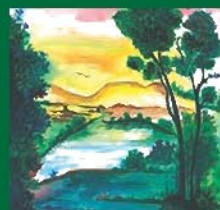
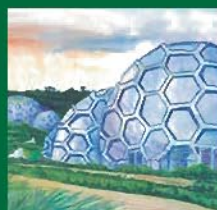
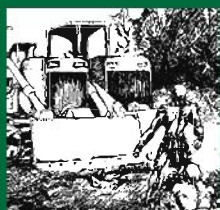
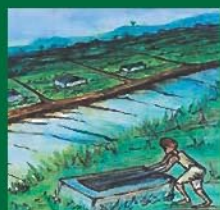




Wipro's Sustainability Report 2008-09

Executive Summary

And a compilation of stand-out eco practices shared by Wiproites the world over.



SPIRIT OF WIPRO

The distilled essence of Wipro's culture and values is represented by Spirit of Wipro, something that drives the way every Wiproite thinks and acts. It is the indivisible synthesis of three values:

“Intensity to Win” - It is the desire to stretch, to challenge limits. It is working together to create synergy. It is about -'I win when my team wins; my teams wins when Wipro wins; Wipro wins when its customers & stakeholders win.' It is about innovating all the time. It is more about the intensity rather than winning at all costs. The intensity to win will help in winning more often than not. It is the Spirit of fortitude, of unrelenting excellence.

“Act with Sensitivity” - It is an understanding that every human being, however different, is equal. It is trusting that every individual is driven by learning, would like to grow in ability & competence, and strives for a meaningful life. It is living in harmony with our ecology. It is being a responsible citizen; it is acting with thoughtfulness and empathy.

“Unyielding Integrity” - Integrity is the beacon that guides us. It is being ethical beyond doubt. It is living the law of the land, in spirit and action. It is the commitment to search for and act upon the truth. It is delivering on the commitments we make. Our word must become our deed. It is establishing the foremost standards of honesty & fairness, without compromise... ever.



Our sustainability report was run through an independent third party verification process, for which we engaged the services of Det Norske Veritas (DNV), a global leader in this field. The full details of the assurance report from DNV will be available in the main report.

LETTER FROM THE CHAIRMAN

Dear Stakeholders

Welcome to our second Sustainability Report. A lot has changed in the last twelve months. Corporate sustainability reports were earlier seen as a theoretical exercise. But with large corporates, both globally and in India having experienced significant turbulence, these reports look like addressing very real issues now.

Charles Handy the Irish philosopher and management thinker anticipating this need remarked, 'The companies that survive the longest are the ones that work out what they uniquely can give to the world... not just growth or money but their excellence, their respect for others, or their ability to make other people happy. Some call those things a soul.'

The Soul of Wipro

Revenue and profits give companies their distinct physical shape and size. As a body housing the soul, financial health is an essential prerequisite for a fruitful corporate life. Financial health though essential, by itself does not translate to an 'eternal' or fruitful life i.e. to Sustainability.

One of our most significant initiatives in 2008-09 was taking this message across the organization by launching location based eco eye chapters. These launches were prompted by the logic that beliefs cannot be mandated. eco eye chapters are a voluntary association of employees who work towards furthering the concept of sustainability both within and around the company. In the short period of one year, eco eye chapters spread across six cities in India are now functional with over 4000 members, with specific plans to start chapters in some of our key US and European locations.

One Action Speaks A Million Words

We see sustainability initiatives as a critical aspect of our business. For us it is not an add-on or an appendage. We have seeded business lines that offer solutions based on our strengths from our different business units e.g. IT for Green, Green IT & energy efficient lighting solutions. We have also invested into new lines of business such as Clean Energy & Energy Efficiency Solutions and Water Treatment and Reuse Solutions, to build a compelling value proposition for our customers in strengthening their sustainability. We provide our customers a comprehensive service range right from consulting to project execution and operational management. Appropriately combined, these businesses offer a very comprehensive range of sustainability solutions to clients. While these businesses are still in their nascent stages, we are happy with the initial sprouts. We believe this is an investment that will pay us rich dividends as we go along.

Our two greatest challenges – and the opportunity they present

As we, the global community, engage in rebuilding the world economy, in the aftermath of the "great recession", there are two key challenges that we face that are even starker. The first big challenge is that of ecological sustainability & of tackling climate change. The second big challenge is that of reducing poverty and inequity in the world, even as the world population increases.

It may seem that these two challenges are at odds with each other. In my view they are not. If you see and act on them together, they are an opportunity for a genuine and sustainable solution.

I think we have the opportunity to chart out a new kind of growth trajectory, a new kind of progress. A progress path such that billions come out of poverty, inequity is reduced and such that this happens in an ecologically sustainable manner, while tackling climate change with urgency. This can happen if we look at (and act on) these two challenges together – and then they become solutions.

How can this happen? What are the technological and financial issues involved? Where do we start? What role will policy play? What role can business play? How much will this contribute to an overall global solution? All these questions (and more) will need to be debated and answered, and they will never be answered to everyone's satisfaction. However in my mind, the only real way to start grappling with these questions is to get in to action in the process of charting this new kind of progress – a progress that reduces poverty and tackles climate change – together.

Looking forward

Wipro is a six decade young, strong and learning organization. It is this focus on learning that has enabled us to reinvent and refresh ourselves at each twist and turn in the external world. At the beginning of our sustainability journey we draw deep into our inner resolve to keep this learning spirit burning bright.

Yours Sincerely



Azim Premji

Chairman

(This is the abridged version – the complete version of the chairman's letter is available in our main report)

THE SUSTAINABILITY MEGATRENDS THAT WILL SHAPE OUR WORLD

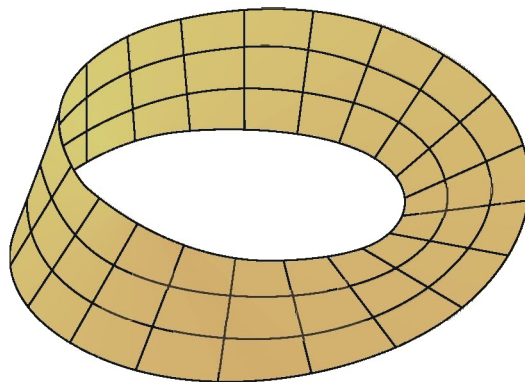
We think that there are eight significant sustainability trends that will have an impact on all of us – businesses, individuals, civil society, education, government – in the coming decades. Integrating and aligning with these trends will no longer remain a choice for the business sector.

1. **Solving the climate change crisis** will require the world to invest 1 to 3 % of the global GDP in building the low-carbon infrastructure that will drive both, economic growth and ecological sustainability. This presents an unprecedented opportunity to the business sector.
2. **Mitigating the looming water crisis** must move to the top of our priorities. A three fold increase in the number of people without access to clean water by 2050 – from 1 billion to 3 billion – does not augur well for society. Business must take the lead by consuming water responsibly, working with communities and influencing policies.
3. **Making our cities sustainable** is a key challenge, especially for the developing world as nearly 80% of the increase in urban population in the next four decades will happen here. Strong public-private partnership models on several urban challenges – public transport, energy and water usage, waste handling, availability of public, open spaces, etc.
4. **Ensuring universal education** is one of the most critical enablers of poverty alleviation and for fulfilling the dream of a just, humane and equitable world. By involving itself in education, the business sector stands to gain the most, as they remain assured of access to good talent in times to come.
5. **Promoting diversity and inclusiveness** can be good for business and good for society. Active encouragement of diversity – on gender, ethnicity, physical disability – not only mitigates discrimination on these grounds but can help make the workplace more productive and innovative.
6. **Non discrimination and protecting human rights** are, in a way, related to the previous point on diversity. Corporations which are in the breach on this count stand to lose a lot in terms of their reputation.
7. **Transparency and Accountability Businesses** wield significant financial clout in the world today; however that does not guarantee their societal license to operate as recent financial scams have clearly shown. Holding oneself responsible to the highest standards of integrity with a corresponding culture of transparency is a non-negotiable facet of good governance.
8. **Eliminating poverty and inequality** can no longer be the government or the UN's job; more so because addressing the needs of the bottom of the pyramid can be profitable and therefore business enterprises should see this as an unprecedented opportunity for doing well by doing good.

WIPRO AND SUSTAINABILITY

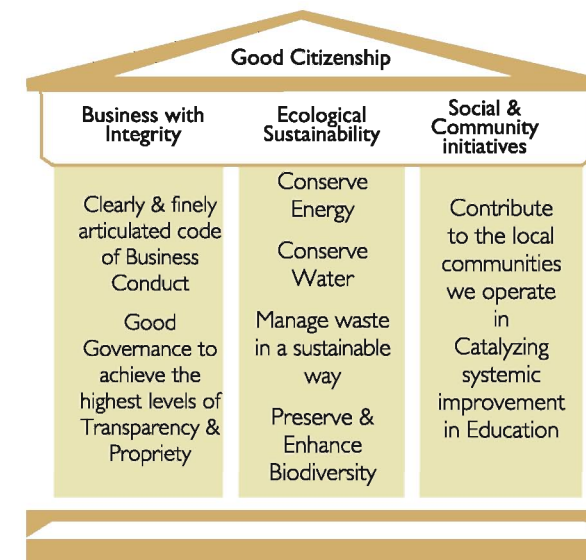
Our vision and perspective on sustainability is captured in the two visual representations below.

