

---

# CSR Annual Report

---

FY 2021-2022



FIRSTSOURCE

---

**CORPORATE  
SOCIAL  
RESPONSIBILITY**



# VISION AND GOALS

---

Corporate social responsibility (CSR) lies at the core of everything we do. Firstsource is committed to advancing its CSR objectives through its overarching vision: “Create a nurturing and an empowering environment to deepen our societal engagement with a goal of improving lives and livelihood of communities on a sustainable basis.”

Our goal is to be a purpose driven and socially responsible company – aligning with RPSG group’s vision of empowering lives by providing access to education, environment and healthcare, promoting sports, arts and culture, and supporting gender equality and women empowerment to improve the overall quality of life.

We are committed to helping our communities stay ahead of challenges by deploying the strength of our resources, people, and digital solutions to support CSR interventions around the world. Through our values and principles, we seek to create a positive impact in communities

and foster growth in education, skill development, women empowerment, healthcare, and livelihood for the impoverished, and contribute to the UN Sustainable Development Goals.

There is a cohesive strategy behind all of these efforts, which includes initiatives like employee volunteering, project-based activity, training and education to prepare individuals for employability, and corporate social responsibility. We believe that community development is vital for responsible and sustainable growth. We collaborate with community partners to build long-term initiatives that have a lasting impact.

**Our goal is to be a purpose driven and socially responsible company.**



# SUMMARY

COVID-19 led disruptions have been unprecedented and brought the world to a grinding halt, but the learnings that the crisis has brought to all of us are invaluable. We continue to tread on the path of realistic optimism and positive resilience, turning challenging times into new CSR opportunities and building bridges across geographical barriers.

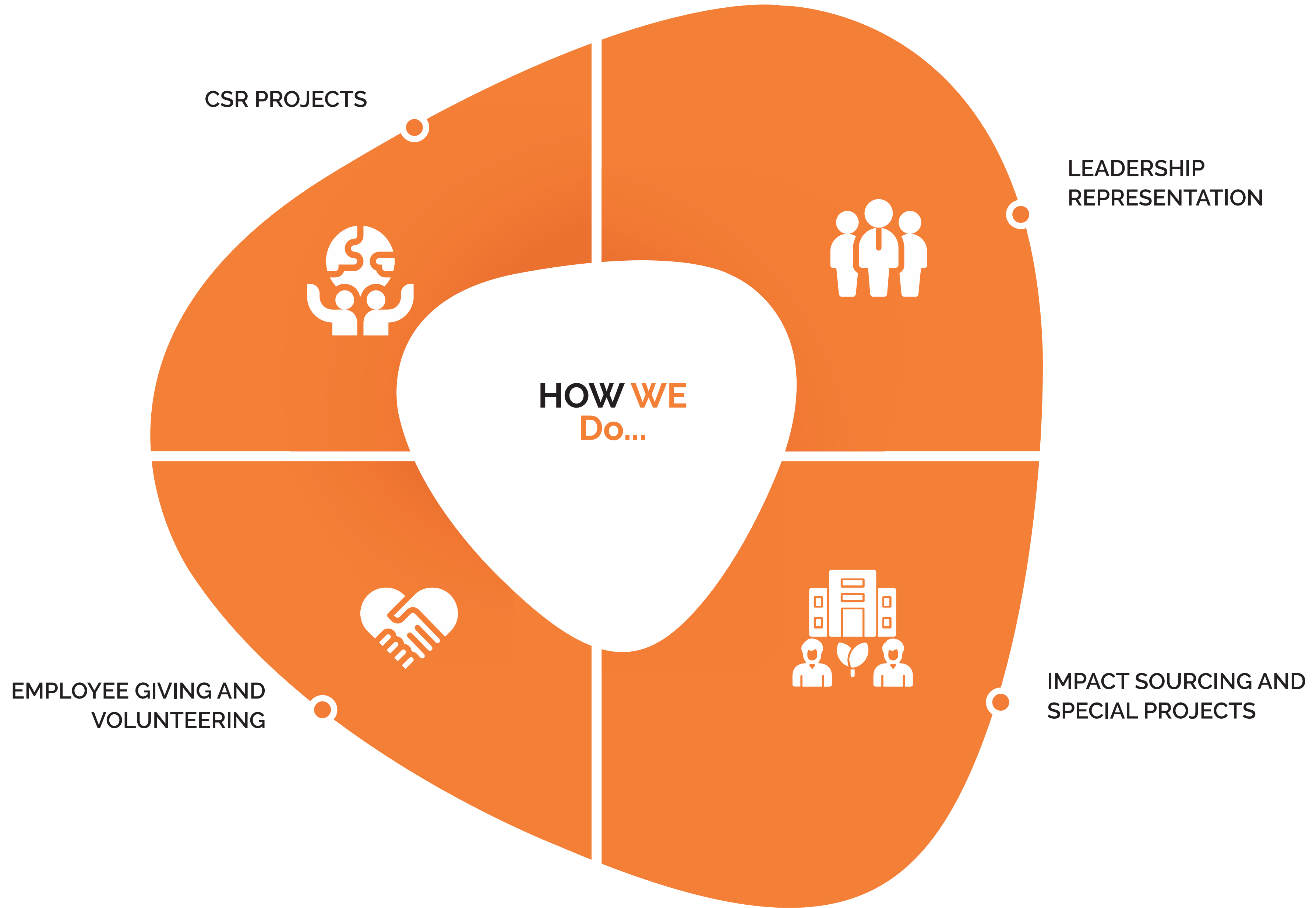
During these testing times, our CSR led interventions also created larger-than-expected impact on the ground level. Setting up mental health support groups, talking openly about PTSD, and stress, making masks, and volunteering to help in hot spot areas ensured a humane and empathetic response. We endeavored to make a meaningful and tangible difference in the lives of our people and the community alike.



