like 'Engineering Futures,' but

will also help them make that vital connection between their classroom and the real world," enthused a delighted Chief Educational Officer for Tiruvallur, Mr. Ravichandran, though the Centre has something for the teachers as well.



A teacher's centre: The teacher's room is equipped with a studio set-up replete with a green mat and tools for recording & telecasting, along with a variety of other teaching aids to create educational content. Teachers are empowered with innovative teaching methods and learning practices, to help them change from the traditional 'chalk and talk' method to an interactive and intrinsic learning approach. "Podcasts are the flavour of the times and we are helping teachers create short films of a minute and sometimes more to 'virtually' explain concepts," explains Guga Priya, Regional Manager (South), AIF, who leads the initiative on the ground.

The students' learning centre: This space is neatly divided into four well-defined zones, starting with the Students' Incubation Corner where the children are given an incubation set with which they are encouraged to have fun with learning. Next, at the AI zone, they learn and experiment with robotics, smart homes, and how to battery-operate cars & rovers. The Aerodynamics zone features miniature rockets, carefully & meticulously crafted gliders, PICO satellites, and is a place to learn about space concepts and hydro-blasting. The final port of call is the 3D printer, where they are introduced to 3D designing & printing.



A hub-and-spoke model: 2 students each from the 45 STEM schools have undergone learning sessions at the SILC and are now trainers for other students in their respective schools. "We are operating through a hub-and-spoke model, fostering trans-disciplinary learning by integrating STEM concepts," elaborates Priya. "Our aim is to equip students with essential

skills to succeed in the world of the 21st century by encouraging them to enhance their technological skills and pursue careers in STEM and, at the same time, empower teachers to use techno-pedagogical techniques."

"Our aim is to equip students with essential skills to succeed in the world of the 21st century by encouraging them to enhance their technology skills and pursue careers in STEM."

Guga Priya
Regional Manager (South), AIF



Other key components of intervention

STEM Clubs: In each school to promote hands-on technology learning. The STEM Club members act as ambassadors for 'Engineering Futures', taking classes, conducting experiments, and fostering peer-to-peer collaboration.

STEM Workshops on Aerodynamics and Space Technology: Are to introduce students to cutting-edge STEM models based on sensors and automation, including drones, virtual reality, astronomy, satellites, and math kits. They gain from advanced training too.

STEM Expos: 750+ students from 20 schools have found ideal platforms at various exhibitions to showcase their math skills in creative and engaging ways, while 2,000+ Science Exhibition explorers from 45 schools expanded their horizons by conducting cool science experiments. More than 1,000 students have undergone advanced training through exclusive workshops, delving into the realms of aerodynamics, basic electronics, artificial intelligence, coding, and the intriguing Pictobox, among other fascinating subjects.

L&T anchored the annual Dr. C V Raman STEM Exhibition & Competition that attracted hundreds of excited students.



As Shalini and more like her seek the opportunity to give wings to their dreams and aspirations, the AIF-L&T driven STEM programme is proving to be the wind beneath their wings.

The parents are finding the transformation in their children almost too hard to believe!



I studied at a government school as well, but back then, extracurricular activities included just arts and crafts. The opportunities and activities available to students in government schools today astound me. Personally, I'm glad and proud to see my child working in the lab and building models. I'm also thrilled to add that she teaches other students these days. She is also a member of the STEM Club.

R. Sumathi - School Management Committee (SMC)-Member-Head, mother of R Srinisha, Class-8, Govt Girls Higher Secondary School, Porur.

DID YOU KNOW?

Earlier this year, 25 'Engineering Futures' scholars drawn from various schools in Chennai made history by participating in the 'Dr A P J Abdul Kalam Satellite Launch Vehicle Mission 2023.'

- The Mission brought together 5,000 schoolchildren from Classes VI to XII from across India
- To design and develop 150 PICO satellites along with 5000 students from across Tamil Nadu
- A sounding rocket carrying the satellites was launched on February 19, 2023, from a coastal hamlet near Chennai
- This Mission not only showcased their talents but also validated the exceptional nature and value of the STEM intervention

“

The Thirukural says, A woman rejoices at the birth of a son, but even more when he is praised. It is only now that I have understood the real meaning of those words. Thanks to the Engineering Futures program, my child has a wonderful time in school and has even developed a robotic car which has been widely appreciated.