The Sustainability Mobius



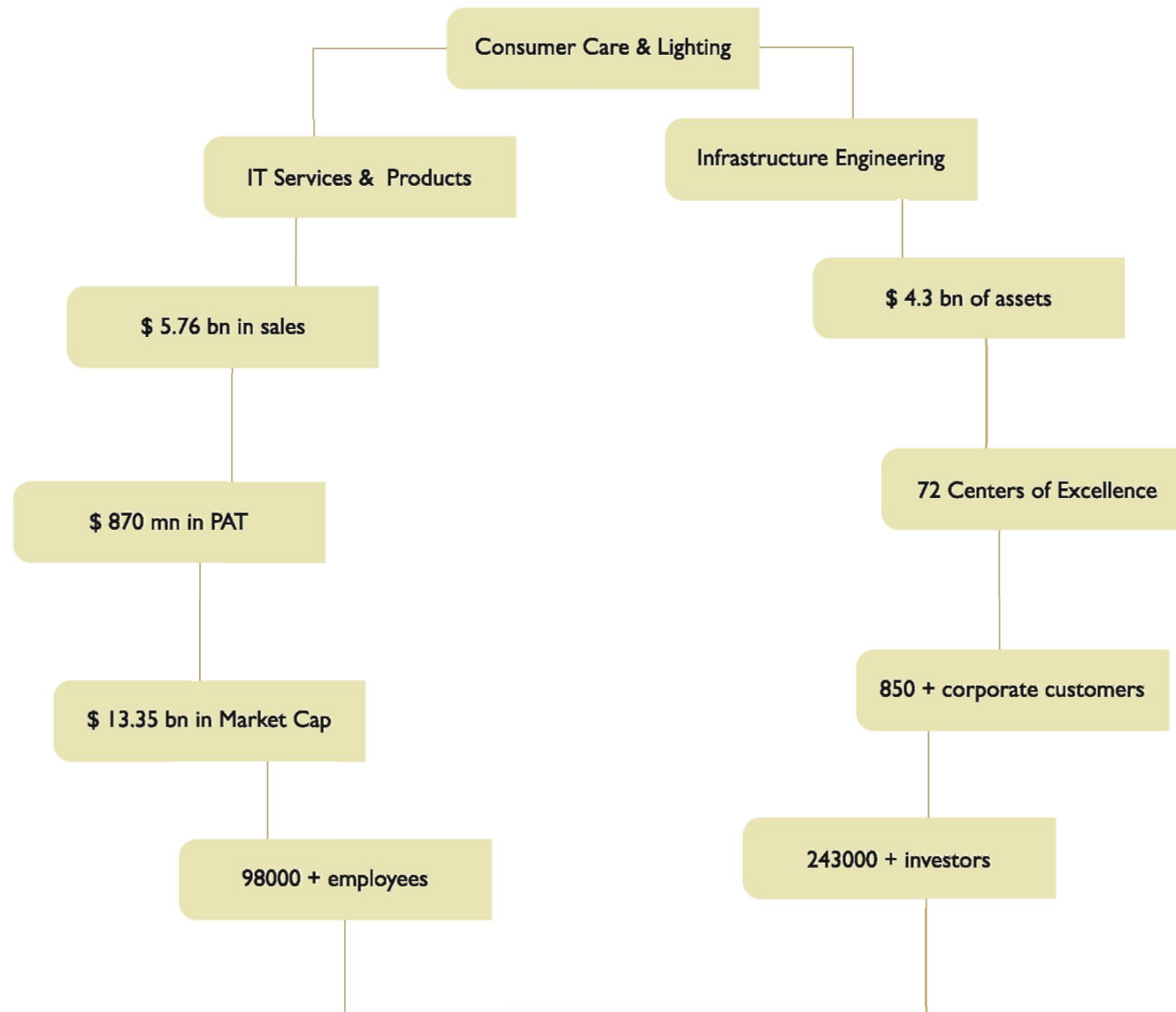
The sustainability mobius is a metaphor for the fact that ecological, social and economic sustainability are inextricably linked – it is difficult to address any of the three in isolation. For example, the climate change crisis is not merely an ecological disaster waiting to happen but a socio-political one as well. It is now commonly accepted that the poor will be hit hardest as they will not have the financial wherewithal to adapt to the negative effects of climate change. Increased incidence of vector-borne diseases like malaria coastal flooding and the consequent migration of climate refugees are two scenarios that have been referred to in recent IPCC assessment reports. Mitigating and adapting to the effects of global warming will require funding of the order of \$300-500 billion, a cost that is not seen by governments as economically justifiable or politically expedient.

Wipro's view of good citizenship

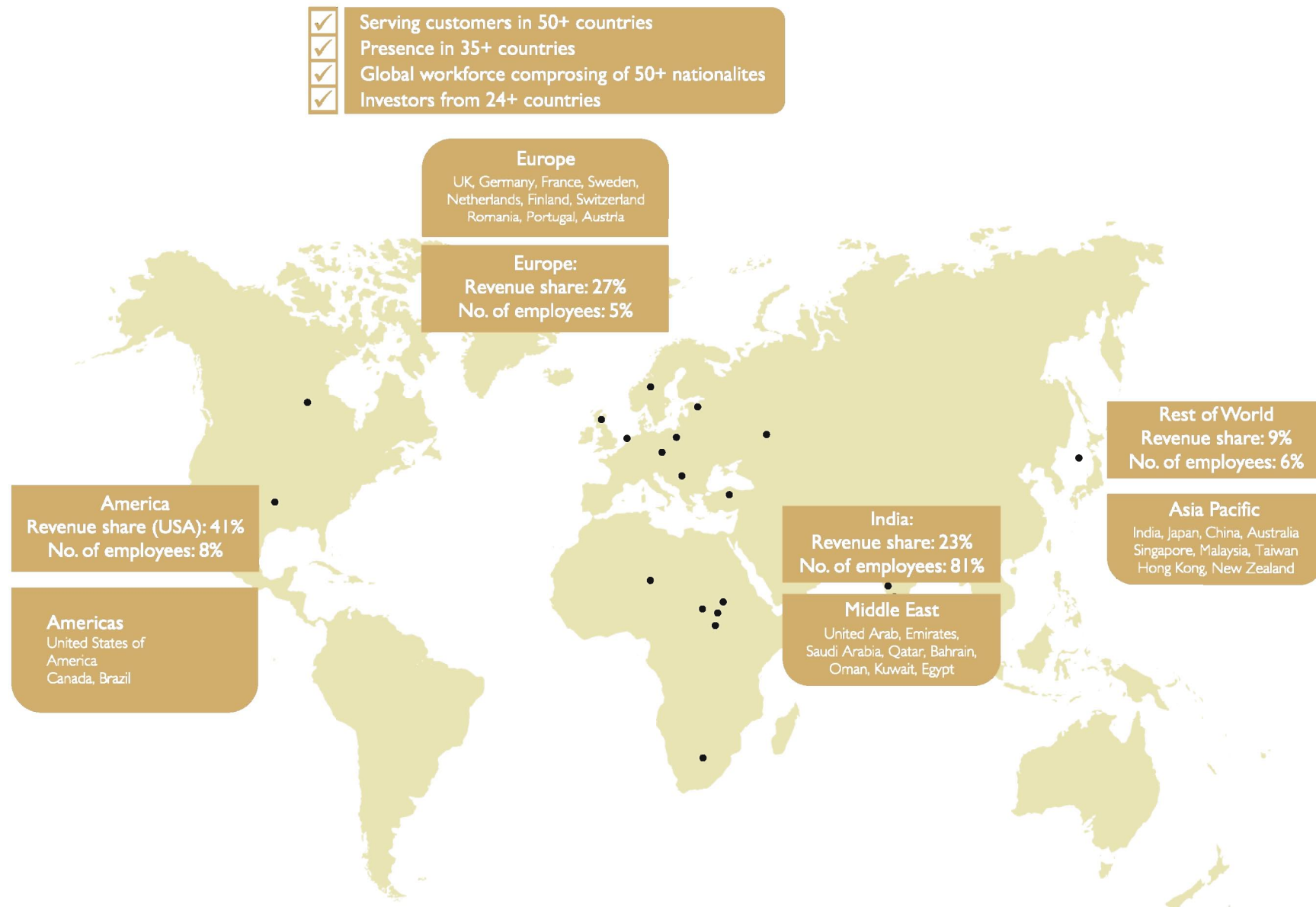


Recognizing the inherent trade-offs involved, Wipro's view of good citizenship is predicated on three pillars – Business with Integrity, Ecological Sustainability and Social & Community Initiatives, with Spirit of Wipro serving as the foundation of values. We view the current ecological crisis as a unique opportunity for India and the developing world to chart a low-carbon path of progress that is also socially inclusive; for example, we think that clean energy technologies like Solar PV can significantly speed up electricity access to the poor. Wipro's commitment to ecological sustainability is thus as much about minimizing our internal footprint as it is about an integrated portfolio of green solutions for customers. Our decade old focus on systemic reform of the education system is aligned with our belief that good education is a powerful enabler of social equity and poverty alleviation.