## Community outreach models

Through community outreach programs we allocate an annual budget to spend for communities which is implemented based on various thematic areas aligned with our group trust





## CSR projects

Aligning with our organizational social purpose, we participate in projects through implementing partners and non-profits across Education, Environment, Healthcare, Gender Equality & Empowerment, Sports, and Arts & Culture.

## Leadership representation

Our CSR initiatives are driven from the top with not only resources and design incentives for employees to promote sustainability initiatives but also strongly influencing organizational culture through their commitment by working on ground with local non-profit partners and providing pro bono services whenever required.

## Impact sourcing and special projects

Providing meaningful employment opportunities for impact workers – people with otherwise limited job prospects through projects such as COVID-19 and RTE Helplines. Tied up with NGOs to support us in fulfilling job openings by reaching out to candidates from economically weaker/BPL families, PwD, and neglected communities.

## Employee giving and volunteering

Firstsourcers contribute their donations, talent and time to various causes with team members across the globe doing tremendous work to help improve the communities where we live and work every day. Fundraising and employee volunteering are conducted by our CSR team through multiple platforms with support from business leaders, HR and other stakeholders within and outside the organization.



# IMPACT IN NUMBERS

171

Total Events



4720

Total Employee Donors

68

Total Non-Profit Partners



15.5 Mn

Total CSR Spends (INR)



1593

Total Employee Volunteers



6710

Impact Numbers (Planet)



51394

Total Hours



23009

Impact Lives (People)



6400

Saplings planted



310

Kgs of waste collected



# CORPORATE PHILANTHROPY

---

**Focus area: Empowerment and gender equality**

## **Dignity For Work (DWF) at Latur district:**

We tied up with Goonj for development projects in Latur through the DFW program. The project encourages collective action from local participants in areas of environment, healthcare, education and sanitation, and rewards the village residents with livelihood kits in return.

**Total contribution: INR 30 Lacs**



## Focus area: Healthcare

### 1. World-class Hospital ICU wards:

We have set up 10 Bed ICU wards at Sarojini Devi Hospital, Hyderabad with the support of Nirmaan organization. A part of the fund was donated by our employees which was matched by the organization to help amplify the hospital's efforts toward offering quality care for below poverty line patients.

**Total contribution: INR 31.30 Lacs**

### 2. Improving healthcare facilities in rural India:

Tiruvalangadu has been identified by the Govt. of India as a uniformly low-ranking block in areas such as healthcare. Partnering with Thuvakkam NGO, we provided healthcare equipment like portable ECG machines.

**Total contribution: INR 1.27 Lacs**



## Focus area: Education

### 1. Firstsource Scholarship Program (FSP):

In 2017, we partnered with Foundation For Excellence (FFE) NGO to sponsor five deserving students from underrepresented backgrounds to pursue engineering studies. All five students have completed their BTech and are placed with eminent corporates. Based on the project's success, we renewed our partnership with FFE and have identified 12 students across six states to sponsor their engineering studies.

**Total contribution: 5.28 Lacs/Year  
(For next four years)**

### 2. Project Annando:

Like every year, we supported the Light of Life Trust to help 21 students in Rajasthan to receive regular curricular/co-curricular academic training and enhance their learning outcomes.

**Total contribution: 0.2 Lacs**



### 3. Supporting teaching coordinators:

We supported Ek Kadam Aur NGO to recognize teaching coordinators across India for conducting virtual/physical training programs for children who have the fewest resources.

**Total contribution: 0.46 Lacs**

### 4. Transforming community learning:

We partnered with Transforming Rural India Foundation (TRIF) to implement a six-month community learning center program in Petlavad district, Madhya Pradesh and improve learning outcomes for 400 primary students.

**Total contribution: 12.50 Lacs**



## Focus area: Environment

### 1. Urban Forest (phase 1) project at Chennai and Hyderabad:

Joining the global movement to combat climate change, we partnered with Thuvakkam NGO to create two urban forest sites with 1200 saplings planted in each site at Chennai and Hyderabad. The funding includes two years' maintenance of the saplings to help build dense forests and increase biodiversity of cities.

**Total contribution: 10.44 Lacs**

### 2. Urban Forest (phase 2) project at Mumbai and Bengaluru:

Phase 2 of the project was executed with another 1200 saplings planted in each site at Mumbai and Bengaluru and also included funding for two years' maintenance of the saplings like phase 1.