Pushpa, Mother of S. Yuvaraj (Class 8), Chennai Middle School, Manapakkam



Kavitha

Mother of Jagadeesh (Class 8), Arignar Anna Government Boys Higher Secondary School, Poonamallee

We are grateful to be a part of this program. Thanks to his teachers, and L&T, for providing life-changing experiences that today's world demands. I hope this program inspires him to achieve his dream of becoming an engineer one day.



A. Zackriya

Mother of Z Farhana (Class 8), Government Girls Higher Secondary School, Mugappair East

“

I used to believe that children in government schools did not have enough opportunities to develop their skills or gain knowledge. But when my child participated in a STEM expo and won the judges' appreciation for her ability to convey ideas, and flew a drone at a summer camp, all my concerns vanished. I'm thrilled with the knowledge she is gaining.

”



Equal in every way: L&T helps people transcend gender barriers

In 2015, the Oxford English Dictionary introduced 'Mx' as an honorific for individuals who do not identify with a specific gender or are transgender. Even as the English language evolves, people's outlook is broadening too driven by those who defy stereotypes, challenge conventions, and confront societal prejudices.

Taking the lead, Prayas Trust chose to support two Tamil Nadu-based community organizations, Sahodaran and Born2Win, working with transgenders as part of the Joy of Giving initiative. 321 employees came forward to contribute Rs. 2,25,000 each to the two organizations to arm them in their fight against discrimination and stigma and to strengthen their focus on improving the mental and physical health of transgenders.

Both these organizations are aggressively engaged in advocacy with various stakeholders, that have resulted in some significant changes in Tamil Nadu like the establishment of the nation's first Transgender Welfare Board in 2008, celebrating Transgender Day on March 31st, the TN government's announcement to allow transgender self-help groups with a minimum of five members, the provision for shelter homes, and the allocation of 500 homes for trans individuals in Chennai.

Born2Win's Tailoring training unit



Spreading hope and a sense of purpose

Founded by C. Sunil Menon in 1996, Sahodran has come a long way over the past two decades. Today, their Drop-in Center in Chennai welcomes 50 trans individuals daily, offering free mid-day meals and serving as a hub for entertainment, health aids, training, discussions, and counseling. Their outreach activities include home visits, support for trans individuals affected by violence or crisis, health and legal assistance. Their skills center provides training in various fields to help trans people find meaningful employment.

Mx. Sudha Palani and Mx. Jaya Annamalai, both transgenders, provide technical and operational support, emphasizing the importance of community acceptance and opportunities. "The funds contributed by L&T's employees will go toward educating four trans individuals and supporting an eatery run by another person, in addition to addressing numerous needs within the community," says Sudha with a sense of gratitude.



L&T's employee contributions will educate four trans individuals, supporting a local eatery, and address diverse community needs.

A. Jaya and P. Sudha

Operational Support Team, Sahodaran, Chennai



I don't have family support, live in a rented house but thanks to L&T, I can complete my course and focus on preparing for the TN Police Force exams.

Sharmika

3rd Year - B.Sc in Advanced Zoology and Biotechnology, Loyola College



At crack of dawn, Mx. Sharmika, a resilient transgender woman, sets off on her daily routine, hopeful for a better day despite having to face ostracism and ridicule at every turn. "Even if people start seeing me as a human being, we would have made significant headway in the society accepting people like me," she says, with a look of steely determination.

She is pursuing her B Sc in Advanced Zoology and Biotechnology at Loyola College, Chennai, and after a day amongst books, she spends her evenings in a new avatar: as a beautician. "Sahodaran has given me hope and the strength to assert my gender and identity," she says gratefully. "I don't have family support, live in a rented house but thanks to L&T, I can complete my course and focus on preparing for the TN Police Force exams," she adds with a definite sense of purpose.