WIPRO'S ORGANIZATIONAL PROFILE



WIPRO'S ORGANIZATIONAL PROFILE



OUR SUSTAINABILITY PROGRAM

Our sustainability program addresses seven stakeholders – Employees, Customers, Suppliers, Government and Policy bodies, Civil Society and through the Education network, current and future generations. What we do with each of them, supplemented by a robust framework of transparency and governance constitutes the building blocks of our sustainability edifice. (See visual depiction below)



Wipro's sustainability dashboard : Key performance highlights and future goals

Sustainability dimension	Key performance highlights (2008-09)	Vision and goals for future
Ecological Sustainability		
Energy & GHG Intensity	- Robust process defined and implemented for GHG measurement across all dimensions – Electricity, Business Travel, Commuting, Waste and Fuel for heating. - The GHG footprint for the IT business stands at 4.31 tons per employee (tpe) per annum and 89 tons per million USD of revenue (2.72 and 56 respectively for Scope 1 and 2 alone). - Over a 5-year period, our energy efficiency has improved by nearly 19% from 337 Kwh per employee to 274 Kwh per employee.	- To reduce Wipro's GHG intensity to 2.5 tons per employee by 2015 (All emissions). - To achieve a total reduction of 55000 tons from the base figure of 455000 tons (2008-09) by 2015. - To reach the above goal through a combination of Energy Efficiency and investments in Renewable Energy.
Water efficiency	- Extensive Water treatment in combination with rainwater harvesting ensured that 32% of our total water requirements is met through recycling and harvesting. - Fresh water consumption of 1600 liters per employee per month. - The Manikonda community lake in Hyderabad was restored after de-silting and cleaning for use by the local community.	- To improve our water efficiency by 5% year-on-year as measured on a per employee basis (Base year is 2008-09). - To collaborate with proximate communities in optimal management of local water resources. - Wipro will ensure zero impact on the local water table by recharging equivalent amount of water withdrawn locally ; In addition, Wipro will procure water only from responsible sources anywhere in its operations.

Sustainability dimension	Key performance highlights (2008-09)	Vision and goals for future
Ecological Sustainability		
Waste recycling & Pollution mitigation	- First successful implementation of Kitchen Waste-to-Heat conversion BioGas plant at our Electronic city facility in Bangalore, India. - First successful implementation of Paper Recycling Plant at our Electronic City facility in Bangalore. - Significant increase in the quantum of e-waste disposed safely – 71785 units of e-waste were disposed through certified vendor.	To ensure by 2013 that not more than 5% of the total waste reaches landfills; 95% of the waste to be processed – within Wipro itself or through partners – and either recycled for further use or safely disposed off.
Workplace Sustainability		
Employee Health & Safety	- Fit for Life program launched in mind-2008 to create widespread awareness on the importance of healthy lifestyles. - Zero incidents of accidents in our premises during the year. - All our new buildings adequately meet safety principles of the National Building Code.	- Demonstrate well-being as a value proposition to employees and to our clients & their businesses. - Implement innovative wellness programs to inculcate healthy life style and improve productivity. - Provide safe & healthy workplace to instill & enhance employee confidence. - Supplement Health and Safety Programs with ongoing Risk Assessments.

Sustainability dimension	Key performance highlights (2008-09)	Vision and goals for future
Diversity	• 'Women of Wipro', the gender diversity program launched during the year. • Women employees increased to 26.8% of the workforce, up from 25.7% in 2007-08. • Employees of non-Indian nationalities were 5% of the workforce, up from 3% in 2007-08.	• Wipro's diversity program will address four dimensions: - Gender (already started in 2008-09) - Physically challenged - Underprivileged - Nationality (already addressed through our recruitment policy).
Customer Stewardship		
Lifecycle Product Responsibility	• We made significant progress on the Green PC on all three dimensions – Energy Efficiency, RoHS and Take-Back program. • Our PCs and laptops reached a level of 99.99% compliance with RoHS standards. • As of March 31st 2009, 16% of desktop models and 30% of laptop models were Energy Star 4 certified; this translates into 12-15% more energy efficiency. • The take-back program showed evidence of increased customer interest with a steady increase in desktop and laptop returns, peaking in the fourth quarter with returns equivalent to 8.3% of past sales.	• To launch the 'Beyond RoHS' program that will render all our new desktop and laptop models PVC and BFR free by 2010. • All new models of desktops and laptops to be Energy Star 5.0 certified in 2010 (as per US EPA).

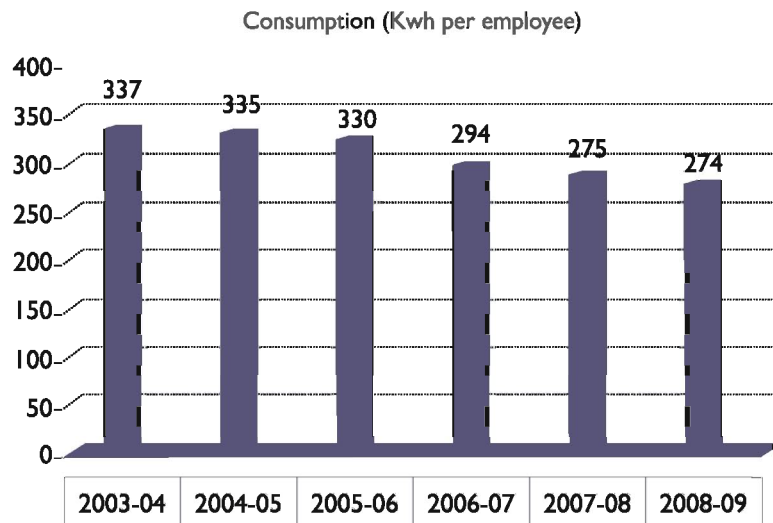
Sustainability dimension	Key performance highlights (2008-09)	Vision and goals for future
IT for Green	- We launched the Carbon Management Tool for customers to measure and manage their GHG footprint. - We created a unique value proposition for customers with the launch of the Integrated Green Data center solution that combines "Hardware Virtualization", "Smart Aisle Cooling" and "Passive Green Building Design".	To accelerate the expansion of the 'IT for Green' portfolio; to add solutions in 'Smart Grid Management', 'Store Energy Management', 'Smart Manufacturing' and 'Carbon Accounting for Airlines'.
Education and Community		
Initiatives in Education	- During the year, Wipro Applying Thought in Schools (WATIS) worked on 22 projects in collaboration with 20 partner organizations with an effective reach of 675 schools. - A well-researched book on children's education "What did you ask at school today" was released (authored by Kamala Mukunda). - Mission I0X, our program that seeks to improve the quality of teaching in engineering colleges, expanded its reach significantly with 190 empowering workshops that covered 5700 faculty across 485 colleges in 18 states.	- To start pilot projects in 2009-10 on integrating ecology and new developments in biology into the school curriculum. - To consolidate the 'Fellowship' program on research and documentation that will result in a rich trove of insights and valuable material that can be shared. - Mission I0X: To train and empower a total of 10000 faculty across engineering colleges by end 2010.
Community programs	- Wipro Cares, our community program that runs entirely on voluntary efforts from Wipro employees, started new projects in - lake ecosystem restoration - zero drop out of girls in high school - schooling needs of children of construction workers - awareness of voting responsibilities in India's national election - rehabilitation of displaced people after the floods in the state of Bihar, India - nearly 20000 hours of volunteer efforts logged in from Wipro employees.	

Ecological Sustainability

ecoeye, Wipro's corporation-wide program on ecological sustainability, focuses on the dimensions of Energy Efficiency, GHG Reductions, Water Efficiency, Waste Management, Biodiversity and Employee Evangelization. Some of the key highlights are presented here.

Energy Efficiency

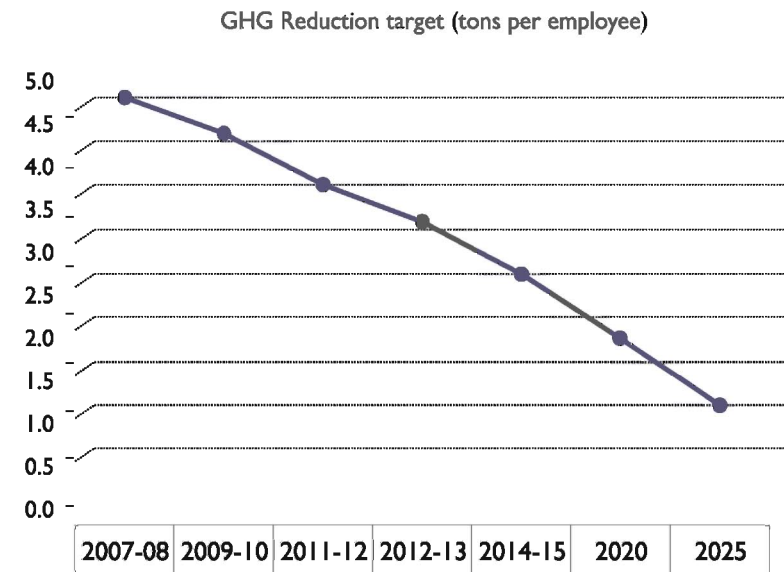
Over the last five years, our energy efficiency has improved by nearly 19% on a per employee basis for our India operations. Several factors have contributed to this improvement, significant among which are:



(a) the gradual shift to green buildings based on LEED Gold and Platinum standards (b) the adoption of centralized cooling and more efficient equipment (c) extensive behavioral changes on the part of employees.