**Total contribution: 10.80 Lacs**



# Driving the Digital First, Digital Now agenda

## 1. Digital skilling of rural women artisans:

In partnership with Nasscom Foundation, we identified 150 women artisans from Bagh District who will undergo one year of training under the Upskilling Women Artisan Entrepreneurship, Financial & Digital Skilling Program. This training aims to narrow down the digital divide for women entrepreneurs from marginalized communities and improve their income potential and well-being.

Total contribution: **INR 38.77 Lacs**

## 2. Annie – Smart Lab setup:

We collaborated with Donate Kart and Thinkerbell team to set up a unique digital lab at The Karnataka Welfare Association for Blind premises in Bengaluru. The lab has 10 of the world's first digital self-learning braille literacy devices 'Annie' to empower visually impaired students.

Total contribution: **INR 10.34 Lacs**



### 3. Enabling technology support for crowdfunding

We support GiveIndia as part of the Firstsource employee giving program and enabled them to upgrade technology infrastructure and improve the crowdfunding platform's performance.

Total contribution: **2.34 Lacs**

# GLOBAL EMPLOYEE VOLUNTEERING AND FUND RAISING PROGRAMS

---







# INDIA VOLUNTEERING

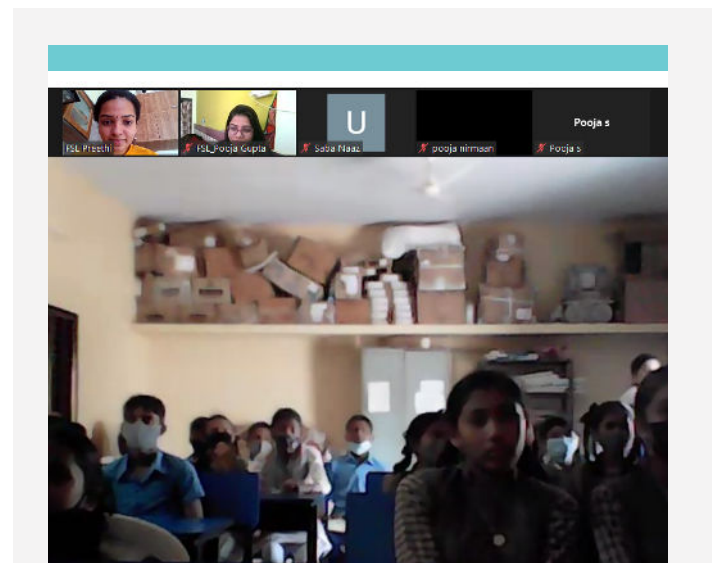
- Menstrual hygiene session as part of International Women's Day for young women students from underrepresented communities. Also, digital posters on strong women icons were created and showcased on Goodera's social media pages.
- Mega tree-plantation drives were organized by various NGOs in Chennai, Mumbai and Bengaluru.
- Mock Interviews and skill development sessions as part of student mentoring program.
- Tactile Library creation activity with leadership on World Disability day for visually impaired students at our Chennai, Bengaluru, Mumbai, Gandhinagar and Hyderabad offices.
- Various beach clean-up drives were organized across many Indian cities.
- Skill development, career counseling and knowledge sessions for below poverty line students in partnership with NGOs like Nirmaan, Ek Kadam Aur, and Hope foundation.
- PAN-India virtual awareness sessions on child abuse prevention, sign language, cyber safety, women rights and safety, and practical skill training workshops.



# INDIA FUNDRAISING

- COVID-19 fundraiser:**  
 During the second wave 735 employees opened their hearts and wallets to contribute around INR 40 Lacs for colleagues and communities at large affected by the pandemic.
- 20 years of partnership campaign:**  
 A leading UK mobile, broadband and entertainment provider and Firstsource partnership of 20 years was celebrated with 1300+ employees contributing INR 4.60 Lacs for a cause. The beneficiaries included children's homes, cataract patients and livelihood-seeking women in slums.
- Give India payroll:** Like each year since 2007, 1749 employees came forward and contributed 23.40 Lacs as part of the monthly payroll giving program. A part of these funds was

given to NGOs identified on the Give India platform by employees themselves and the balance to Bhumi NGO to work with our CSR Team for implementing projects across India.