Mx. Vaishnavi, a 1st-year B. Com student at Stella Maris College, stays at a government-run shelter in Chennai, works part-time as a saleswoman in her college bakery and is relieved that L&T's donation will take care the college fees.

Aims to create 100 transgender achievers in 10 years



Established in 2013 by Mx. Swetha Sudhakar, Born2Win facilitates education and employment opportunities for trans-identified youth, by creating role models who defy stereotypes and excel in their chosen fields. The organization provides soft skills & vocational training, education & employment support, and secures basic human rights, all aimed to help transgender individuals live a dignified life.



My daily life is a delicate balance between studies and part-time role as a college bakery saleswoman.



Vaishnavi

1st Year - B.Com, Stella Maris College



We aim to foster the success of 100 transgender achievers in the public sphere within the next decade.



Swetha Sudhakar

Founder, Born2Win



Swetha Sudhakar expresses a lofty goal for Born2Win, aiming to create 100 transgender achievers in the public sphere within the next decade. An exceptional figure in the realm of social activism, entrepreneurship, training, and humanitarian efforts, Swetha, is a beacon of achievement and inspiration, an acclaimed social reformer, who through her relentless efforts, has successfully created numerous employment opportunities and secured educational and vocational training funds for transgender people. With a MA in Sociology, a BA in Public Administration, and a Diploma in Counseling she works with regional, national, and international NGOs, overseeing multiple projects and holds the distinction of being India's first transgender woman consultant for HIV projects throughout the entire South Region. Her training initiatives have also involved capacity-building tailored specifically for Tamil Nadu's Health Counselors, alongside advocacy efforts dedicated to transgender issues.

These, and many more such inspiring life stories of resistance, hope, and persistence are sure to inspire collective action and increase social acceptance for a community that still exists on the fringes of society.

L&T develops neighbourhoods with Greater Chennai Corporation



Essential medical equipment delivered...

L&T Construction and the Greater Chennai Corporation have united to uplift the local community through targeted initiatives in education, healthcare, and infrastructure.

Enhancing Healthcare Access: Supporting Alandur UPHC

A crucial healthcare hub for a population of over 2 lakhs, the Urban Primary Health Centre (UPHC) in Alandur lacked essential equipment for maternal care. L&T stepped in to provide a high-resolution ultrasound machine, ensuring uninterrupted maternal care for high-risk expectant mothers.

Enabling Community Involvement: 'Namakku Naame Thittam' Collaboration

L&T is partnering with the Tamil Nadu Government's 'Namakku Naame Thittam' program to promote public participation in civic infrastructure projects. This initiative extends to 13 corporation facilities, involving enhancements such as smart classrooms in schools, anganwadi centers, and more, sustaining a sense of community ownership.

Greening the City: L&T's Contribution to 'Singara Chennai 2.0'

L&T actively contributes to the 'Singara Chennai 2.0' initiative, dedicated to increasing the city's green cover through the 'Green Nursery' that produces thousands of tree saplings annually, that are distributed to NGOs and planting sites. Volunteers engage in large-scale tree planting and beautifying public spaces too.



Thanks to L&T, the provision of smart classrooms has helped us teach complex subjects through multimedia tools and visuals.

V. M. Benazir Zainab,
Teacher

“

The smart classrooms provided by L&T have given us a thrilling and new experience to learn and we are eager to attend classes every single day.

”

V. Sinduja and A. Abhishek

8th standard students from Chennai Middle School, Adambakkam



2,000+ students, 12+ communities finding new meaning in life.

Thanks to the Bhumi-L&T partnership!



Amid Chennai's underprivileged neighbourhoods, a story of transformation has been unfolding over the past 5 years as the Bhumi – L&T combine is making a difference to the lives of 2,000+ students and 12+ communities, witnessed among others by **S. Bhuvaneshwari**, Inspector of Police, from the P4 Police Station, bringing to life Dr. Babasaheb Ambedkar's statement that *"the cultivation of mind should be the ultimate aim of human existence."*

“



The Centre provides a safe space for me to visit every day and learn.