GHG reduction program

Over the last two years, we have significantly improved and fine-tuned the measurement of our GHG footprint. The GHG emissions for our IT business stood at 396243 metric tons with a corresponding per-employee intensity of 4.31 tons. As part of our corporate responsibility and commitment to addressing climate change, we have embarked on an ambitious program of GHG reduction with a corporation-wide target of 2.5 tons per employee by 2015. (See below)



Waste recycling - a case study

We have set ourselves a goal of ensuring that by 2013, not more than 5% of the waste generated should end up in landfills. Our approach is based on a combination of both, in-house and external recycling and safe disposal.

Kitchen Waste to Heat conversion: With more than 75000 employees in India, significant quantities of food waste are generated on a daily basis. To address this, we have decided to set up BioGas conversion plants in all major centers. The first BioGas plant was inaugurated in 2008 at our Electronic City campus in Bangalore. With a capacity of handling up to 1.5 tons per day, the plant converts food waste to heat as a source of cooking fuel. This has resulted in the saving of four 19 kg cylinders daily.

Paper Waste Recycling: During 2008, we also launched the first paper recycling plant in Bangalore. The plant processes paper waste into pulp, which is subsequently converted to note-pads in arrangement with an external vendor.

Responsible Water

Even though the IT services industry is not water intensive in its operations, we drive water efficiency consistently across all our facilities. 32% of our total water needs – for gardening, sanitation and cooling – is met through high grade treatment and recycling. In our more recent campuses, the extent of recycling increases to 50 – 60 %. Other significant examples of our water responsibility are:

- Zero discharge of untreated water in all Wipro-owned facilities
- Procurement of responsible water only from municipal sources
- Harvesting of rainwater quadrupled in 2008-09 to 1 6625 m³; a lot of this is used to directly recharge ground water
- Restoration of the Manikonda lake at Hyderabad
- Going forward, we have the twin goals of (a) improving our water efficiency per employee by 5% every year and (b) working with local communities in water management.

Biodiversity

We have launched a unique program to convert five of our large campuses to biodiversity spots where the goal is to minimize grass cover and replace it with multiple tree and plant species. During 2008-09, as part of our commitment to protect existing tree cover in our cities, we transplanted more than 300 trees in Bangalore and Hyderabad. These would have otherwise been uprooted as part of the road widening programs in these cities.

Workplace Sustainability

Our workplace sustainability program is centered on five dimensions - Diversity and Inclusivity, Health and Safety, Employee Empowerment, Continuous Learning and Development and Employee Engagement in Sustainability.

The year 2008-09 was significant for the fact that we launched our company-wide programs on gender diversity, the employee eco chapters, and Fit for Life - our employee wellness program. We present here short case studies of the first two programs.

Diversity at Wipro

Wipro values diversity and seeks to build a climate of respect, inclusion and appreciation for all people; we believe that a diverse workforce is crucial to build a culture of innovation and fresh thinking and importantly, inclusive socio-economic development can happen only if organizations are committed to diversity in thought and actions.

Some of the key highlights of 2008-09 were:

- 'Women of Wipro', the gender inclusivity network launched
- Women employees comprised 26.8% of the workforce – up from 25.7% in the previous year
- 5% of our workforce comprises nationalities other than Indian – up from 3% in 2007-08; this is reflective of our conscious efforts to promote diversity at the recruitment stage itself
- Senior level diversity committee that will oversee the setting up of effective policies and execution of diversity actions
- Our vision and goals for diversity are centered on the four dimensions of Gender, Physical Disability, the Underprivileged and Nationality.

Women of Wipro

Set up with the goal of building a socio-business network that mentors women leaders, enables a culture of ecological sensitivity, contributes to business growth and social development, it runs an active blog on gender diversity on the Wipro intranet.

Women of Wipro come together for a greener tomorrow!



Bangalore, March 7th, 2008 : Women of Wipro (WOW) was formally launched at our Electronic City campus in Bangalore on the occasion of International Women's Day. It was a perfect day to celebrate the strength of women and leverage it to better causes as well. Women were also invited to be Green Ambassadors and spread the good word in their own circle of influence. A mélange of enthusiasm, revelry, inquisitiveness and anticipation, the event was a true celebration with our women ready for yet another role and milestone. Relive the whole story, frame by frame!

Employee eco chapters

As part of our ecoeye initiative, we launched employee chapters that sought to tap the energy and passion of our employees to make a difference to the cause of sustainability. Though involvement is entirely voluntary, by March 2009 there were nearly 4000 registered members across six chapters in Bangalore, Hyderabad, Chennai, Pune, Kolkata and Kochi. These chapters have enthusiastically led the way in increasing awareness among employees and in engaging in green projects. The illustrative examples below show how.

- The Bangalore chapter conducted multiple talks, movie screenings and 'green sale events' to increase awareness. More than 1000 saplings were planted; an innovative campaign was launched to make and scatter seedballs. Employees participated in plastic garbage clearance drives at public places.
- The Chennai chapter initiated a range of unique awareness events – 'Walk the Talk' sessions, a theatrical representation of the ecological crisis – backed by voluntary projects such as plastic & debris clearance in the proximity of the campus, setting up of a Tulsi garden and a nursery.
- Apart from several awareness drives, the Hyderabad chapter initiated a successful 'car-pooling' program that has seen nearly 20000 instances of pooling till date.
- The other three chapters were equally active in promoting awareness and behavioral changes around green actions.
- Going forward, we plan to expand the chapter movement to some of our overseas offices, as well as, in India. We believe that our employees act as agents of change by influencing actions in wider circles.

Fit for Life

"Fit for Life" is the name of our employee wellness program launched in 2008. It also embodies our holistic approach to our employees' health and safety – we believe that health is both in the body and in the mind and a healthy employee is a happy and productive employee and citizen.

In its first year, the Fit for Life program ran several awareness campaigns around different facets of a healthy lifestyle. Medical and Nutrition experts came to Wipro and delivered talks on relevant topics, supplemented by a comprehensive online portal in Wipro's intranet. A few highlights:

- "Clear the Air" campaign on quitting smoking
- "Say no to oily food" to promote healthy eating
- An online health assessment tool
- Tie-ups with fitness clubs; this is in addition to the gyms and yoga centers in Wipro campuses which are used by many employees.

Our goals for the future include:

- Demonstrating well-being as a value proposition to employees and to our clients & their business
- Supplementing Health and Safety Programs with ongoing Risk Assessments.

Customer Stewardship

Customer stewardship implies taking complete green responsibility – from 'design to disposal' or 'cradle to grave' – for products so that they are (a) environmentally safe during use and after disposal and (b) they enable the customer to become more ecologically sustainable. Wipro offers an integrated portfolio of ecological products and services that cover Clean Energy, Water, IT products and solutions (see visual below).

Green Consulting (A practitioner's perspective) Facilities Audit, Green Assessment, Carbon Managed Services



Green IT
Data Center consolidation
Next generation Data Centers
Energy Assessment framework

IT for Green
Carbon management
Business process optimization
Green Supply chain design

Green Lighting Solutions
LED lighting solutions

Clean Energy Solutions
Eco-energy solutions
Consult, Implement, Manage renewable energy sources

Water Reuse Solutions
Ultra filtration solutions
Water-reuse solutions

IT for Green

IT for Green refers to IT solutions that enable customers to manage their sustainability programs more efficiently and effectively.

- During 2008-09, we launched the Carbon Management Solution that enables customers to measure and manage their GHG footprint.
- Bespoke solutions were built in the areas of Energy Management, Building Management Solutions, Freight optimization etc.
-

Going forward, the goals before the IT for Green program are to build an integrated portfolio of solutions that covers 'Smart Grid Management', 'Store Energy Management', 'Smart Manufacturing' and 'Carbon Accounting for Airlines'.

Green IT

Green IT refers to the 'greening' of IT infrastructure e.g. Data centers. Our integrated data center solution – combining 'Hardware virtualization', 'Smart aisle cooling design' and 'Passive green building design' – has found ready acceptance with customers.

The Green Computing case study

Lifecycle environmental responsibility is the most critical element when it comes to establishing a product's green credentials. Our IT products division markets a range of desktops, laptops, servers and network equipment in the Indian market. In 2006, we launched the Green Computing program with the core mission of providing our customers with products that are safe for the environment. Since then, we have made significant strides in our green journey, the highlights of which are shown below.

Energy Star Models

In 2008-09, we launched the program for offering customers more energy efficient desktop and laptop models. We adopted the Energy Star Rating standards of the U.S. government's EPA (Environment Protection Agency).

- 15 of the 22 desktop models and 8 of the 11 laptop models introduced in 2008-09 were Energy Star 4 certified; this corresponds to an energy saving of 12-15%.
- The plan is to transition to Energy Star 5 for the above models during 2009-10.