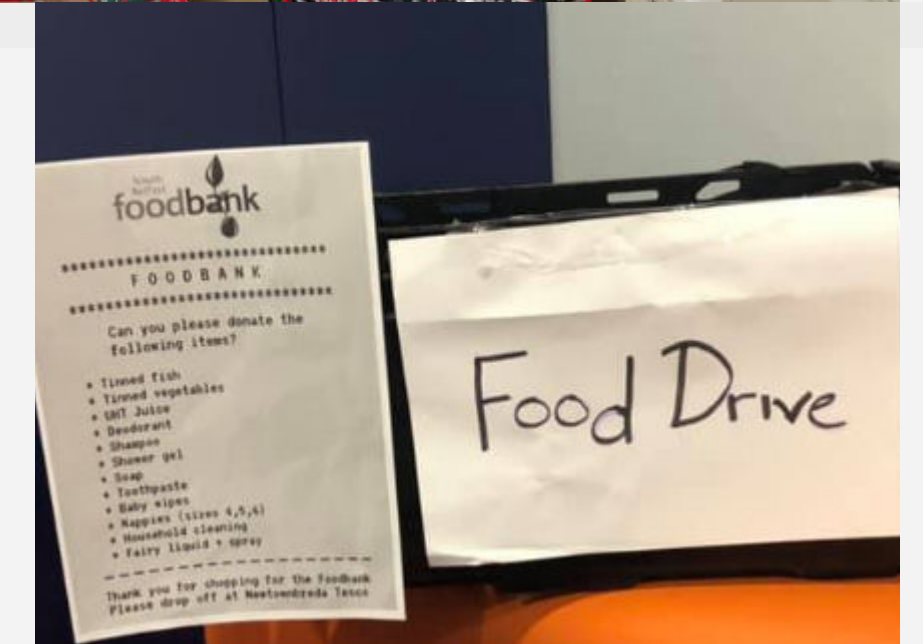


# UK VOLUNTEERING

- Food bank collection for South Belfast Foyle, Southampton Foodbanks.
- Fundraiser and raffle for GLOW & EDA.
- Hair shave and hair donation for the Little Princess Trust.
- Raffle for Mothering Sunday to buy goods for women's aid.
- Contributions to JustGiving.
- Flashcards on family planning/ safe pregnancy and digital posters on strong women icons as part of International Women's Day were showcased by Goodera on their social media pages.



# UK VOLUNTEERING

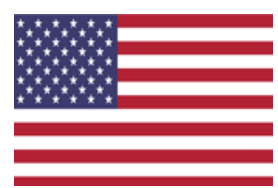




# US VOLUNTEERING

- Salvation Army for Bedroom and Bathroom item drive.
- Hand sanitizer distribution to needy institutions.
- Book donation to the Summer Feed and Read initiative.
- Fill Your Backpack' special collection drive to support the 'Back to school' program.
- Blood donation drives at multiple Firstsource US offices.
- Virtual I&D expert session to spread awareness on breaking the biases against women.
- As part of Black History Month, volunteers from the US recorded stories for Black protagonists.





# US VOLUNTEERING





# PHILIPPINES VOLUNTEERING

- Firstsourcers from Cebu and Manila took part in the session 'Destinayson' to learn more about volunteering on International Volunteers Day.
- Daily essentials distribution drive for marginalized women and children.
- COVID-19 vaccination awareness and food starter kits distribution drive held at Cebu and Manila.
- Health kits distributed to street vendors.
- Food and essentials supply to a community pantry, where survivors of trafficking stay.

