



We rise by lifting others...



April 2019  
Issue 1

## Preface

Hi all,

The world today is a study of contrast. On one side we have a billion odd people struggling with health problems like obesity, on the other billion are going to bed hungry every night. What is worthy to note, however, in such a scenario is that the omnipresence of communications channels has ensured that more people than ever are aware of this painful reality. And that a lot of us are keen to do something for the ones who don't have it all.

Employees are looking for a meaning in their lives and are looking at the workplace as the source of that meaning. From Millennials to Gen Xers to Baby Boomers having a sense of purpose in the workplace is becoming extremely important. They want to make the world a better place and expect their employer to do the same. Companies are now expected to demonstrate how their mission statement and their action are thereby helping create a tangibly better environment for the people and the world at large,

Corporate Social Responsibility (CSR) is therefore not just a Government mandate but is becoming a strong catalyst in helping connect with employees. A purpose in business is a growing trend that is actually shifting our way of thinking about employee engagement. With this background in mind we have tried to align our CSR with employee engagement, instilling and reinforcing the fundamental sense of purpose. Since the last few years we undertook various steps to make the CSR agenda a more Inclusive one making all the programs accessible to our team members.

It is heartening to see how everyone in the organization has embraced the cause and have contributed wholeheartedly with their time and resources every time we launched any program.

**We are happy to launch this CSR newsletter capturing all the work done since 2017. We intend to bring this newsletter twice in a year and happy to hear your thoughts on how we can make CSR more meaningful for all of us.**

Yours Sincerely,

**Nayna Banerjee**  
Leader - Marketing Communications  
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### CSR Team

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## What CSR means to Dun & Bradstreet?

### *Embracing our Communities...*

At Dun & Bradstreet, responsibility is aligned with one of our values of being Inherently Generous. Our culture provides a foundation that lets us commit to fostering social and economic development and contributing to the sustainability of communities in which we all live and operate.

We look at responsibility from a number of dimensions - all aligned with our core value of inherent generosity:

#### *The way we...*



- We empower our employees to bring corporate citizenship and social responsibility into every aspect of our company
- For our customers, we are focused on adapting to changing market environments to bring innovation and insight that allows them to protect, grow and empower their businesses
- For our shareholders, we are committed to delivering on our commitments and operating with transparency and integrity

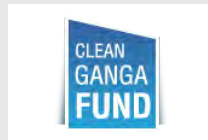
*D&B India  
CSR Updates  
Dec17 - Nov18*

| <b>430+</b><br>participants | <b>20</b><br>activities | <b>7</b><br>cities | <b>120+</b><br>hours of<br>volunteering | <b>100+</b><br>lives<br>touched |
|-----------------------------|-------------------------|--------------------|---|---------------------------------|





## Our Associations



## CSR Initiatives 2017-18

At Dun & Bradstreet, CSR is a way of life! During 2017-18, D&B empowered the community by partnering with different NGOs working in the education and healthcare sectors. Our team members across branches, came forward with incredible enthusiasm making each and every initiative a meaningful one.

### *OXFAM India Trailwalker*



4 Team | 16 Participants | 20+ Support Crew  
100 KM | 48 HRS



Team members from D&B India successfully completed the Oxfam India Trailwalker 100 KM challenge! Advocating Sustainable High Performance and our values of inherent generosity, this was an ultimate fitness, endurance and team building exercise, for a cause.



## Door Step school (School on Wheels Bus Inauguration)



Manish Sinha inaugurated the School on Wheels bus for Door Step School (DSS). The children of DSS spent a day at our Mumbai office where they interacted and played games with our team members

## Masoom (Night School)



Grade VIII students from Masoom (night school) visited the Mumbai office. This visit encouraged the students to study hard in order to excel in life.

## Donate & Drop-Off Drive



Team members across our Mumbai, Delhi, Bengaluru and Chennai branches generously donated school supplies, hygiene products and toys. We donated these supplies to the children of the NGOs





Organised Cancer Awareness sessions across Hyderabad, Bengaluru, Ahmedabad and Mumbai on the occasion of International Women's Day

## CSR Initiatives 2018-19

### *Masoom (Night School) Mentorship Program*



Volunteers from our Mumbai office are mentoring Grade IX students of Masoom (night school) during weekends to help them overcome the challenges they are facing in their everyday curriculum and to help them understand their subjects better

### *Isha Vidhya*



We organised an 'Educational Charts & Poster Making Session' across Mumbai, Delhi, Bengaluru, Chennai, Ahmedabad, Hyderabad and Kolkata branches. These charts have been displayed in the classrooms of the rural school that was supported by D&B in Tamil Nadu





People



Education



Health

Do Good Week 2018

## Quick Facts - India 2018

**4<sup>th</sup>** consecutive year  
of the Do Good  
celebrations around  
the D&B world

**7** locations PAN India:  
Mumbai, New Delhi,  
Bengaluru, Chennai,  
Ahmedabad, Hyderabad  
and Kolkata

## PAN India Statistics

**350**  
participants



**17**  
activities in  
one week



**107.5**  
hours of  
volunteering



INR **1.3** lacs  
raised in  
the Mumbai  
Carnival



INR **2.4** lacs  
voluntary  
collections  
PAN India



Do Good Week, our Global CSR flagship program encourages employees to take some time out and give back to the community. In a week-long celebration of humanity,

D&B employees from across the globe participate in various activities. The zeal and enthusiasm with which the employees participate, shows how much they believe in the value of being "Inherently Generous".

## Glimpses of Do Good Week





## Save The Children



Team members PAN India volunteered to contribute towards the Kerala Flood Disaster funds with the help of the NGO Save the Children. These funds were utilized for supporting the restoration and running of child friendly spaces, and to educational institutions in order to get them up and running in Kerala

## Concern India Foundation



Pre-Chirstmas celebration with the visually challenged students of Saksham school in Delhi

## Masoom (Night School)



Pre-Chirstmas celebration with the night school students of Masoom

## Door Step School



Sports Day celebration with kids. We played games like Marble & Spoon, Langdi, Relay Race, Dodgeball and many more... The kids were enthusiastic and enjoyed every single moment.





## Tata Mumbai Marathon 2019



Supporting our CSR Partners - Doorstep School & Masoom



Team D&B - **Mind Over Miles** successfully completed their respective marathon categories at the Tata Mumbai Marathon 2019, held in Mumbai this January

## Concern India Foundation



Team Delhi conducted a Braille Bag making session with the visually challenged students of Saksham school

## V Care Foundation



V Care Foundation conducted an informative session of Lifestyle and Cancer Awareness. The program was screened from the Mumbai office and connected PAN India branch locations





*D&B Saksham Scholarship program for Women (TISS)*

Total No. of  
D&B Saksham Scholarships

**52**

Total No. of Applications  
Received PAN India

**1386**

Total No. of Screened  
Applications PAN India

**184**

Bifurcation of Screened Applicants  
LLB | MBA | BBA/BCOM/BSc

**9**

**19**

**24**

Introduced the D&B Saksham Scholarship Program for Women in collaboration with TISS.

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For more information pertaining to CSR, please get in touch with Shilpa or Kaustav at

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