Pushing the envelope on RoHS

In the three years since 2006, Wipro laptops and desktops have achieved 99.99% + compliance levels with RoHS standards that seek to restrict and eliminate hazardous substances from electronic products. We have achieved this by collaborating extensively with our suppliers and partners.

Our goal is to achieve 100% RoHS compliance during 2009-10 and to go beyond this standard in 2010-11 by eliminating BFRs (Brominated Flame Retardants) and PVCs (PolyVinyl Chloride) from our desktops and laptops.

Responsible e-waste management

Our extended producer responsibility (EPR) policy ensures that we collect desktops and laptops from customers at the end of their useful life and arrange for their safe disposal with our partners. We have a network of 17 collection centers that collected 98083 units during 2008-09, amounting to 8% of past sales. Significantly, we have introduced measures to extend the life of our products to seven years, thereby effectively reducing the lifecycle GHG footprint.

Education and Community Initiatives

Our initiatives in social transformation started nearly a decade back in 2000 with programs that focused on school education and the needs of proximate communities. The three areas that we work on today are

- **School education:** The Wipro Applying Thought in Schools initiative works with a network of partners on systemic interventions in the school education system – curricular reform, assessment-led reform or a wider approach of systemic reform.
- **Community initiatives:** The Wipro Cares initiative works on issues of education, health, environmental restoration and disaster rehabilitation that are relevant to communities proximate to Wipro locations. The program runs entirely on voluntary efforts and financial contributions of Wipro employees.
- **Engineering Education:** Mission10X works with engineering colleges in India to improve the quality of teaching and instruction with a resultant outcome of increased employability of engineering graduates.

Case study: Student misconception videos

The Student Misconception Videos depict the thinking process of children by showing how they respond in detail to conceptual questions like “Does a paper become heavier on crumpling? If not why does it fall faster?” or “What is the chemical composition of steam? Is it different from that of water?”. This gives teachers and parents insights into how children think about various concepts. The video is a demonstration of a dialogue-based learning method and how probing questions can trigger fascinating dialogues among children, helping them understand a concept very well.

TEACHING?

Educational initiatives, the makers of ABET, and Wipro undertook the first of its kind research in India where hundreds of children from classes 4, 6 and 8 of leading schools in Delhi, Mumbai, Kolkata, Chennai and Bangalore were asked to explain their understanding of common topics in Maths, Science and English – taken from ABET questions. These student responses were analysed and compiled into a video series. This video series is a follow-up of the famous study which was published in the India Today magazine in 2008. These videos are an invaluable resource to understand students and their learning processes.

All questions copyright **ABET**

Over 2500 students across the country were interviewed on more than 26 questions. Each question was tried in atleast 4 different cities and across education boards to capture the most common misconceptions. These responses were then studied by the experts in order to analyse the reasons. The handbook provides a snapshot of why it is important to understand misconceptions giving examples from the video series.

Other Projects:

Student Learning in the Metros (SLIM) - 2004: IIT and Wipro, jointly conducted a national level research study to understand how well children are learning in the top schools of India.

The Google Project: IIT with the Google Organization has embarked on a first of its kind, arduous and complex exercise across 21 Indian states to gauge levels of student learning in classes 4, 6 and 8 and identify learning gaps.

Wipro

Wipro
113 - J. B. Towers, One, Doorbunder, Cross-Junction, Ahmedabad - 380 014, Gujarat, India
Phone: +91 79 3261 6954/3268 6394 | info@wipro.com | www.wipro.com

How do our children think? - A Video Series on Student Misconception

How do our children think?

A Video Series on Student Misconceptions

This project, conducted in partnership with Educational Initiatives, engaged around 500 schools and educators through sessions such as described above. We have disseminated these videos to more than 9000 schools.

The above case study is an example of the work in systemic interventions that the Wipro education program does. Since its inception, it has built an invaluable partners network of 30 of India's foremost educational organizations, working with more than 10,000 educators in 1500 schools across 17 states. Our efforts have reached more than 5 lakh students.

In 2008-09, we continued our journey in expanding our reach to a wider community. Some of the key themes of the work were:

- Creating good quality literature for children and about education
- Strengthening the Wipro Education Fellowship network
- Expanding the community of partner organizations
- Extending advocacy efforts to parents and teachers on the importance of conceptual understanding in the learning process
- Conducted over 190 workshops and has successfully empowered more than 5700 faculty members spread over 485 colleges in 18 States in India.

Mission I0X

Since its inception in 2007, Mission I0X has successfully empowered more than 5700 faculty members spread over 485 engineering colleges across 18 States in India through its innovatively designed workshops. The workshops help engineering faculty in adopting creative pedagogic approaches that place the learner at the center of the educational discourse.

With a talented and committed team drawn from academia and within Wipro, partnerships with Cambridge University, Dale Carnegie Institute and IIT-Mumbai and a top-notch advisory board, Mission I0X has set for itself a goal of reaching out to 10000 faculty members by 2010.

Wipro Cares

A few of the several activities undertaken by Wipro Cares in 2008-09 are highlighted below:

- Rehabilitation of the flood-affected in three districts in the state of Bihar. Wipro employees contributed generously towards this cause and we are partnering with three NGOs on building housing infrastructure for the displaced.
- Building civic awareness – in partnership with Janaagraha, a leading NGO in India – amongst Wipro employees on the importance of exercising their democratic franchise in India's national elections in 2009.
- Wipro employees logged in nearly 20000 hours of voluntary effort during 2008-09 at schools, orphanages and communities.

BEST ECO PRACTICES

This compilation of eco practices is a contribution by Wiproites. They are some fine examples of green practices from across the world, carefully handpicked from a large number of entries. These stories have been chosen because they stand out in our trying times - they inspire us, they trouble us, but importantly, they prick our conscious, telling us what more can be and should be done. They tell people about the hard work and efforts put in by communities and countries to bring about eco awareness and in some cases a more conscious way of living. These practices have been brought to life especially for this report by some very real and soul-searching illustrations by Wiproites and a few amateur student artists from some of Bangalore's finest art institutions. For your easy understanding of the stories we have categorised them into the following sections. These sections all meet to form a common mosaic but different elements shine in the forefront of each:

i. Communities at the forefront.

This section comprises of inspiring stories of individuals or communities that have always put the environment before themselves; bringing about a sea change in attitudes and mindsets of people and helping them live a better life.

ii. Conservation at its best.

This section deals with standout stories of conservation of nature's precious bounty. Some of the stories are about the exemplary passion and grit of communities and people, while others illustrate the power of age-old practices that have stood the test of time.

iii. Green innovation.

Innovations, common sense and plenty of hope; that's what one can expect from this section. Featuring stories of grit and determination, these green practices are definitely an inspiration for all of us.

iv. Sustainable agriculture.

Green consciousness doesn't necessarily have to apply only to urban areas. When it is practiced by farmers and agriculturists, the results can be very encouraging and highly infectious. This section features a few such awe inspiring stories from across the world.

v. Sustainable cities.

The callous attitudes of people in the urban centers towards the environment, the disdain with which we lead our lives are all too well documented. But in all this insensitivity there are stories which ignite our minds, guiding us with clear, radical examples of change that leave us with hope and optimism. Here are a few such stories.

BISHNOIS

A community
that took on an
empire for their
trees and animals.

Bishnois are a nature worshipping community
from the Marwar region of Rajasthan, India.



Seldom will you come across a community that so strongly believes in living in harmony with nature that they would go to any extent to achieve that; even take on an empire to save their trees. Such is the conviction of the Bishnois from Rajasthan. A community of nature worshipers, whose stories of nature conservation are now legendary.

The Bishnois are a sect founded by the Holy Saint Guru Jambheshwar (b. 1451). The story goes that after a severe drought in the Marwar region of Rajasthan in India, the Guru formulated 29 principles to lead a harmonious life with nature. Thus was born a community of people who began to live life by these 29 principles and came to be known as the Bishnois. One of the most important in the 29 principles was the ban on killing of animals and the felling of trees. Even today, the Bishnois live by this principle and consider trees and animals as sacred beings. No wonder they have emerged as the true champions of nature conservation.

So strong is their conviction to protect their trees and animals, that they will stand in the way of anybody who tries to destroy them and this has been the case ever since time immemorial. The case of Amrita Devi is testimony to this fact. The story goes back to 1730 AD, when Amrita Devi, a Bishnoi woman was at her home with her three daughters, Asu, Ratni and Bhagu Bai. She learnt that a number of people had descended on their otherwise sleepy village of Khejarli, named after the "Khejri" trees, (*Prosopis cineraria*) found in abundance in their village. The people were the men sent by Maharaja Abhay Singh, the ruler of the Kingdom of Jodhpur. Their mission was to fell the green Khejri trees to burn lime for the construction of the Maharaja's new palace.

Amrita Devi swore to protect the trees with her life. She hugged a tree as she protested against the Maharaja's men, but in vain. The axes that were brought to cut down the trees, severed her head as well.