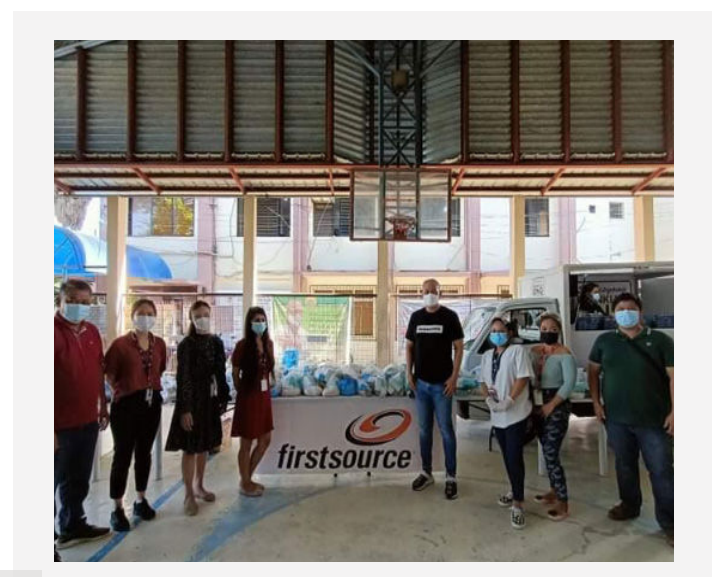
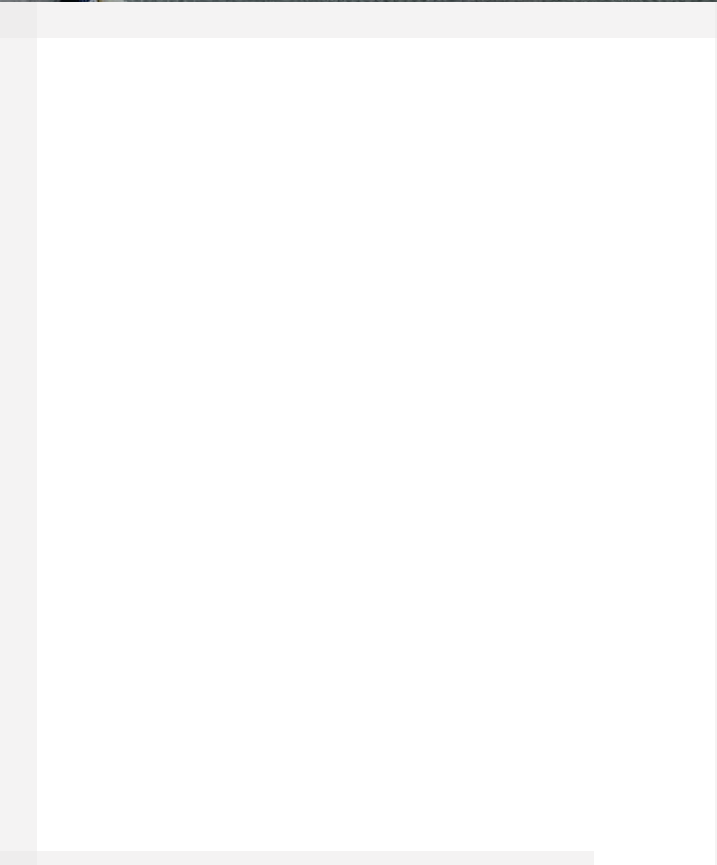
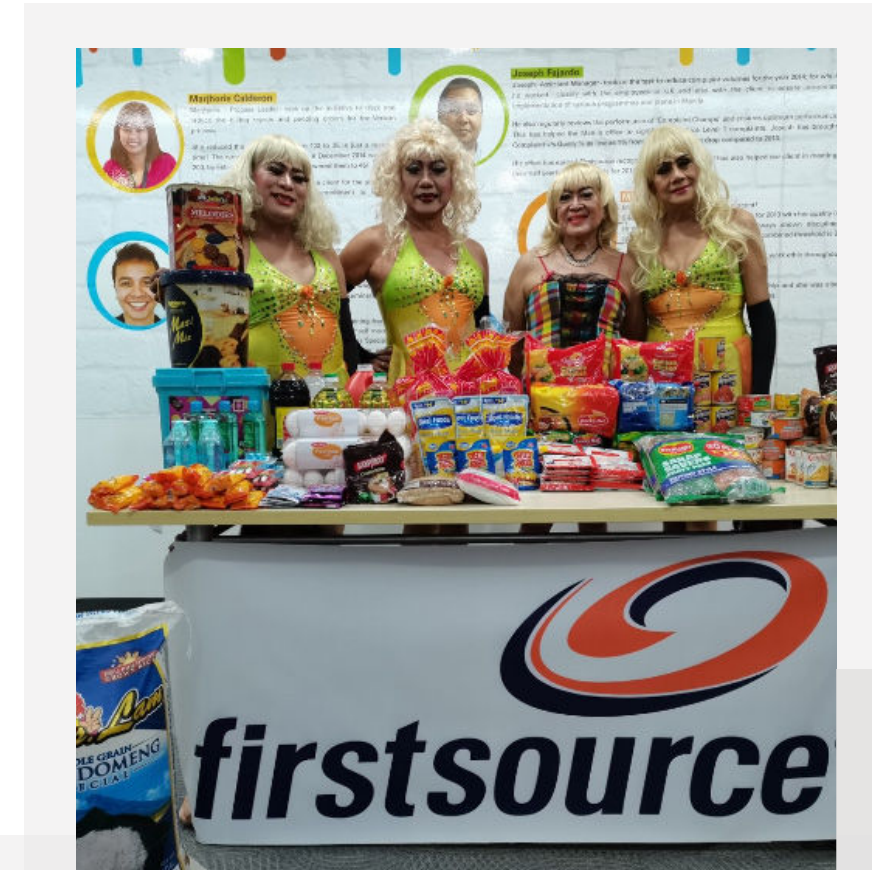




PHILIPPINES FUND RAISING

### Compassion for Cebu:

The Philippines was hit by the worst typhoon last November and Cebu was one of the most affected cities with our employees being severely impacted. 153 Firstsourcers came forward and contributed six lacs pesos to help our colleagues rebuild their homes.





# IMPACT SOURCING

---

Impact Sourcing is a business practice where a company prioritizes suppliers that intentionally hire and provide career development opportunities to people who otherwise have limited prospects for formal employment.

Firstsource promotes Impact Sourcing by including it as a criterion in our procurements RFPs and awarding points to suppliers who hire through Impact Sourcing. All other things equal, Impact Sourcing is a deciding factor for suppliers competing for business. Our suppliers currently engage over 2000 impact workers on behalf of Firstsource and maintain a scorecard in line with the Global Impact Sourcing Coalition (GISC) parameters which they submit to us periodically.

Earlier in 2021, Firstsource followed a traditional model of hiring through consultants. Later, the Talent Acquisition (TA) team in collaboration with the CSR function started working with non-profits

and partners to provide socially responsible employment.

Collaborating with NGOs, sourcing partners and government organizations across Asia, the US and Europe we have created 4000+ opportunities for socially responsible employment and our goal is to hire and our goal is to hire 10,000 impact workers by 2025.



# IMPACT SOURCING SUCCESS STORIES

---

During the second wave and third of COVID-19 in India, we received a customer support request from NASSCOM Foundation for a Bengaluru COVID-19 helpline run by Project STEPONE, a volunteer effort to boost government resources in the pandemic. As part of Impact Sourcing, our TA and CSR team onboarded a few LGBTQIA+ candidates successfully who are supporting the operations for the Karnataka COVID19 Follow Up and Vaccination Helpline till today.