V. Saranya
Pursuing M.Com

”

CLCs are beacons of hope

10 CLCs or Community Learning Centres and two Government school based remedial Centers support students from the 3rd to 8th grades, offering classes in Tamil, English, Maths, and computer fundamentals, with Socio Emotional Learning (SEL) integrated into the curriculum, to focus on teaching vital life skills. Considering the atmosphere most of these children live in, learning about interpersonal relationships, social awareness, self-awareness, and responsible decision-making go a long way to help them grow into good citizens.

”



I am happy to tutor 6th to 8th grade students at the Centre and give my free time to educate kids. I have benefitted through the Digital Literacy programme too.

J. Vijayasanthi
Local resident and housewife

“



“

As they live in cramped confines, our CLCs offer a spacious, safe, and nurturing environment for learning.

Dr. K. K. Prahlathan
Co-founder of the NGO, Bhumi.

”

Although the parents are busy juggling between jobs and household chores, with limited time, exposure, and resources to support their children's education, monthly parent-teacher interactions are organized for their feedback that are vital to sustain the programme, maintain attendance and modify the curriculum to address specific requirements. Community awareness sessions with parents highlight to them how domestic issues can impact a child's psychological well-being. These sessions also extend to expert counselling, wherever required.



Community support is the wind beneath this venture

Community members have wholeheartedly embraced the CLCs, recognizing their pivotal role in transforming the lives of students, with some going the extra mile by offering space for the Centres like those in Aaduthotti, North Chennai. In Ayothikuppam, Triplicane, Chennai, a local politician has offered his space rent-free, while in Ambedekar Nagar, again North Chennai, a community leader has donated a ₹30,000 worth projector for the Centre and frequently visits to motivate children.

“After establishing this Centre, the face of the area has changed.”

B. Sumathi

Area Councillor, Ward 77, Chennai Corporation

Expanding horizons

From this strong base, the plan is to take this effort to the next level by serving job seeking youth, college pre-final and final year students, and women in the community by evolving the CLCs into Community Multi-Purpose Skill Centres, focused on digital literacy, soft skills training, and interview preparation. This will maximise the facility's utilization during the day and a pilot initiative is already on stream in Pattalam, Chennai, with the following objectives:

- Create opportunities for exposure to digital platforms
- Deliver structured training and development
- Empower youth to apply digital skills in real-life situations
- Enhance academic excellence and provide career guidance



“I am delighted to complete the course in 3 months. Now I have my task cut out to join a part-time job and start preparing for the UPSC exams. Many thanks to the multi skills learning Centre.”

Deepak Ramakrishnan

B.Com student

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The first batch of **25 students** have successfully completed their course while the second batch of **25 is currently ongoing**. The aim is to touch a target of 150 students in the current fiscal year.



CSTD triumphs at 2023 Brandon Hall Awards

L&T Construction's Skills Training Department (CSTD) picked up one Gold and three Silvers at the prestigious 31st Brandon Hall Annual Excellence Awards for 2023, in the Learning and Development category.

Gold Medal: The Art of Custom Content Learning

Traditionally, CSTIs used to rely on conventional methods, including blackboards and PowerPoint presentations for training. But now, they have moved to more dynamic elements such as animations, videos, and gamified modules, to make the process more engaging and effective, resulting in a marked improvement in productivity, quality, and safety, that won CSTD the Gold Medal for the best advance in custom content learning.

Silver Medal: The Blend of Learning Excellence

The introduction of a blended learning program at CSTIs marked a new chapter in content delivery that combined instructor-led training, on-the-job training, and e-learning to train efficient supervisory staff and trainers. This approach enhanced content delivery, improved competency, and won a Silver Medal for the best use of a blended learning program.

Silver Medal: Advancing Competencies and Skills

Appreciating the pressing need for efficient supervisory staff at project sites, CSTD developed competencies and skills through innovative e-modules and

other methods that have improved timely project execution and won them a Silver Medal for advancing competencies and skill development.