Her young daughters were not daunted and offered their heads too. This news spread like wildfire. The Bishnois of Khejarli then sent summons to their counterparts in eighty-three Bishnoi villages in the vicinity. Following which it was decided that for every green tree to be cut, one Bishnoi volunteer would sacrifice his/her life. As soon as the Maharaja heard of the turn of events he ordered the felling of trees to be stopped at once. By that time, three hundred and sixty three Bishnois had already become martyrs. Honoring the courage of the Bishnoi community, Maharaja Abhay Singh apologized for the mistake committed by his officials and issued a royal decree saying cutting of green trees and hunting of animals within the revenue boundaries of Bishnoi villages were strictly prohibited.

This ardor of the Bishnois towards animals and trees hasn't died even today. Recently, they even got a leading Hindi film actor convicted on charges of killing of a Blackbuck! Such is the passion and zeal of the Bishnois.

This stand-out green practice contribution was shared by
PS Narayan*
Bengaluru, India





An accidental stumble by Mohammed Dilawar on the declining numbers of house sparrows in Britain led to one of the most dogged struggles to save the house sparrows in India.

SAVING THE INDIAN SPARROW

It's happening at Nasik, India.

Among India's tiger-obsessed conservationists, Mohammed Dilawar is an oddity. The former lecturer in environmental studies once turned down an offer to work with tigers, dedicating himself instead to saving the sparrow. Using his own money, from his home in Nasik, Dilawar runs a project to preserve what he believes is one of India's most threatened birds.

The house sparrow was once so ubiquitous across India that it appears in folktales and songs. In 2005, when Dilawar stumbled upon a study of the declining population of house sparrows in Britain, he suspected that India was heading the same way, especially in fast-growing urban areas. As Dilawar realized, the fate of the diminutive bird was a portent of larger problems. "The sparrow is to urban ecosystems what the canary was to mines," he explains. "That it is dying out, means our cities are in trouble." Dilawar scoured journals and libraries for studies to confirm his inkling, but found only one — a report by the Indian Council of Agricultural Research recording a dramatic drop in sparrow population in southern India. So he determined to remedy what he calls a "criminal lack of scientific aptitude," starting out by conducting a nationwide survey of the sparrow population — an ambitious project that will take years to complete.

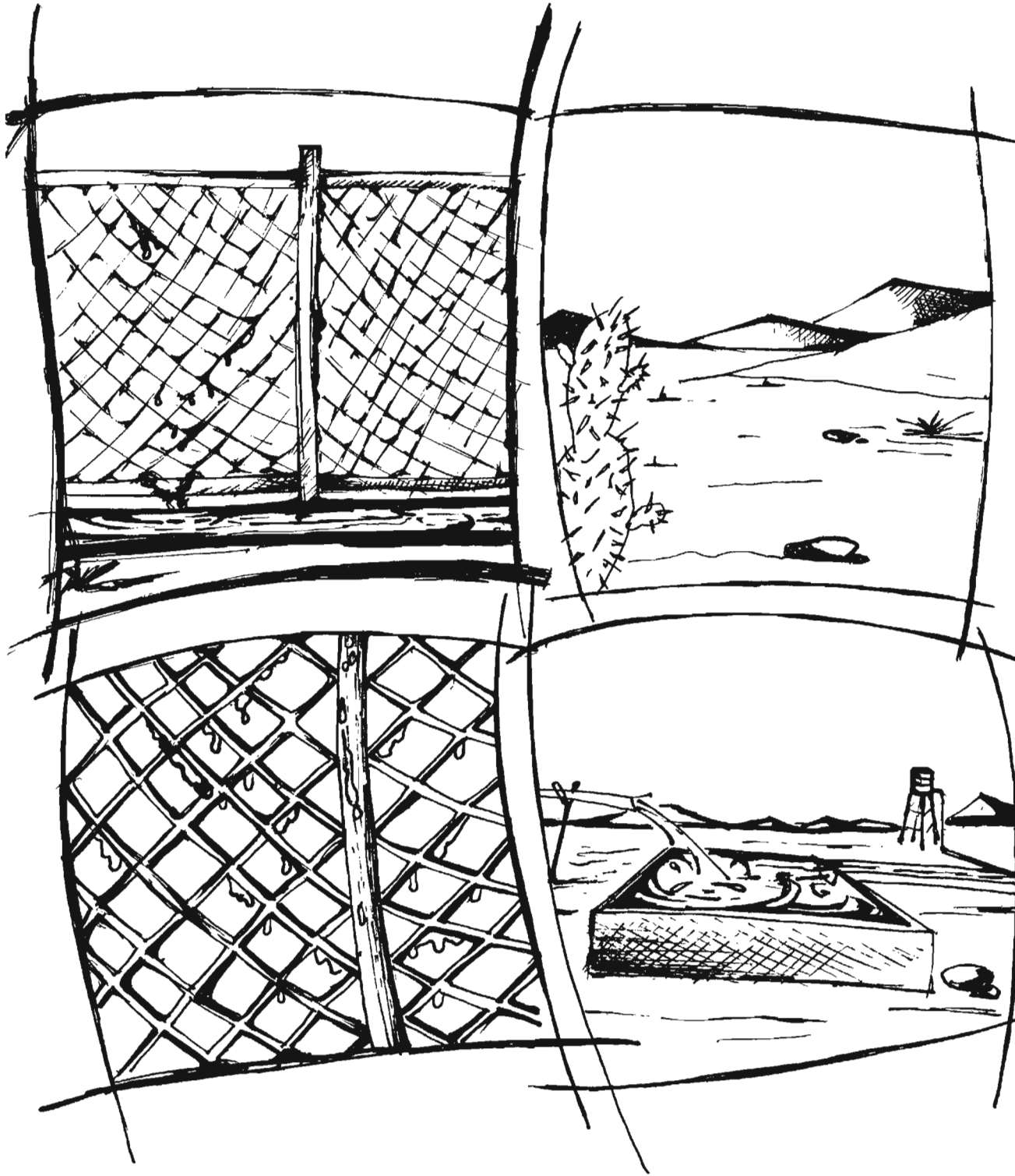
In the meantime, Dilawar is doing what he can, to protect the tiny birds. There is, it seems, a lethal combination of reasons for the sparrow's decline. Modern architecture and shrinking gardens and parklands have rendered sparrows homeless, since they like to nest in nooks and crannies. Meanwhile, use of pesticides has killed the bugs the bird needs, to feed its young.

Dilawar has taken the bird's plight to heart. "One day, I saw a sparrow building a nest in the switch box of a telephone pole," he says. "I decided then and there to give a little help to this hardy little creature." And so it was then that he began to design wooden nesting boxes. After experimenting at home, he started manufacturing and selling them on a non-profit basis. In less than three years, he sold more than 1,000 of these "nests" and bird feeders. "It's heartening," he says, "to hear back from families that their children are thrilled to watch chicks hopping about, being fed by the mother."

Dilawar concedes that this is just a tiny step. "We need to involve the government and the scientific community," he says. "We must plant hedges and trees ... must stop using chemical pesticides near our homes." But securing funding for such a plain, un-exotic creature isn't easy. "In India, we only think of the glamorous tiger," he says. "But if we don't act now to save the house sparrow, our children may only hear of sparrows in stories and never get to see one."

This stand-out green practice contribution was shared by **Venkata Prakash Gudipudi***
Hyderabad, India





{ Camanchacas or fogs occur in the arid coastal areas of Peru and Chile, South America.

BELLAVISTA FOG

How to gather hundreds of gallons of fresh water from fog?

When people from rural Peru move into Lima, the capital, they are many times forced to live in the cheapest areas; high on hills, on the edge of the city, where landslides are common and water is scarce. But these people have an ace up their sleeves; with special nets they scoop water directly from the air.

Even though serious work on collecting fog started about a hundred years ago, it is now that people are realizing its potential. Newcomers to Lima typically build plywood shacks on unclaimed land on the steep hill slopes. If the residents stay long enough, they can obtain the title to the land from the government. One of the requirements for getting the title is to plant trees upslope. Earthquakes are common around Lima and trees help stabilize the land and guard against landslides. But trees have needs too; mostly water. How do you provide for the trees when people themselves don't have enough water?

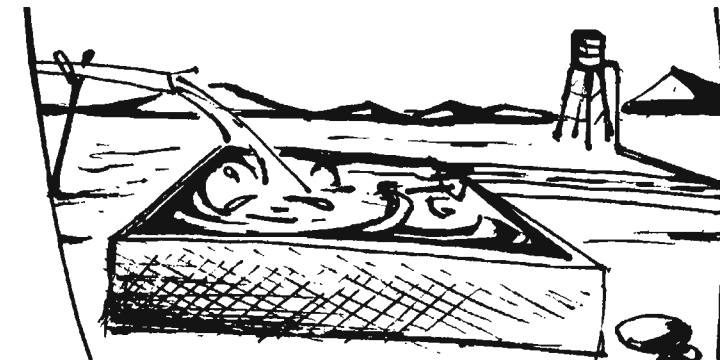
The village of Bellavista with a population of about 200 people was founded seven years ago in the hills, 10 miles south of downtown Lima. Villagers here had to buy water for everything - cooking, cleaning and drinking - from trucks that drive up the steep hill every week. The residents pay ten times as much as people farther downhill, who are connected to the municipal supply. For a family of four, water bills could be as high as U.S. \$7 - 10 a week - a huge sum in a village where family income might average about \$40 a week.