We received another similar request from our nonprofit partner Chennai Volunteers during the third wave. Similar to the Bengaluru batch, our Chennai TA and CSR team hired a few candidates from the LGBTQIA+ community in collaboration with Tiruvallur Health Department officials.

Both helplines handled calls for over 7700 patients in two months, enabling the government to efficiently manage and reduce the spread of COVID19 in both regions. We take pride in harnessing the capabilities of these candidates wanting to make a mark, irrespective of their perceived disadvantages, and building a meaningful and mutually beneficial career with us.



# LEADERSHIP REPRESENTATION

- **Skill development sessions with ICT Academy**

ICT ACADEMY, an Initiative of Government of India, State Government and Industry reached out to Firstsource to conduct expert sessions on various skills required in today's industry such as machine learning, and career opportunities in banking and finance to undergraduate students across PAN India. Many of our business and corporate function leaders participated in the skill-building virtual sessions for student communities.

- **Working towards creating safer cities**

To reduce cybercrimes against women, the Cyberabad Police Society and the Cyberabad Security Council have developed an e-learning module on women safety through the SHESafe app. We introduced the virtual learning awareness module of Safety Awareness for Employees (SAFE) for all women employees in

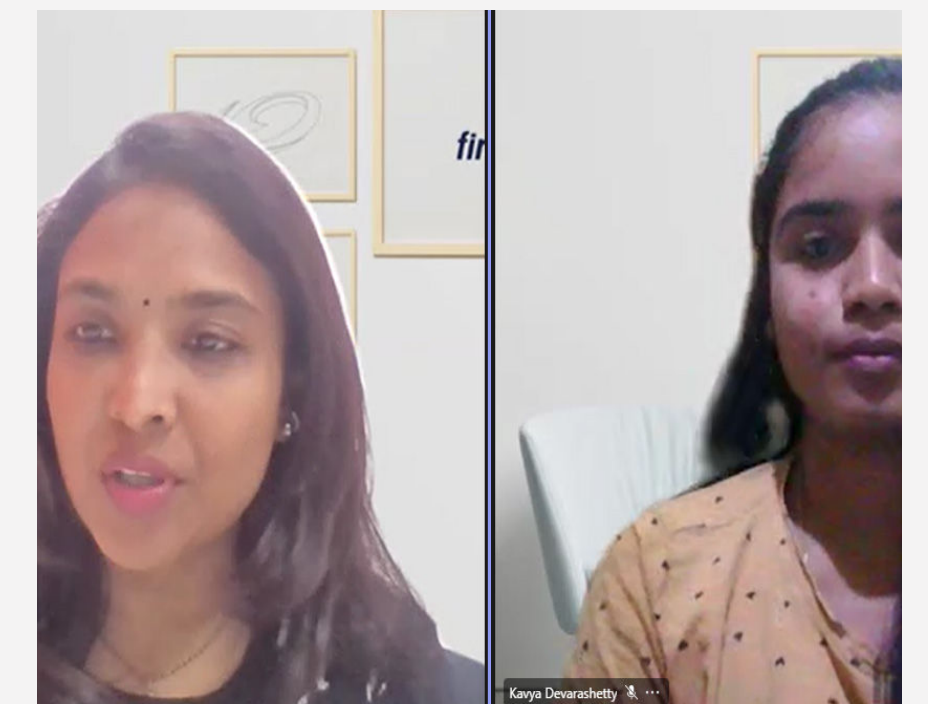
Firstsource Hyderabad office in collaboration with Society of Cyberabad Security Council (SCSC) on International Women's Day. The session was led by Namratha Reddy, VP - Operations, Firstsource and SCSC woman forum leader.

- **Representing as a jury member in UNV India**

Sankara Mahalingam, Global Lead - CSR & Employee Volunteering, Firstsource was one of the jury members in shortlisting the awardees for V-Awards. It's an initiative by the UN Volunteers India, which aims to celebrate young people, who are making the world a better place for all, through their acts of volunteerism, every day and everywhere. V-Awards are especially relevant in India because we have the world's largest youth population.



# LEADERSHIP REPRESENTATION



# EMPLOYEE STORIES



ORIEL  
JONES

In a motive to support the homeless, Oriel Jones, CSA from Cardiff office in the UK, signed up for a walking challenge to raise donations for a Wales-based charity working to eradicate homelessness - Llamau. Oriel set out with the aim to walk the equivalent of Offa's Dyke, the famed 177 miles long-dyke built along the Anglo-Welsh borders around the 780s. However, she surpassed this target and walked an incredible 177.291 miles in just 28 days!

This kind action had a contagious effect on her colleagues in Cardiff office who not only cheered her for the efforts but also raised a fund of £105 for the same cause.

“I'm just very grateful for the support I've been given during the challenge and for everyone's donations. It was a lot of fun to do, and I am proud I was able to complete it.”

- Oriel Jones

# EMPLOYEE STORIES



YESU  
RAJAL

“As a genderqueer person, it feels great that people have started to accept me for who I am. I feel it is my responsibility to break stereotypes and build awareness about my community.”