Silver Medal: Crafting the Best Hybrid Learning Program

By adopting a hybrid learning strategy, revolutionizing vocational skills training in construction trades, CSTIs ushered in e-learning, uniform content delivery, and on-demand training, enabling unskilled workmen to learn effectively. The transformation won them the Silver Medal for the best hybrid learning program.

Honorable Mention: The Quest for Immersive Learning

Traditionally, standard content delivery methods struggle to engage and retain learners to address which, immersive learning through games and simulations were introduced that aimed to enhance learning engagement. Acknowledging the effort, they received a special mention for the "Best Use of Games or Simulations for Learning" category.

The Significance of Brandon Hall Excellence Awards

The Brandon Hall Excellence Awards serve as an annual celebration of organizations that have excelled in implementing innovative programs, strategies, and tools in human capital management. Often referred to as the 'Oscars' of the corporate world, these awards bear immense significance. The recognition achieved by CSTD is a pioneering milestone, not only within L&T Construction but also in the broader construction industry in India. It showcases a commitment to excellence and innovation, setting new standards for skill development in the industry.

CSTI-Cuttack at Odisha Skill Conclave 2023

Inaugurated by Chief Minister of Odisha, Mr. Naveen Patnaik, the 3-day Odisha Skill Conclave 2023, held at the Kalinga Stadium, Bhubaneswar, brought together eminent personalities, policymakers, industrialists, and dignitaries from various organizations, including the NSDC, SSC, NCVET, and AICTE. CSTI-Cuttack (PT&D-IC) participated in the 'Skilled in Odisha' initiative, showcasing their training and employability efforts. The Conclave also celebrated three role models who completed their training at CSTI-Cuttack and now serve as Frontline Supervisors at L&T.



New hope for international mobility for skilled workmen

An MoU formalizing a collaboration between L&T-CSTD joining hands with NSDC International, an extension of NSDC, brings new hope to India's skilled workers for more international mobility. It aims to facilitate the movement of skilled individuals trained or to be trained by L&T, after acquiring the necessary skills and verifying their qualifications against specific job vacancies.

NSDC International recently hosted a delegation from Israel, who were impressed with the state-of-the-art training facility at CSTI Pilkhuwa, considering it among the best they had seen.

The National Skill Development Council (NSDC) and the Construction Skill Development Council of India (CSDCI), the Sector Skill Council for the construction industry, have been leaders in India's skill development initiatives. L&T-CSTD HQ is contributing to the nation's skill-building ecosystem by developing Qualification Packs and National Occupation Standards for the construction industry, and enhancing clarity in various occupations apart from digitizing their content for the industry.



CSTI Attibele to open more opportunities for rural youth

To promote rural development and vocational education, CSTI Attibele has signed an MoU with Gandhigram Rural Institute (GRI), a government-run university that aims to reach out to rural communities, offering opportunities for 100 unemployed youth per year to learn construction skills and embark on meaningful careers.

Strategically located at the crossroads of Karnataka, Tamil Nadu, and Andhra Pradesh, the L&T Construction led CSTI Attibele caters to over 1500 beneficiaries from rural regions, empowering them with essential skills for sustainable livelihood. Recently, in a significant development, CSTI Attibele added an advanced OMS training module to its curriculum, offering trainees skills in state-of-the-art water supply management technology.



Mayurbhanj – the new gateway to the world!

President of India inaugurates L&T's Skills Training Institute



Swift progress: from blueprint to reality in a span of less than 5 months

For Babita Patra, Raimat Majhi, Ankit Kumar and the other 73 girls and 99 boys, training at L&T's state-of-the-art Skills Training Institute at Pahadpur, Mayurbhanj, Odisha, is an opportunity of a lifetime; their ticket to a brighter future. Inaugurated by the Honourable President of India, Ms. Droupadi Murmu on 21st November 2023, the Institute is another significant step by L&T to empower the country's underprivileged youth. A collaborative effort between L&T and the SLS Trust, the initiative is being spearheaded by Itishree Murmu, daughter of SLS Trust's founder. Currently hosting 175 students, the Institute will soon expand to train 1,000 individuals annually, including women.