When the Bellavista fog-catching project began in 2006, people from the village did all the heavy lifting and digging. They had to carry 94 pound bags of sand about 800 feet up the steep hill to stabilize the nets and build pools to gather water collected by the fog catchers. Even though they worked hard to build the fog catchers, some of these men thought the idea sounded a little crazy.

Fog collection works not by condensation, which is what happens when water vapor hits a cold surface and transforms into a liquid. In fact, the water in fog is already in liquid form - it's just in very small droplet form. The fog collectors look like giant volleyball nets, 13 feet tall and 26 feet wide. The nets, perpendicular to the prevailing wind, stretch between pairs of wooden poles. The top of each net is 18 feet above the ground. As wind blows through the heavy fog, tiny droplets stick to the coarse woven mesh, made of a kind of plastic netting that is designed to shade young fruit trees.

As more and more tiny droplets stick to the net, they clump together and form drops and eventually gravity pulls the drops down into a gutter. From there, the water flows through tubes into two brick tanks and a pool which together hold more than 25,000 gallons of water.

This stand-out green practice contribution was shared by
Mahathi Nethi*
Hyderabad, India



FUKUOKA FARMING

Returning to nature.



{ Masanobu Fukuoka, a Japanese microbiologist, was one of the pioneers of no-till grain cultivation and his system is referred to as Fukuoka Farming.

The terms 'Natural Farming', 'Fukuoka Farming' and 'Fukuoka Method', all refer to a unique small-scale sustainable farming technique which owes its credit to a Japanese microbiologist Masanobu Fukuoka, who was skeptical about the wisdom of modern agricultural science from the very beginning of his research career.

Fukuoka's efforts paralleled the organic farming and gardening movement led by pioneers like Lady Eve Balfour, Sir Albert Howard, and J.I. Rodale that was sweeping Europe and the US in the 1940s. It was the realization that excessive use of chemical fertilizers kills the ability of soil to support life and spoils the natural ecosystem, which provided the spark to the movement towards more ecologically beneficial and sustainable agricultural practices.

The essence of Fukuoka's method is to reproduce natural conditions as closely as possible. This technique is usually used for growing fruit trees, vegetables and grains like rice and barley. It is founded on the four principles of 'no cultivation', 'no fertilizers', 'no weeding' and 'no pesticides'.

Since it is in the nature of soil to swell and grow more porous with each passing year, Fukuoka Farming does not involve ploughing, which breaks up the soil eventually causing it to become harder and denser. Creation of deep, fertile soil is the basic strategy for achieving long-term, totally fertilizer-free cultivation on a natural farm.

The principle of 'no weeding' or 'weed utility' emphasizes the positives of maintaining diversity. Weeds are also considered as part of the ecosystem. By studying and making use of the properties of weeds, one weed can be used to drive out a large number of other weeds. If the farmer were to grow grasses or green manure crops that take the place of undesirable weeds and are beneficial to him and his crops, then he would no longer have to weed. This would in addition prevent the erosion of soil. For example, growing a ground cover of white clover under the grain plants, will improve the nitrogen content of the soil. Weeds can also be periodically cut and allowed to lie on the surface so that the nutrients they contain return to the soil.

One of the biggest issues that plague farmers is pest-infestation. Measures taken to control pests often prove to be counterproductive – soil and water contamination, soil infertility, health hazards are just a few of the consequences of using pesticides. Fukuoka advocates a 'do nothing' approach to control crop diseases and insect pests, because doing anything is likely to have consequences even worse than the disease or pest damage.

Barley/rice can be grown successively on the field using this method. The seeds for next season's crop are sown before the previous one is harvested. The straw from the previous crop is also strewn so as to replenish the soil. This technique is being practiced successfully by farmers in different pockets across the world and they are enjoying a reasonable and healthy harvest every season.

After all, who is a better care-taker than Mother Nature herself? Her supremacy is undeniable and insurmountable.

This stand-out green practice contribution was shared by
Teena CH*
Kochi, India



NATURAL FARMING.

CURITIBA

A runaway success in
eco-friendly transport system.



Bus systems provide a versatile form of public transportation with the flexibility to serve a variety of access needs and unlimited range of locations throughout a metropolitan area. The essence of a Bus Rapid Transit is to improve the operating speeds and reliability on arterial streets by reducing or eliminating various types of delay.

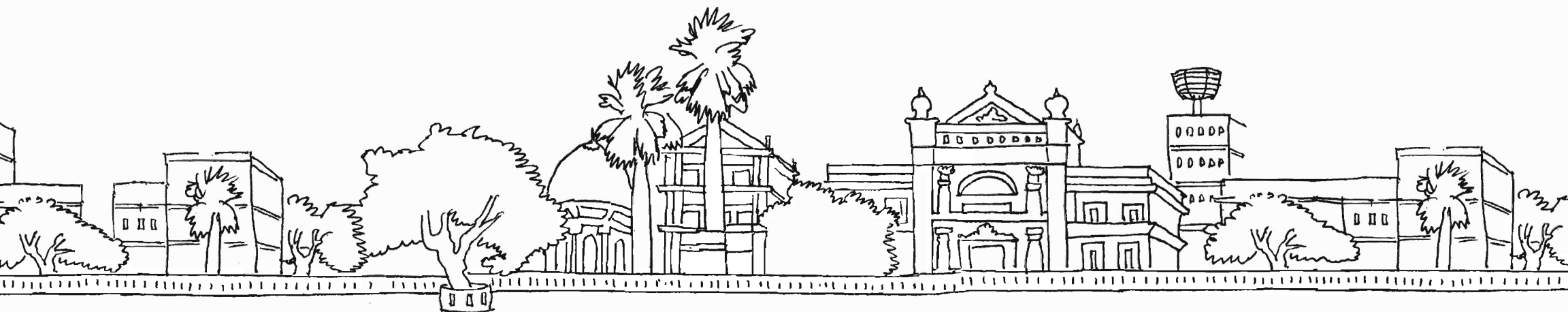
The bus system of Curitiba, Brazil, exemplifies a model Bus Rapid Transit (BRT) system and plays a large part in making this a livable city. The buses run frequently - some as often as every 90 seconds. The stations are convenient, well-designed, comfortable and attractive. Consequently, Curitiba has one of the most heavily used, yet low-cost, transit systems in the world. It offers many of the features of a subway system - vehicle movements unimpeded by traffic signals and congestion, fare collection prior to boarding, quick passenger loading and unloading - but it is above ground and visible. Around 70 percent of Curitiba's commuters use the BRT to travel to work, resulting in congestion-free streets and pollution-free air for the 2.2 million inhabitants of greater Curitiba.

Thirty years ago, Curitiba's planners integrated public transportation into all the other elements of the urban planning system. They initiated a system that focused on meeting the transportation needs of people - rather than those using private automobiles and consistently followed through with a staged implementation of their plan. They avoided large-scale and expensive projects in favor of hundreds of modest initiatives.

Curitiba's bus system is composed of a hierarchical system of services. Minibuses routed through residential neighborhoods feed passengers to conventional buses on circumferential routes around the central city and on inter-district routes. The backbone of the system is composed of the Bus Rapid Transit, operating on the five main arteries leading into the center of the city like spokes on a wheel hub.

The popularity of Curitiba's BRT has effected a modal shift from automobile travel to bus travel. Based on 1991 traveler survey results, it was estimated that the introduction of the BRT had caused a reduction of about 27 million auto trips per year, saving about 27 million liters of fuel annually. In particular, 28 percent of BRT riders previously traveled by car. Interestingly, compared to eight other Brazilian cities of its size, Curitiba uses 30 percent less fuel per capita, resulting in one of the lowest rates of ambient air pollution in the country. Today about 1,100 buses make 12,500 trips every day, serving more than 1.3 million passengers - 50 times the number from 20 years ago. Best of all, Curitibaanos spend only about 10 percent of their income on travel which is much below the national average.