Yesu Rajal works at Firstsource as part of a client team onboarded to help address the plight of COVID patients in the Bangalore and Tiruvallur districts during the pandemic.

But, he is also a well-known make-up artist who began working as a freelancer in 2014, shortly after receiving his diploma in hair and beauty. He rose to prominence by doing hair and makeup for South Indian celebrities, with the highlight of

his career being hairstyling for legendary singer Dhee for the ‘Enjoy Enjami’ Tamil music video.

As a strong advocate for self-love, Yesu hopes to inspire others to break free from societal expectations and follow their life's purpose and passion. He recognizes that there is a need for better acceptance of male make-up artists in society and that discrimination against them is still prevalent based on their skin color, caste, religion, and gender.

Though this is his first corporate job, Yesu is loving the work, as well as the support and camaraderie of his coworkers, and helping us in creating a truly inclusive workplace.

# AWARDS AND ACCOLADES

## Best use of CSR Practices



Firstsource received the Best Use of CSR practices award at the Asia Pacific HRM Congress 2021, held in Bengaluru, India. The win was a strong affirmation of our innovative practices and unwavering commitment to being a responsible citizen.

## CSR Leadership Award



Firstsource received the CSR Leadership Award at the 4th Edition Corporate Social Responsibility Summit & Awards 2022, held in Mumbai, India. The award recognizes our innovative efforts towards overall social development and is a testament to our commitment and passion for supporting and developing local communities.



# TESTIMONIALS FROM FIRSTSOURCERS



## Event

Expert session on Machine learning in collaboration with ICT Academy on **Oct 9, 2021**



Thanks for the opportunity to present to the team. It was a good experience with 400+ participants and also questions from them. I have asked the team to give some feedback so that I know what can be done better.

- Prabhu Sethuraman, VP Technology



# TESTIMONIALS FROM FIRSTSOURCERS



## Event

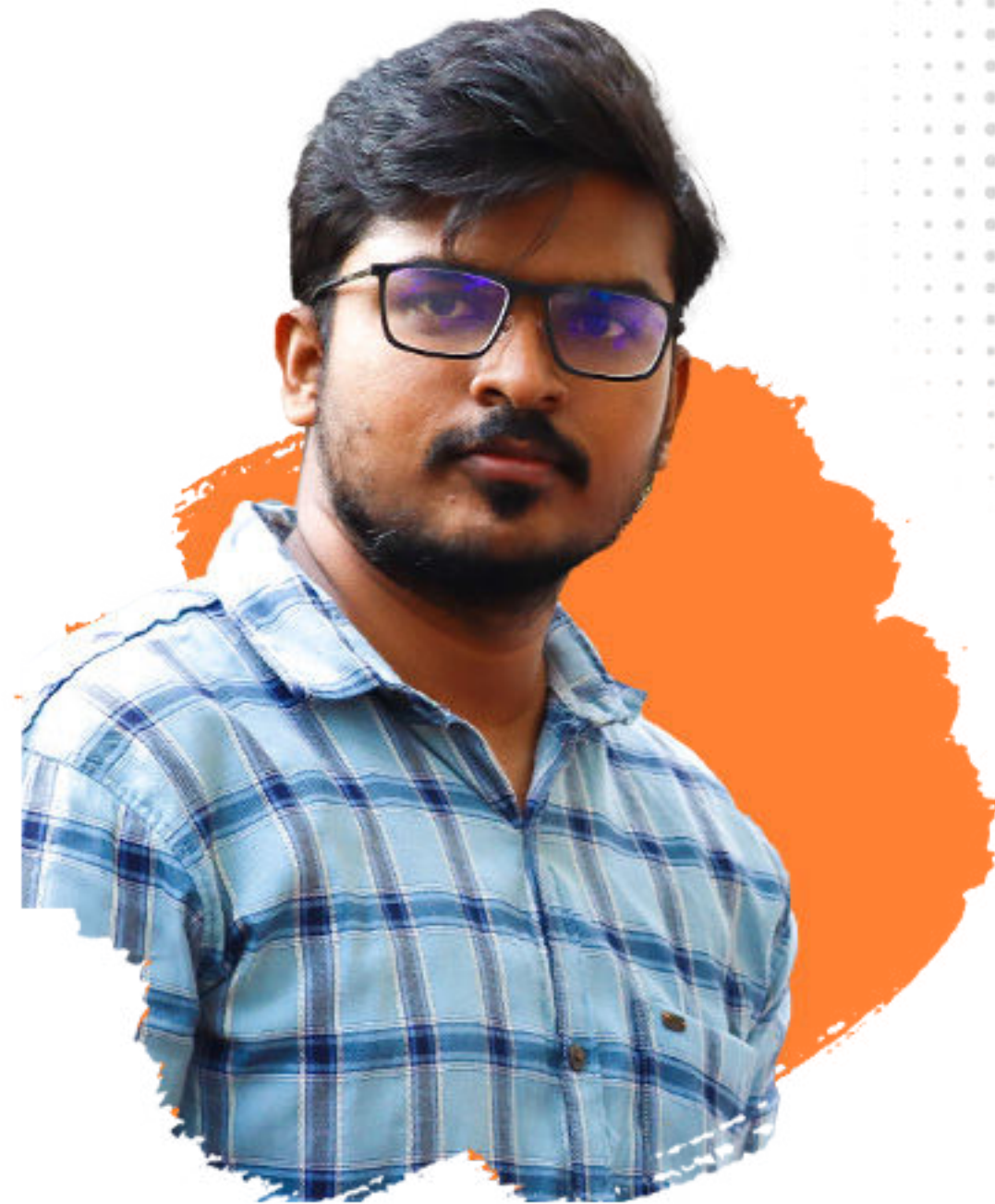
Inauguration of Digital Braille Lab in The Karnataka Association for the Blind on **April 4, 2022**