After graduating from their 3-month training course, Babita, Raimat, Ankit and their batchmates will be placed at L&T's project sites for some on-the-job training and thereafter absorbed. "What they make of their lives is entirely in their hands," remarked Raguraman Jayaramulu, Head – CSTD, who has been straining muscle and sinew at ground zero to get the Institute up and running in less than 5 months. "We are providing the best training facilities, opportunities, and an enabling environment for them to build their future. Our target is to make them at least Front Line Supervisors in three years."





We are providing the best training facilities, opportunities, and an enabling environment for the students to build their future. Our target is to make them at least Front Line Supervisors in three years.



Raguraman Jayaramulu

Head – CSTD

The facilities

The sprawling Institute built on a 5-acre land parcel, features an administrative-cum-institute building, a multipurpose hall, an e-learning hall, a digital training room, separate hostels for boys and girls, dining facilities, practice yards for various trades including masonry, bar-bending, scaffolding, plumbing, welding, a dedicated workshop to learn pipe welding and exposure even to digital skills, for the Center is equipped with cutting-edge simulators incorporating augmented reality and virtual reality technologies.

VR training room: Equipped with cutting edge simulators



e-Learning class: The first of its kind in a CSTI



A dedicated workshop to learn pipe welding



P&M yard



Scaffolding yard



Meet Raimat Majhi:

An expert bar-bender in the making

Hailing from the village of Sarasapada in Odisha's Mayurbhanj district, trainee Raimat Majhi is showing the potential to be an ace bar-bender, expertly bending bars and steel in the blink of an eye. "She achieved it less than a minute, actually in 52 seconds," says Ragu holding up an exhibit that she has bent replete with loops. Futures are being engineered at Mayurbhanj too!



The way forward

Funded under our CSR initiatives, L&T has committed 15 crores to cover Operational expenses of the institute for four years and under the terms of a Memorandum of Understanding (MoU) with SLS Trust, L&T will oversee its operations for five years, after which the reins will be handed over to SLS Trust, for a seamless transition of responsibility. This phased approach ensures the sustainability and longevity of the initiative, and make a lasting impact on the lives of the region's underprivileged youth.

Different faces of L&T-eering

Crafting educational aids



106 L&T-eers from Heavy Civil Infrastructure IC participated in a volunteering program to craft Educational Aids for Government school children at the Manapakkam campus.

Cleaning up Neelankarai



80 L&T-eers cleaned the Neelankari beach of 260 kgs of trash.

Painting the school green



19 L&T-eers brightened the Govt Girls Hr Sec School, Porur. Meanwhile, classrooms at Metukuppam and Alapakkam Hr Sec Schools bloom with colour, thanks to 68 L&T-eers.

Fostering learning and environmental awareness in Bengaluru



L&T K-RIDE C2 team engaged with students at the Siddhartha Primary School, Bengaluru in interactive sessions on self-hygiene, sanitation, and environmental conservation. The team also organized engaging competitions, distributed prizes and ended the day-long engagement by planting saplings within the school premises to encourage commitment to sustainability among the students.

Spreading joy at an old age home



The RBG HQ, Faridabad team visited Guru Vishram Vriddh Ashram and engaged the elderly residents in various fun activities, including board games, reading, drawing, and storytelling. The team listened to their life stories and learned from their wisdom. The visit brought smiles and happiness to the old age home and was a rewarding experience for the team.

Crafting futures



Craft-A-Thought initiative provides Teaching Learning Materials for Anganwadi children, supported by 23 dedicated L&T-eers from DC.

Diya crafting



A volunteering endeavor in partnership with Bhumi NGO, involving 93 employees from WET IC. Together, they skillfully crafted 780 Diyas.

Celebrating 403 lifesavers



SNAPSHOT

Inclusive arts



Specially-abled artisans thrive at L&T HQ Chennai, raising Rs. 1.91 lakh in a day.



Why do we care?