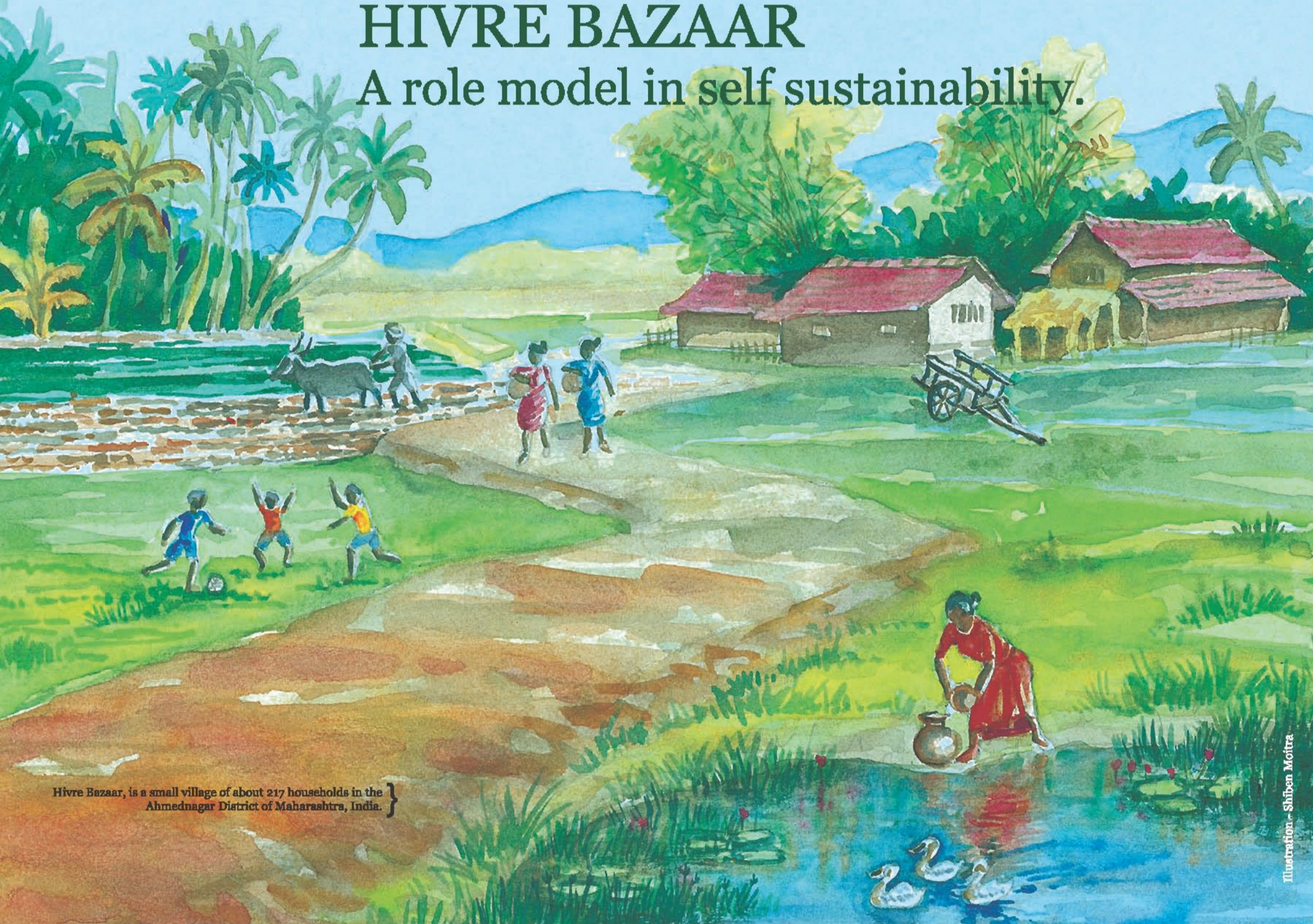
This stand-out green practice contribution was shared by
P S Narayan*
Bengaluru, India



*Please note that none of the stories or the content for the stories has originated at Wipro. These are findings or extracts, which employees of Wipro have found interesting and believe are 'stand-out' green practices from across the globe that needed to be shared to make people more eco-conscious. The credit for these practices goes entirely to the communities, countries or individuals who have invented, founded and put to use such beliefs. This is purely in the interest that more aware global citizens make for friendlier planet citizens.

HIVRE BAZAAR

A role model in self sustainability.



Hivre Bazaar, is a small village of about 217 households in the
Ahmednagar District of Maharashtra, India. }

Hivre Bazaar village in Nagar Taluka of Ahmednagar District has emerged as a role model. The recognition has spread far and wide - DRDA is extending financial assistance for the construction of a training center for the Sarpanches. Maharashtra got its first National Productivity Award due to the work done in Hivre Bazaar.

Until 1989, Hivre Bazaar was just another small time village which had all the trappings of an unproductive life. All that changed, when the villagers decided to get the most educated man in the village Papat Pawar to contest elections for the post of Sarpanch. Despite opposition from the family he contested and became the Sarpanch for a year. During that period, he worked to improve the 'moral environment' of the village as he believed that was the only way forward. Due to the 'bad reputation' of the village, teachers deputed to the village school often considered it as a punishment posting. The village needed to change that image desperately, hence a request for good teachers was made to the district administration. This was their first step in the right direction. The following years saw concrete steps being taken to improve the standards of education and the environment.

Today the situation has changed dramatically in Hivre Bazaar. Out of 217 households in the village, only 12 remain landless. The total geographical area of 976 hectares in the village is divided into three micro watersheds. Of this, 70 hectares has been earmarked as forest land, which has been developed in close cooperation with the forest department. Presently, the entire management of this forest land is in the hands of the villagers. The department does not even have a guard to protect the reserves and this is proof enough that the joint forest management (JFM) program initiated with the forest department has become a success.

Crops like jawar, bajra, wheat, onion, potato and vegetables are now grown here along with flowers giving birth to a thriving floriculture base. The dairy sector too has registered a remarkable improvement. In 1995, the daily milk production in the village was about 250 liters and today well over 2,600 liters are produced every day!

However, the most remarkable change one can see in the village is the environmental awareness among the villagers. During the popular 'Ganpathy Utsava', instead of each family buying an idol of Lord Ganesh, which is the usual practice, today the entire village gets together to buy one idol. This has resulted in huge savings and has also given the community one more reason to get together. One other instance where we can see the change in the mindset of the people of Hivre Bazaar is during the 'Samodayik Kheti'. Since finding labor was a big problem, the villagers came up with an idea of helping out each other by working collectively in each other lands. This not only solved the problem of labor but also has created an environment of social cohesion, where people readily come together and work together.

This stand-out green practice contribution was shared by
Veena Padmanabhan*
Gurgaon, India



SOME OF THE AWARDS WON IN 2008-09

1. Outsourcing Institute and Vantage Partners' inaugural RMMY awards- "Best Enabled Relationship / Account Managers and "Best Transition Process" categories (2008)
2. Ranked 5th overall among the Leaders category with key strength being 'Demonstrated Competencies' in IAOP's Global Outsourcing 100 list 2008
3. Winner of the Best Asian Executive- Services Business category at the 5th annual Stevie® Awards for Women in Business
4. All Stars Awards at The Network World Asia along with Nortel
5. Winner of the HR Executive of the Year by Stevie Awards for International Business
6. Ranked 2 overall in the Dataquest Top 20 survey of Indian IT firms in 2009
7. Best New BPO Locator Award for Wipro BPO at the International Information and Communications Technology (ICT) Awards- March 2009
8. Recognized by Emerson Rosemount as top IT partner for Continuous Improvement in the areas of Quality, Speed, Flexibility, Service, Technology and Cost
9. Winner in the retail vertical industry award of Infomatica with the leading retail customer
10. Winner of Indian MAKE Award for Knowledge Management
11. Winner of The Smart Workplace Award in the Professional Services category from the Economic Times - June 2008
12. Winner of SAP® Pinnacle Award for thought-leadership around enterprise SOA - June 2008
13. Winner of the All Stars Awards at The Network World Asia - December 2008
14. Winner of the UN HABITAT Business Award 2009 - March 2009

To know more about Wipro's Sustainability practice, log on to
<http://www.wipro.com/investors/sustainability-wipro.htm>
<http://www.wiprocorporate.com/sustainability>
Alternatively, you can email us at sustain-report@wipro.com

Wipro Limited:

India (Corp. Office) : Wipro Technologies, Sarjapur Road, Bangalore 560 035. India. Phone: +91 (80) 2844 0011 Fax: (080) 284 40256
USA (California) : Wipro Technologies, 1300 Crittenden Lane, 2nd Floor, Mountain View, CA 94043. Phone: (650) 316 3555
Fax (650) 316 3468.
USA (New Jersey) : Wipro Technologies, East 2 Tower Center Boulevard, Ste 1100, East Brunswick, NJ 08816. Phone: (732) 509 1500
Fax (732) 514 0860. USA (New York)
: Wipro Technologies, 245 Park Avenue, 24th Floor, New York, NY 10167. Phone: (212) 792 4256 Fax: (212) 372 8798.
UK : Wipro Technologies, Kings Court, 185 Kings Road, Reading, RG1 4EX. Phone: +44 118 902 2300 Fax: +44 1189 5723 47.
Germany : Wipro Technologies, Willy-Brandt-Allee 4, 81829 Munich, Germany. Phone: +49 89 12 477 450 Fax: +49 89 12 477 460.
France : Wipro Technologies, 76 Route De La Demi Lune, Immeuble Madeleine D, 92057 Paris La Defense Cedex 6 France.
Phone +33 (0) 1 46 93 95 95 Fax +33 (0) 1 46 93 95 99.
Japan : Wipro Technologies, #911A, Landmark Tower, 2-1-1, Minatomirai 2-Chome Nishi-Ku, Yokohama 220-8109.
Phone: +81 (45) 650 3950 Fax: +81 (45) 650 3951.

We welcome feedback, suggestions and points of view from our readers.
Readers can write to sustain-report@wipro.com or to
P.S.Narayan, General Manager-Sustainability at narayan.pan@wipro.com

To know more about our other global offices, go to <http://www.wipro.com/contactus/locations-text.htm>



This report is printed on 100% recycled paper