Thank you CSR team for inviting me. It was a very heart touching CSR activity which clearly stood out as a purpose led affirmative action. I really enjoyed time with the team and the kids whose aspiration is unlimited, which inspired us all.

- **Manjunath Srivatsa, SVP & CAO Administration**

# TESTIMONIALS FROM **FIRSTSOURCERS**



## Event

Chennai Earth Day Volunteering – Urban Farming activity on **April 30, 2022**



I am participating in my fourth CSR activity this week. Agriculture is a lovely process and I have learned a lot through it. I have learned about Paddy Farming, well water importance, Rainwater harvesting & Difference Between the Current method of agriculture and the Natural Farming Method.

- **Parathkumar Arthanareeswaran, Executive, Capability Development**

# TESTIMONIALS FROM FIRSTSOURCERS



## Event

Miyawaki Urban Forest Plantation Activity in BLR on  
**March 27, 2022**



This was a very well-organized event; it was great that we had participation from ops and enabling functions in Bangalore. It involved a lot of collaboration between CSR, HR and Ops team. We appreciate your efforts.

- Vivek Irudayaraj, SVP Operations, India

# TESTIMONIALS FROM **FIRSTSOURCE**



## Event

### COVID19-Helpline support



I would like to share my work feedback with the Thiruvallur Covid Project collaborated with FSL.

This was my first ever project where I got a space to save people's lives. In the beginning, it was quite difficult to handle the patients. But when the days passed, we learned how to communicate with each and every one in any situation. It was one of the greatest experiences in my life. I'm very glad and feel blessed that I was one of the people who saved many lives. This wouldn't be possible without the support received from our Thiruvallur Collectorate, Chennai Volunteers, and First Source. This is the only inclusive project which supported all the people from the LGBTQ+ community. I thank FSL wholeheartedly for this amazing opportunity. Means a lot.

- Yesu Raja, Coordinator HR

# TESTIMONIALS FROM NGO PARTNERS AND BENEFICIARIES



## Event

Second Wave Helpline (StepOne & Government of Karnataka)



By Coming together as a team showcasing their expertise in Business Process Management, the Firstsource team don't just follow "Digital First, Digital Now" but live by that. Their professionalism and collaboration across the organization was inspiring and uplifting for Non-profits like us

- Rags, Founder & Volunteer, StepOne

# TESTIMONIALS FROM NGO PARTNERS AND BENEFICIARIES



## Event

Third Wave Helpline (Chennai Volunteers & Tiruvallur Collectorate)



The Firstsource volunteers have done a wonderful job for the people in the Tiruvallur district. Thank you Chennai volunteers for facilitating the tele calling exercise for the Tiruvallur district.

- Dr. Alby John Varghese, I.A.S

# TESTIMONIALS FROM NGO PARTNERS AND BENEFICIARIES



## Event

ICU Ward Project (Sarojini Devi Hospital)



We are very happy with the ICU ward installation as this hospital does not have any ICU ward till date. It is very useful for Sarojini Devi hospital as the patient inflow is high. Thank you very much Nirmaan team and FSL who have helped in ICU ward set up. Thank you for your tremendous work and support.

- Doctor Raja Linga, Superintendent, Sarojini Devi Hospital

# TESTIMONIALS FROM NGO PARTNERS AND BENEFICIARIES



## Event

Digital Braille lab set up with Annie devices in Bengaluru



I have used the Annie device for the 1st time to type words and sentences. It helped me to play word and number games through which new alphabets and number system can be learnt. Apart from these, it also contains many lessons and topic. Through these games I am interested to learn more in a gamified manner.

- Harshith A, 8<sup>th</sup> Standard, Karnataka Welfare Association for Blind



# SUSTAINABLE DEVELOPMENT GOAL (SDG) REPORTING:

## SUSTAINABLE DEVELOPMENT GOALS



# SUSTAINABLE DEVELOPMENT GOAL (SDG) REPORTING:

Here's how our four community outreach programs aligned with the Sustainable Development Goals of UN.

	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	
CSR PROJECTS	●		●	●	●	●		●	●	●	●		●		●			●
GLOBAL EMPLOYEE GIVING		●	●	●	●					●								
GLOBAL EMPLOYEE VOLUNTEERING	●	●	●	●	●	●		●	●	●	●	●	●	●	●			●
SPECIAL PROJECTS			●		●			●		●								●

## Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading Provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

For more information, please visit [www.firstsource.com](http://www.firstsource.com)