

Brief History and Description of the Organization

- HCL Foundation, established in 2011, is the CSR arm of HCLTech. It works toward urban and rural community development aligned with the UN's SDGs.
- Through initiatives like HCL Samuday, HCL Uday, and the HCL Grant, it addresses issues in education, health, environment, and livelihood.
- The Uday Program specifically focuses on holistic urban development in underserved communities across Indian cities.

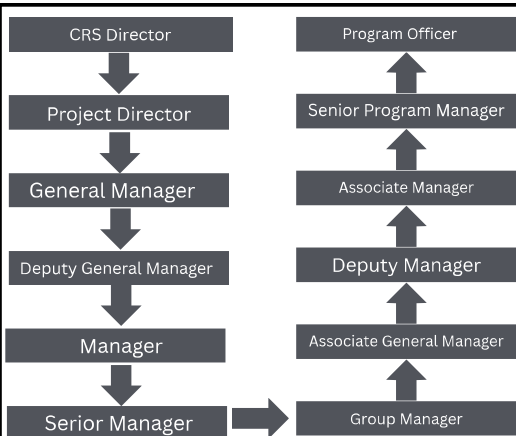
Mission

To be the source code for sustainable socio-economic and environmental development through innovation and partnerships.

Vision

To build inclusive communities and ensure dignity and equality for all, enabling them to achieve their full potential

Organisation Structure



SWOT Analysis

Strengths

- Strong corporate backing from HCLTech
- Wide network of partners and NGOs
- Scalable, proven models in both rural and urban areas
- Sustainability and innovation

Weaknesses

- Dependency on corporate funding
- High volume of programs may affect deep monitoring
- Complex operations require strong coordination
- Limited global outreach compared

Opportunities

- Expanding digital inclusion & tech-based CSR
- Partnerships with international bodies
- Scaling successful models to new regions
- Leveraging employee volunteering globally

Threats

- Policy changes in CSR laws
- Economic downturns affecting funding
- Competition for visibility with other CSR foundations
- Social resistance in rural implementation

Purpose

The purpose of this internship was to gain practical exposure to CSR implementation in underserved urban communities through the UDAY Program. The internship aimed to apply academic knowledge in real-world settings by supporting ongoing projects focused on education, health, and livelihood, while contributing to sustainable urban development initiatives.

Findings

- Digital literacy and tech-based interventions are critical to scaling CSR impact in urban settings.
- Community engagement is more effective when aligned with local cultural and social contexts.
- Collaboration between corporate teams and NGO partners requires clear communication and streamlined coordination.
- Inclusive development practices, including DEI and ESG, are gaining prominence in CSR project planning and execution.
- Data-driven decision-making and monitoring significantly improve the efficiency and outcomes of CSR projects.



Theoretical

Conducting FGDs,
interviews, event
planning

Organizing Sunshine Camp, Seed Ball, Blood Drive

DEI & ESG research with
Solitary Foundation

Practical

Participatory research
methods, CSR theory
Stakeholder engagement,
event planning modelsDevelopment
communication,
inclusive education

Sustainable
development,
governance frameworks

Challenges Faced During Internship

- Communication barriers in local communities.
- Balancing time between NGO tasks and HCL Foundation projects.
- Technical challenges in data analysis and translation accuracy

Major Learnings

- Applied qualitative methods in real field settings.
- Understood CSR implementation through urban development projects.
- Improved communication, teamwork, and digital literacy (Excel, Canva).
- Gained exposure to ESG, DEI, and education-based CSR initiatives.

Suggestions

- Integrate digital tools like mobile data collection apps.
- Facilitate more feedback sessions between interns and project mentors.
- Create a resource bank of translated/localized materials for continued impact