This October witnessed two wonderful acts of selflessness by L&T-ites. First, 403 of us turned lifesavers by donating blood for the Rajiv Gandhi Government Hospital to keep a rich tradition alive and then 321 L&T-ites collectively contributed Rs. 4.5 lakhs to support two NGOs working for the upliftment of transgenders in Chennai. These along with the heartwarming efforts of our L&T-eers sacrificing their holidays and trading their 'me-time' for 'us-time' by spending it with those less fortunate than us is a great testimony of 'Joy of Giving', born out of an innate desire to care for our fellow human beings.

"No specific reason; I contributed because I felt so, and I like to help people who are less fortunate than me," shares Sachin Chavan, who answered the call to contribute generously for the cause of the transgenders. "It is not because of any affinity towards transgenders but sympathy, for they are people who need our help the most. They are like orphans. As a society, we don't care for them, they have no future. The world is full of needy people," he says and if the world were full of people sharing Sachin's mindset what a wonderful place it would be to live in!

“*Acts of kindness, selfless giving and caring reflect a simple act of thinking and doing good to others.*”

Such acts of kindness, selfless giving and caring reflect a simple act of thinking and doing good to others. While it is very natural to be emotional about your near and dear ones and lend a helping hand without a second thought when they are in trouble, to feel the same towards people whom you do not and may

never know calls for a deeper and refined sense of altruism. That, in essence, is Individual Social Responsibility or ISR that is the foundation of all CSR efforts. Individuals make all the difference for without them, all the noble CSR intent of corporates will come to nought.

“*Individual Social Responsibility does not have to be dramatic, just everyday thought and action that can make the world a better place.*”

Interestingly, ISR does not have to be dramatic: just everyday thought and action that can make the world a better place, that can find expression at any juncture. It can be as basic as being empathetic on the road. You are late and rushing to work when another vehicle tries to cut in front of you. The normal human reaction would be to blast your horn, accelerate to thwart the intruding vehicle, throwing a couple of choice expletives in its direction for good measure. Is it possible that they are rushing their child to hospital for an emergency or for an examination or even hurrying to catch a flight? It just calls for a different perspective, a feeling that we co-exist with others and that being good never cost us a paisa.

Let us, as L&T-ites, keep the flame of selfless giving burning bright.

Vinod Jacob Chacko

Vice President & Head
Corporate Communications & Social Responsibility

SNAPSHOTS

A bridge of care for the Deaf and Dumb



The Mecon Roundabout Flyover Project Team (TI IC) extended a helping hand to The Kshitish Deaf & Dumb School, Ranchi by providing aid valued at Rs. 5 lakhs. Their contribution included five sets of group hearing aids, three sets of speech trainers, 100 school bags, three computers, and renovation work for bathrooms and the kitchen, significantly enhancing the school's facilities and empowering its students.

Small steps, large impact



M&M SBG's investment of Rs. 6.5 lakhs has brought positive change in West Bengal. It has helped renovate a 32,500 sq feet wall at the Bora Girls' Primary School in Hooghly, apart from repainting their buildings and upgrading their facilities. Study items are expected. At the Serampore High School, 720 students enjoy vibrant wall decorations and renovated classrooms. Work is currently in progress to set up a computer lab, CCTV cameras and smart classrooms.

Sanitation in Rajasthan schools gets a boost



Mej Indergarh Expressway Project Team (TI IC) invested Rs. 3,20,000 in constructing toilets at the Govt. Sr. Secondary School, Sakhawada, and Govt. Primary School, Balapura Village.

Securing access to clean water for school children



In a commendable initiative, the Ghoshpukur – Salsalabari Road O&M team (TI IC) provided a much-needed RO water purifier worth Rs. 1,50,000 to Maynaguri Road High School in Jalpaiguri, West Bengal. This contribution will ensure that students have access to safe and clean drinking water, promoting their health and well-being.

Sustainable showcase



78 volunteers craft 8000 seed balls, a simple yet impactful step to nurture saplings and promote green cover in rural areas.



At our Manapakkam campus a one-day exhibition was organized to showcase eco-friendly products from 15 NGOs, fostering employee interaction with entrepreneurs and raising awareness about organic options.

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