IBM’s longstanding, global commitment to corporate responsibility is a demonstration of our values and the priorities that guide them. By integrating corporate responsibility with business strategy, we contribute to the communities in which we do business while engaging our clients, partners and employees. IBM’s technology and talent have the power to help transform governments, institutions, communities and the quality of life for people around the world. Whether it’s improving education, revitalizing cities, protecting the environment or driving economic growth, IBM and IBMers contribute innovative solutions to the world’s toughest societal challenges.

**Education**

IBM’s Teachers TryScience (TTS) is a science portal and resources, strategies and tutorial for science educators across the globe to spark students’ interest in science, technology, engineering and math (STEM). Through Teachers TryScience, teachers can improve their instruction of project-based learning, with a focus on engineering and design. Teachers are encouraged to search for grade-specific lessons that are linked to online professional development that helps them further implement lessons in the classroom. The TTS Community of Practice or the online teachers community allows to share the best practices and experiences across each country.

IBM collaborated with partners such as Agastya International Foundation, Learning Links Foundation, SRF Foundation, Vikram A Sarabhai Community Science Centre and EZ Vidya Private Limited to train science teachers in government schools across India to leverage resources in Teachers TryScience (TTS) portal to enhance the quality of teaching. In 2014, over 10,000 teachers were trained and 532,424 children were indirectly reached.

“At IBM, we leverage our thought leadership, technologies and expertise to help our clients and our communities – making a difference to where we live and work. Our CSR focus in 2014 was on supporting the community through service grants, helping build the capacity of NGOs that we are associated with to make a larger or deeper impact. We continue to evolve our approach on corporate citizenship to provide the maximum benefit.”

— Vanitha Narayanan
Regional General Manager for India and South Asia
IBM in India

- IBM began its operations in India in 1951 and the business operated successfully until the mid-1970s. In 1992, IBM reentered the Indian market through a joint venture.
- IBM India’s solutions and services span all major industries—financial services, government, telecommunications, retail, manufacturing, natural resources and others.
- More than 46,871 IBM volunteers contributed 220,174 hours (cumulative) to various community projects since 2011.
- India is home to IBM’s largest global delivery teams across infrastructure, applications, consulting, and business process outsourcing.

Awards & recognition

- Fortune India — Top 10 of India’s Most Admired Companies
- Dataquest’s Top Services Company award (India Market) for the fifth consecutive year
- Best MNC IT Company to work for in India — Business Today’s Best Companies to Work for in 2012
- # 1 in Customer Satisfaction in 2012, 2011 and 2010: IDC-DQ Customer

IBM’s University Relations activities have also been active in India:

- Cloud Hackathon with 56 Universities
- Indian Institute of Technology, Kanpur lab setup initiated
- Made in Labs Influencer event (one win)
- Outreach to over 50 universities on the IBM Cyber Security Campaign

Problem solving

Introduced in 2010, IBM Impact Grants enable recipient educational and not-for profit organizations to enhance their IT infrastructure and leadership and technology skills. IBM India introduced the Impact Grants program locally in 2012. IBM consultants were engaged with several NGO’s in 2012-14, providing consultancy support on technology roadmaps, social media, strategic assessments, project management, digital marketing strategy, social strategies accelerator, strategic planning and data analytics.

Corporate Service Corps

Corporate Service Corps (CSC) deploys IBMers to help solve complex problems in developing countries. Since the program launched in 2008, CSC has deployed more than 2,500 participants on over 200 teams to 37 countries. More than 418 employees from IBM India/South Asia have been sent on CSC assignments to 31 countries. CSC also brought 250 IBMers in 24 teams to India to work on developmental projects from 2009 to 2014, working on a range of development projects with partner organizations including SEWA, Bharti Foundation, Punjab Agricultural University, Labour Commissioner of Chandigarh, ABT Society, AIWC, Kalamandir, BAIF and GMR Foundation. The projects helped increase income safety and security of self-employed women, as well as the marketability of a local volunteer program; provide rural development and knowledge management systems, leverage technology to connect remote locations to centralized information hubs related to disaster warnings and weather reports and more.
**Smarter Cities Challenge**

Smarter Cities Challenge deploys IBM experts to help cities around the world address critical challenges. IBM does this by putting teams on the ground for three weeks to work closely with city leaders and deliver recommendations on how to make the city smarter and more effective. From 2010 to 2014, 20 IBM executives in four teams worked with City Municipal Corporations on four different smarter city projects in India:

- Delhi: Developing a strategy for the rollout and implementation of the Delhi Mumbai Industrial Corridor Project.
- Ahmedabad: Evaluation, analysis and recommended improvement and next steps for current citizen services and transportation environment.
- Pune: Creation of a Smarter Healthcare and Smarter Transportation roadmap.
- Chennai: Providing recommendations in the areas of taxation, mainly on the property tax and professional.

**Employee engagement**

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community® and IBM’s Volunteer Excellence awards bestow CEO-level recognition on those employees who, through their actions, best personify IBM’s culture of service. Among the recent winners is IBM India’s Naveen K. Prathapneni, an Advisory IT architect from Global Business Services.

IBM’s Community Grants program provides cash to eligible community organizations and schools where IBM employees and retirees are actively volunteering, and in support of eligible projects. In India, IBM provided 10 cash grants worth US$15,000, supporting issues including education, social service, healthcare, work force engagement and rehabilitation.

**Disaster relief**

Integrating advanced technologies with the expertise of IBMers, IBM delivers essential components of what it takes for affected areas and individuals to regroup, rebuild and recover. Joining the global fight against Ebola and responding to the devastation of Hurricane Haiyan in the Philippines, with both immediate and long-term solutions, were just two examples of IBM’s agile and sustained 2014 disaster relief efforts.

- IBM provided technology solution support to Odhisha State Disaster Management Authority (OSDMA) for its cyclone relief / reconstruction programme. Twelve volunteers worked on-site with OSDMA to create the solution with support from eight volunteers virtually across India, using cloud computing and data analytics tools, and partnering with regional authorities, IBMers helped build the “Rehab program management tracker for OSDMA” to help storm survivors find each other, and enabled accurate tracking of multiple relief efforts for the ongoing and lengthy task of rebuilding / reconstruction projects.
- In the wake of the flash floods disaster that swept through Uttarakhand, IBM improved data sources for Missing Cell department setup by Uttarakhand Government at its Government office in Dehradun. IBM also worked on designing and developing social media to Uttarakhand State Government.
- Following the tremendous damage inflicted by the earthquake on 26 April 2014 in Nepal, the Government of India requested IBM’s consulting and technology expertise to support relief operations by the Government of India. IBM delivered a cleaned-up, stabilized and de-duplicated list of missing persons, worked with and improved data sources, and provided general consulting on technology.
Citizenship worldwide
IBM pursues the highest standards of corporate responsibility, from how we support and empower our employees, to how we work with clients and govern the corporation.

Environment
IBM’s comprehensive programs range from energy and climate protection to pollution prevention, chemical and waste management, resource conservation, and product design for the environment.

Supply Chain
IBM buys from suppliers from nearly 100 countries and has infused social and environmental responsibility into the fabric of our business relationships.

Governance
Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

Global recognition
• Fortune — Most Admired Companies
• Corporate Responsibility Magazine — 100 Best Corporate Citizens
• U.S. Environmental Protection Agency Climate Leadership Award (2012-14)
• European Diversity Awards — Supplier Diversity Programme of the Year

Values
Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMers worldwide came together to renew and define our core values, which now serve as the foundation of IBM's culture and brand.

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to download our current IBM Corporate Responsibility report, visit ibm.com/ibm/responsibility.

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